

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021  
SECOND SEMESTER  
BUSINESS ADMINISTRATION - MAIN  
BUSINESS MATHEMATICS  
(For those who joined in July 2017 onwards)

Time: Three hours

Maximum : 75 marks

PART - A (10X1=10 marks)

Answer all the Questions Choose the Correct answer

Choose the correct answer.

1. If A(-3, 3) and B(5, 9) then the distance between A and B is
  - a) 0
  - b) 1
  - c) 10
  - d) None of the above
2. All points on a plane have reference to a point. It is called
  - a) Origin
  - b) Quadrant
  - c) Co-ordinate
  - d) None of the above
3. The differential coefficient of  $e^{2x}$  with respect to x is
  - a)  $2e^{2x}$
  - b)  $e^x$
  - c)  $2e^x$
  - d) None of the above
4. Let  $y = 3x - 6$ , the elasticity of y with respect to x if  $x = 8$  is
  - a) 4
  - b) 1.2
  - c) 3
  - d) None of the above
5. The maximum and minimum values of a function are called the ----- values of the function.
  - a) Extreme
  - b) Middle
  - c) Absolute
  - d) None of the above
6. When the tangent crosses the curve, at such a point  $d^2y/dx = 0$  and such point is called
  - a) Point of inflexion
  - b) Maximum point
  - c) Minimum point
  - d) None of the above
7. The interest for one unit of time is multiplied by the number of units of time under
  - a) Simple interest
  - b) Compound interest
  - c) Annuity
  - d) None of the above
8. Under this method interest earns interest
  - a) Simple interest
  - b) Compound interest
  - c) True discount
  - d) None of the above
9. If a matrix has only one row, then that matrix is called
  - a) Diagonal matrix
  - b) Row matrix
  - c) Column matrix
  - d) None of the above



(OR)

- b) A company expects that total fixed cost will be Rs.25,000 and that variable cost will be Rs.75,000 on sales of Rs.1,25,000.
- Find the relation between total cost and sales.
  - Find the break even point.
  - What will be the profit for sales of Rs.1,00,000?

17. a) Find the differential coefficient of  $y$  with respect to  $x$ ; when
- $y = (x^2+1)(3x^2-2x^3)$  and
  - $y = \log_a(x^2+1)$

(OR)

- b) A television manufacturer produces  $x$  units in a production run at a total cost of manufacturing and stocking given by  $C = 25x + 10^8/x$
- Find  $dC/dx$
  - Find the value of  $x$  at which  $dC/dx = 0$

18. a) A telephone company has a profit of Rs.2 per telephone when the number of telephones in the exchange is not over 10,000. The profit per telephone decreases by 0.01 paise for each telephone over 10,000. What is the largest possible profit?

(OR)

- b) A rectangular field is  $y$  metres long,  $x$  metres wide. What is the minimum amount of fence which will enclose 10,000 square metres?
19. a) A person deposits Rs.5,000 every year with a company which pays him interest at 12% per annum. He allows his deposits to accumulate with the company at compound interest. What would be the amount stands to his credit on year after he has made his deposit for 15<sup>th</sup> time?

(OR)

- b) If an investor plans investing Rs.100 per year in a savings plan that earns 5% interest per annum compounded annually. What is the sum of annuity payments at the end of 10 years?
20. a) Find  $AB$  and  $BA$  When

$$A = \begin{bmatrix} 2 & -3 & -5 \\ -1 & 4 & 5 \\ 1 & -3 & -4 \end{bmatrix} \quad \text{and} \quad B = \begin{bmatrix} -2 & 6 & 10 \\ 2 & -6 & -10 \\ -2 & 6 & 10 \end{bmatrix}$$

(OR)

- b) Solve by inverse matrix method

$$2x - y + 3z = 7$$

$$x + 3y - z = 8$$

$$x + y - 4z = 1$$

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Reg. No. : .....

