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Reg. No. : .....

**Code No. : 22465 E      Sub. Code : SMBA 32**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2020.

Third Semester

Business Administration – Main

**BUSINESS LAW**

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Contract in which only one has to fulfill the obligation is called \_\_\_\_\_.
  - (a) Legal contract
  - (b) Executed contract
  - (c) Unilateral contract
  - (d) Contract of record

2. Contracts made out of natural love and affection without consideration is \_\_\_\_.
- (a) Valid                      (b) Void  
(c) Unlawful                  (d) Voidable
3. Concealment of a material fact is called \_\_\_\_.
- (a) Misrepresentation  
(b) Mistake  
(c) Fraud  
(d) Rescission
4. Mistake as to the identity of subject matter is a \_\_\_\_.
- (a) Mistake of law  
(b) Mistake of fact  
(c) Unilateral mistake  
(d) Bilateral Mistake
5. Promises which form consideration as part of consideration for each other is called \_\_\_\_ promises.
- (a) Mutual                      (b) Reciprocal  
(c) Simultaneous              (d) Adjoint

6. Discharge by operation of law occurs \_\_\_\_\_.  
(a) By insolvency  
(b) Change of law  
(c) Commercial impossibilities  
(d) Strakes
7. Contract of guarantee involves \_\_\_\_\_ parties.  
(a) One                      (b) Two  
(c) Three                    (d) Any number
8. \_\_\_\_\_ is essential for exercising right of lien.  
(a) Delivery                (b) Possession  
(c) Title to goods        (d) Claim
9. A person may be acting on behalf of another without his knowledge, then agency could be created by \_\_\_\_\_.  
(a) Holding out  
(b) Ratification  
(c) Implied agreement  
(d) Express agreement

10. Sellers privilege to retain possession of goods is available due to \_\_\_\_.
- (a) Right of lien
  - (b) Right of possession
  - (c) Right for price
  - (d) Right for damages

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) How would you classify contracts on the basis of validity?

Or

- (b) Spell out when contract without consideration is valid.

12. (a) Distinguish between 'Coercion' and 'Undue influence.'

Or

- (b) Illustrate the basics of 'Fraud.'

13. (a) When consideration becomes unlawful?

Or

(b) Brief the requisites of valid tender in performance of contract.

14. (a) Specify the features of a contract of guarantee.

Or

(b) Spell out the rights of a bailee.

15. (a) Distinguish 'Right of lien' and 'Right of Stoppage' in transit.

Or

(b) Spell out the classification of agents.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Illustrate the rules regarding 'Acceptance.'

Or

(b) Spell out the essential of a valid contract.

17. (a) Discuss the requirements of misrepresentation and its consequences.

Or

(b) Specify the types of mistake of fact.

18. (a) Illustrate agreements opposed to public policy.

Or

(b) How could a contract be discharged by breach of contract?

19. (a) How could a bail on end be terminated?

Or

(b) Illustrate the rights of a surety.

20. (a) Distinguish between 'Sale' and 'Agreement to Sell.'

Or

(b) Spell out the rights of a partner.

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Code No. : 22472 E      Sub. Code : SMBA 51

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2020.

Fifth Semester

Business Administration — Main

CASE ANALYSIS

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

CASE ANALYSIS

Read the following case and answer the questions given below:

**NOT DELIVERED AS PROMISED : DON'S PAY FOR IT**

Sunny and his wife Rekha both had degrees in Hotel management with specialisation in catering and hospitality respectively. Both were working at Host, a restaurant located in the midst of the busy business locality. Just hundred meters away was the stock-exchange where hundreds of people gathered everyday to exchange business transactions. The one kilometer of market had

offices of many prestigious companies of India, reputed business houses, consultants, multinational companies and industrial houses. The area was known as the financial district of the city.

Because of the educational and work experience, sunny worked in the restaurant kitchen and Rekha supervised the dining area and handled the billing and cash register. The restaurant having space limitations had no scope of expanding its operations. So, for the past ten years they were doing same routine work.

Sunny and Rekha were keen on starting a enterprise of their own and were looking for the right of business and opportunity. Rekha being in the dining area was always observing the guests coming to the Host. She observed that most of the guests coming for lunch were people belonging to the financial trade like investors, stock brokers, bankers and their business operations were concentrated at the stock exchange. Since the lunch break was only for half an hour, half of the break time went in the to and fro movement to the eating place. They were always found to be intent on finishing their lunch rather than enjoying it. Many of the guests were seen talking on their cellular phones even while eating.