**Code No. : 12588 E      Sub. Code : AMBA21 /  
AMSL21**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Second Semester

Business Administration / Shipping and Logistics

PRINCIPLES OF MANEGEMENT

(For those who joined in July 2020)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Management is \_\_\_\_\_
  - (a) Art
  - (b) a scinece
  - (c) both art and science
  - (d) None of the above

2. Which of the following is not a principle by Henry fayol
- (a) Harmony not discord
  - (b) Division of work
  - (c) Unity of command
  - (d) Discipline
3. Prevasiveness of planning indicates that planning
- (a) is a top management function
  - (b) extends throughout the organisation
  - (c) is a future-oriented activity
  - (d) is the first element of management process
4. Which one of the following is an importance of planning?
- (a) Reducing uncertainty
  - (b) Identifying alternatives critically
  - (c) Developing leadership
  - (d) Selecting the most appropriate plan
5. Organising can be defined as
- (a) Identifying and grouping various activities
  - (b) Establishing productive relations for the achievement of goals
  - (c) Both (a) and (b)
  - (d) None of the above

6. Responsibility flows from:-
- (a) superior to subordinate
  - (b) subordinate to superior
  - (c) None of the above
  - (d)
7. Which of the following is not a characteristic of directing?
- (a) Directing initiate action
  - (b) It is a continuous process
  - (c) Flows from top to bottom
  - (d) Ensuring order & discipline
8. Which of the following is the elements of directing?
- (a) Supervision
  - (b) Motivation
  - (c) Leadership
  - (d) All of the above
9. The controlling function is performed by
- (a) Top level management
  - (b) Lower level management
  - (c) Middle level management
  - (d) All of the above

10. Controlling function brings the management cycle back to the
- (a) Organising function
  - (b) Directing function
  - (c) Planning function
  - (d) None of the above

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 basic principles of management?

Or

- (b) Write a short note on responsibilities of management.

12. (a) What is planning?

Or

- (b) “Planning is looking ahead and control is looking back” comment?

13. (a) Discuss the importance of organizing as a function of management.

Or

- (b) Write a note on line and staff organization.

14. (a) What does the direction function of management involve?

Or

(b) What is meant by leadership?

15. (a) What is “control process”.

Or

(b) Explain the meaning of budgetary control.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss the role of management in achieving multiple integration in a business enterprise.

Or

(b) What are the different levels of management? Describe the role of people at each level of management.

17. (a) “Planning is the essence of management; it is a management function”. Elucidate.

Or

(b) Explain the process of planning.



18. (a) Define departmentation and explain the need of departmentation.

Or

- (b) What do you mean by organization chart? Explain.

19. (a) What are the essential characteristics of a good communication system?

Or

- (b) Discuss the information needs of the manager. How does the MIS contribute for effective management?

20. (a) Explain the nature of the problem of control in a manufacturing firm.

Or

- (b) Discuss various steps required in controlling process.

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Reg. No. : .....

**Code No. : 12465 E      Sub. Code : SMBA 31**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Third Semester

Business Administration - Main

**PRINCIPLES OF MANAGEMENT**

(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. \_\_\_\_\_ is an art of getting things done through and with people in formally organised groups.  
(a) Administration      (b) Management  
(c) Organising          (d) All the above

2. Formulation of policy, goals and strategies of a company is the main function of \_\_\_\_\_ level management.
- (a) Top (b) Middle  
(c) Lower (d) None
3. Scientific management approach was given by \_\_\_\_\_
- (a) Elton Mayo (b) Hebert Suman  
(c) Charles (d) FW Taylor
4. \_\_\_\_\_ means to determine in advance
- (a) Planning (b) Organising  
(c) Controlling (d) Co-ordinating
5. \_\_\_\_\_ is a selection of course of action.
- (a) Planning (b) Organising  
(c) Decision making (d) Selecting
6. The first step in organising is \_\_\_\_\_
- (a) Grouping of activities  
(b) Assignment of duties  
(c) Identification of activities  
(d) Determination of Objectives

7. \_\_\_\_\_ is a process of where tasks are grouped into jobs.  
(a) Grouping                      (b) Departmentation  
(c) Organisation                (d) Centralisation
8. Correction of deviation is done is \_\_\_\_\_ process.  
(a) Controlling                (b) Organising  
(a) Planning                    (b) Decision making
9. \_\_\_\_\_ refers to the reservation of authority in few hands.  
(a) Centralisation            (b) Decentralisation  
(c) Authority                    (d) Responsibility
10. \_\_\_\_\_ refers to systematic delegation of authority in the organisation.  
(a) Centralisation            (b) Decentralisation  
(c) Authority                    (d) Responsibility

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 functions of management?

Or

- (b) Write short notes on 'Levels of Management'.

12. (a) Define planning and write down its nature.

Or

(b) Explain the characteristics of Decision making.

13. (a) Narrate in brief the logical steps in organising.

Or

(b) What is departmentation? Why departmentation is necessary.

14. (a) Discuss the basic steps in the process of controlling.

Or

(b) Discuss the tradition techniques of controlling.