Sunny and Rekha once visited the stock exchange to know the work place of their guests and realized how hard pressed for time they were.



They were convinced that if they could offer these customers an appealing lunch at their workplace, they can certainly develop a clientele. Moreover, the customers will be able to relish the lunch as they will be able to utilize the to and fro movement to the restaurant profitably.

They started talking to a select list of potential customers about the service they wanted to introduce. They found that their concept was acceptable to most of them. A demand for onsite food service was established. Sunny and Rekha worked on the economies of this service and established that they could build a very profitable business.

They decided to quit their jobs and open a small kitchen at their home exclusively to cater to customers requiring onsite food delivered as per their requirement. The focus of the service 'quality food delivered on time'.

The operational strategy was very simple. They had met the potential clients and asked them to give their requirements by 10 a.m. and also the time at which they would like the food to be delivered in their office. Normally 1.00 to 1.30 p.m. being lunch time gave them enough time to prepare food and deliver the packets.

The procedure followed by Sunny and Rekha was this.

- (i) The service delivery start time fixed at 11.00 a.m. so all food must be filled, packed, labeled and sorted by this time.
- (ii) The delivery boys must report at 11.00 a.m. to pick up their packs. The delivery boys were selected on the basis of their location in the customer area, their knowledge about topography and distribution skills.
- (iii) The client base of 70 people located at seven different places was served by seven delivery boys such handling 10 customers whose offices were located either in the same building or in the immediate vicinity. The distribution strategy and mode was designed on the basis of client dispersion in the segment. On average, one delivery boy was supposed to handle 8 to 10 clients.
- (iv) The work study has indicated that each delivery boy can deliver the food and drop back the empty cases within one and half hour from the start of service. The kitchen as located five kilometers from the business offices.

In the same area there are four more organisations providing similar food delivery service and Sunny and Rekha has to compete with them in the same area. To have a proactive approach they started providing a service guarantee stating "Not delivered as promised - don't pay for it". Their main focus was speed of service.

As a consequence of this service their service started getting recognition and gained the reputation of reliability, accessibility and responsiveness. More and more customers were willing to enroll themselves as regular members for this service. The other suppliers in the same area not willing to match service and guarantee offers of sunny and Rekha. Their customers started defecting thereby causing economic strain on their business. "How long can they offer this guarantee", commented one supplier as he felt it would as she was incharge of customer management and sunny was looking after the kitchen management.

The increased flow of customers was alluring them to expand the business but the type of guarantee was forcing them not to expand. But the experience of both convinced them to go ahead for expansion and cater to the segments they has identified and they are sure of winning without problems.

Questions:

1. How could sunny and Rekha create a market niche for their service offerings?
2. What are the characteristics of the niche?  
What is the customer base?

3. What value-added services did they start offering the clients? Explain at least three of them
  4. What distribution strategies were adopted by them to deliver the food within the promised schedule? Did this build up customer satisfaction?
  5. Explain how customers and service providers benefited?
  6. How could Sunny and Rekha tackle the competitors?
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Reg. No. : .....

**Code No. : 22486 E      Sub. Code : SABA 41**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2020.

Fourth Semester

Business Administration — Allied

**SECRETARIAL PRACTICE**

(For those who joined in July 2017)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. A Secretary can be \_\_\_\_\_.
  - (a) an individual      (b) a firm
  - (c) a body corporate      (d) all of the above
2. The Secretary is considered as \_\_\_\_\_.
  - (a) the Managing Director
  - (b) an Officer of a company
  - (c) the chairman of a company
  - (d) the Promoter

3. A Company secretary has to maintain relations \_\_\_\_\_.
- (a) with the Government
  - (b) with other Enterprises
  - (c) Both (a) and (b)
  - (d) with competitors
4. The first secretary \_\_\_\_\_.
- (a) may be nominated in the articles
  - (b) is appointed by workers
  - (c) is appointed by the government
  - (d) is the supervisor
5. A document inviting public to subscribe shares is \_\_\_\_\_.
- (a) Dividend
  - (b) Prospectus
  - (c) Articles
  - (d) Memorandum
6. Preference Shareholders \_\_\_\_\_.
- (a) have priority in getting dividend
  - (b) can not get dividend at all
  - (c) do not contribute to capital
  - (d) are also called as creditors

7. Debenture \_\_\_\_.
- (a) is a bond
  - (b) is an indication of borrowing by a company
  - (c) both (a) and (b)
  - (d) is dividend
8. Dividend \_\_\_\_.
- (a) is interest
  - (b) is paid out of capital
  - (c) can be borrowed
  - (d) is payable out of distributed profits
9. Minimum number of members required to attend a meeting is \_\_\_\_.
- (a) Quorum
  - (b) Agenda
  - (c) Minutes
  - (d) Notice
10. Members resolutions may be \_\_\_\_.
- (a) Ordinary resolution
  - (b) Special resolution
  - (c) Both (a) and (b)
  - (d) Calved proxy

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) State the legal position of Company Secretary

Or

- (b) Bring out the importance of Company Secretary.