15. (a) Define centralisation. How centralisation is necessary in administration?

Or

(b) What are the various steps in the process of delegation?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss Taylor's contribution to the scientific management.

Or

- (b) Explain illumination experiment.

17. (a) Explain the steps involved in planning.

Or

- (b) Write down the steps involved in decision making.

18. (a) Discuss the fundamental principles of organisation.

Or

- (b) What are the advantages of matrix organisation?

19. (a) Discuss the process of controlling.

Or

- (b) Discuss the various control techniques.

20. (a) Explain the factors determining degree of centralisation.

Or

(b) Distinguish between centralisation of decentralisation.

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(6 pages)

Reg. No. : .....

**Code No. : 12466 E      Sub. Code : SMBA 32**

B.B.A (CBCS) DEGREE EXAMINATION,  
APRIL 2021.

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. Terms of offer must be \_\_\_\_\_  
(a) ambiguous                      (b) uncertain  
(c) definite                          (d) vague
  
2. A minor is a person who has not completed  
\_\_\_\_\_ years of age  
(a) 16                                  (b) 18  
(c) 21                                  (d) 20



3. When the other party must have been induced to act upon the representation it is called
- (a) mis representation
  - (b) undue influence
  - (c) fraud
  - (d) coercion
4. When one of the party is mistaken regarding subject matter it is
- (a) centiliter mistake
  - (b) bilateral mistake
  - (c) mistake of goods
  - (d) mistake of identity
5. When agreement is made for a fraudulent purpose it is \_\_\_\_\_
- (a) Immoral
  - (b) Fraud
  - (c) Unlawful
  - (d) Illegal
6. When one party fails to perform is obligation, when it is due it is called \_\_\_\_\_
- (a) Anticipatory breach
  - (b) Actual breach
  - (c) Constructive breach
  - (d) Lapse of time

7. When a guarantee extends to a series of transactions, it is called \_\_\_\_\_ guarantee
- (a) specific                      (b) serial  
(c) continuing                  (d) annual
8. Bailment is concerned with \_\_\_\_\_
- (a) Movable property  
(b) Money  
(c) Actionable claims  
(d) Services
9. A person employed by the original agent is called \_\_\_\_\_
- (a) Cogent                      (b) Substituted agent  
(c) Sub agent                  (d) General agent
10. One who does not take on active part in conduct of business is called
- (a) Nominal partner  
(b) Dormant partner  
(c) Minor partner  
(d) Actual partner

PART B — (5 × 5 = 25 marks)

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

11. (a) Brief how an offer be accepted.

Or

(b) Illustrate who are person termed as 'unsound mind'.

12. (a) Spell out the requirement of misrepresentation.

Or

(b) Distinguish between coercion and undue influence.

13. (a) Specify the contracts which need not be performed.

Or

(b) When could contract be discharged by supervening impossibility?

14. (a) Illustrate the kinds of guarantee.

Or

(b) What are the requirements for a bailment?

15. (a) Brief how an agency be created.

Or

(b) Illustrate the types of partners and their rights.

PART C — (5 × 8 = 40 marks)

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

16. (a) Illustrate the rules as to an 'offer'.

Or

(b) Illustrate the right and liabilities in a contract with a minor.

17. (a) Spell out the types of mistake of fact.

Or

(b) Specify the elements of fraud.

18. (a) Discuss 'Reciprocal promises' and rules regarding its performance.

Or

(b) Illustrate where impossibility of performance is not excused by law.

19. (a) Distinguish contract of indemnity and guarantee.

Or

(b) Spell out the duties and rights of a 'bailor' and 'bailee'.

20. (a) Elucidate the duties and rights of an agent.

Or

(b) Spell out rules regarding delivery of goods.

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021  
THIRD SEMESTER  
BUSINESS ADMINISTRATION - MAIN  
FINANCIAL ACCOUNTING  
(For those who joined in July 2017 onwards)

Time: Three hours

Maximum : 75 marks

~~Part - A (10 X 1 = 10 Marks)~~  
**Part - A (10 X 1 = 10 Marks)**

**Answer ALL the questions****Choose the correct answer:**

1. Any written evidence in support of a business transaction is called
  - a) Journal
  - b) Ledger
  - c) Ledger posting
  - d) Voucher
2. The accounts that records expenses, gains and losses are
  - a) Personal accounts
  - b) Real accounts
  - c) Nominal accounts
  - d) None of the above
3. ~~Income statement~~ displays the revenues and expenses of a company for a period of time
  - a) Income statement
  - b) Balance sheet
  - c) Cash flow statement
  - d) Statement of stockholder's equity
4. The assets that can be converted into cash within a short period (i.e. 1 year or less) are known as;
  - a) ~~Current~~ assets
  - b) Fixed assets
  - c) Intangible assets
  - d) Investments