12. (a) How is a Secretary terminated from service?

Or

- (b) Discuss the rights of a company secretary.

13. (a) Write a short note on forfeiture of shares.

Or

- (b) Bring out the features of equity shares.

14. (a) What is interim dividend?

Or

- (b) Discuss the features of debentures.

15. (a) Enlist the matters required for ordinary resolution.

Or

- (b) Explain the provisions related to quorum at a meeting.



PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss various types of Secretary.

Or

(b) Who is a Company Secretary? Explain his qualifications.

17. (a) List out Secretary duties of a company secretary.

Or

(b) Examine the liabilities of a company secretary.

18. (a) State the contents of prospectus.

Or

(b) Explain the duties of a secretary during allotment of shares.

19. (a) Discuss various types of debentures.

Or

(b) Bring out the duties of the secretary relating to payment of dividend.

20. (a) What are the duties of the secretary related to notice for company meetings.

Or

(b) Under What circumstances is special resolution essential? Discuss.

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Reg. No. : .....

**Code No. : 6073**

**Sub. Code : PCAM 32**

M.C.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2020.

Third Semester

Computer Applications — Core

COMPUTER GRAPHICS AND MULTIMEDIA

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The basic transformations include \_\_\_\_\_  
(a) Translation                      (b) Rotation  
(c) Scaling                              (d) All of the above
  
2. The transformation that produces a parallel mirror image of an object are called \_\_\_\_\_  
(a) Rotation                              (b) Reflection  
(c) Translation                              (d) Scaling

3. Which of the following is not a rigid body transformation?
- (a) Translation            (b) Rotation  
(c) Shearing                (d) Reflection
4. Coordinates of viewport are known as \_\_\_\_\_
- (a) World coordinates  
(b) Polar coordinates  
(c) Screen coordinates  
(d) Cartesian coordinates
5. A video consists of a sequence of \_\_\_\_\_
- (a) Frames                  (b) Signals  
(c) Packets                 (d) Slots
6. If frames are displayed on screen fast enough, we get an impression of \_\_\_\_\_
- (a) Signals                 (b) Motions  
(c) Packets                 (d) Bits
7. In Audio and Video Compression, each frame is divided into small grids, called
- (a) Frame                  (b) Packets  
(c) Pixels                  (d) Mega Pixels

8. In lowest resolution a color frame is made of \_\_\_\_\_
- (a)  $1024 \times 768$  pixels
  - (b)  $800 \times 600$  pixels
  - (c)  $1152 \times 864$  Pixels
  - (d)  $1280 \times 1080$  pixels
9. In which type of streaming multimedia file is delivered to the client, but not shared?
- (a) real-time streaming
  - (b) progressive download
  - (c) compression
  - (d) none of the mentioned
10. Which one of the following is the characteristic of a multimedia system?
- (a) high storage
  - (b) high data rates
  - (c) both high storage and high data rates
  - (d) none of the mentioned

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the various operations of clipping? Explain.

Or

- (b) Explain the window-to-viewport coordinate transformation.

12. (a) Write down the general three-dimensional rotations.

Or

- (b) Describe the scaling an object with transformation.

13. (a) Write down the multimedia and personalized computing.

Or

- (b) Explain the role of standards in multimedia systems.

14. (a) What are the sensors for TV cameras? Describe.

Or

- (b) Summarize the video performance measurements.

15. (a) Describe the concept of Real-Time interchange.

Or

- (b) Explain the importance of teleconferencing system.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Compare and explain the point clipping and line clipping.

Or

- (b) Illustrate the typical virtual-reality environment. Briefly.

17. (a) Outline the Depth-Buffer method with neat diagram.

Or

- (b) Summarize the concept of Back-Face detection.

18. (a) Discuss the importance of distributed multimedia systems.

Or

(b) Explain the framework for multimedia system.

19. (a) Explain the MPEG motion video compression standard.

Or

(b) What are the video compression techniques? Explain.

20. (a) Describe the quick time movie file (QMF) format.

Or

(b) What are the requirements for multimedia communications? Explain.

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