5. The main object of providing depreciation is:\_\_\_\_\_

- a) To calculate true profit
- b) To show true financial position
- c) To reduce tax
- d) To provide funds for replacement

6. Depreciation arises because of: \_\_\_\_\_

- a) Fall in the market value of an asset
- b) Physical wear and tear
- c) Fall in the value of money
- d) All of them

7. The main source of income for non-trading concern is:\_\_\_\_\_

- a) Subscription
- b) Sales
- c) Dividend on investment
- d) Entrance fee

8. If debit side of income and expenditure account is greater it is termed as:\_\_\_\_\_

- a) Excess of income over expenditure
- b) Net income
- c) Surplus balance
- d) Deficit balance

9. Statements of assets & liabilities prepared under single entry system is called:

- a) Balance sheet
- b) Profit & loss statement
- c) Statement of affairs
- d) Income Statement

10. Normally single entry system is suitable for:

- a) Small scale business
- b) Large scale business
- c) Both of them
- d) None of these

## Continuation Sheet

Part - B (5 X 5 = 25 Marks)

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

Each question should not exceed 250 words

11(a) Detail the Types of Accounting.

(OR)

(b) Explain the Role of Accounting in Business Organizations.

12 (a) In what ways Clerical Errors are committed?

(OR)

(b) Mr. Hari is not an expert in accounting. He prepared the following Trial Balance. You are required to correct it and prepare a corrected Trial Balance.

S.No	Name of Account	Debit (Rs)	Credit (Rs)
1	Capital	-	15,560
2	Sales	-	27,560
3	Sales returns	-	980
4	Drawings	5,640	-
5	Sundry debtors	-	5,300
6	Freehold Premises	7,410	-
7	Purchases	12,680	-
8	Return outwards	2,640	-
9	Loan from Sharma	-	2,500
10	Sundry creditors	5,280	-
11	Administrative expensive	7,840	-
12	Cash in bank	1,420	-
13	Bills payable	1,000	-
14	Wages	5,980	-
15	Opening stock	-	2,640
16	Factory Expenses	4,650	-
		54,540	54,540



13(a) Why Depreciation is provided?

(OR)

(b) The cost of a machine is Rs. 35,00,000 with a salvage value of Rs. 5,00,000 at the end of its six years of life. Determine the total depreciation after five years using the Straight Line Method of Depreciation.

14 (a) How Donations are treated in Non-Trading organizations?

(OR)

(b) On 31-12-2010, subscriptions outstanding were Rs. 10,000 and received in advance for 2011 Rs. 8,000.

During 2011, subscriptions received were Rs. 80,000 including Rs. 7,000 towards the dues of the year 2010. On 31-12-2011, total subscriptions outstanding were Rs. 12,000 and received in advance for 2012 Rs. 6,000. You are required to <sup>Calculate</sup> ~~write~~ the subscriptions to be credited to Income and Expenditure Account.

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**Continuation Sheet**

15(a) What are the Advantages of Single Entry Method?

(OR)

(b) From the following information ascertain Opening Stock on 1-1-2016

Purchases made during 2016	Rs. 2,50,000
Sales made during 2016	Rs. 3,25,000
Stock on 31-12-2016	Rs. 60,000
Wages	Rs. 3,000
Rate of Gross Profit on cost	25%

Part – C (5 X 8 = 40 Marks)

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

Each question should not exceed 600 words

16(a) Detail the Merits and Demerits of Accounting.

Or

(b) Explain the Principles of Accounting

17(a) Detail the different types of Errors.

(OR)

(b) From the following ledger balances are extracted from the books of Siddh.

	Rs.		Rs.
Capital	50,000	Sales	3,01,000
Bank OD	8,400	Return inwards	5,000
Furniture	5,200	Discount (Cr.)	800
Business Premises	40,000	Insurance	4,000
Creditors	26,600	General Expenses	8,000
Opening Stock	44,000	Salaries	18,000
Debtors	36,000	Commission allowed	4,400
Rent received	2,000	Carriage on purchases	3,600
Purchases	2,20,000	Provision for Doubtful debts	1,000
		Bad debts written off	1,600

Adjustments:

1. Stock on hand on 31-12-2015 was estimated as Rs. 40,120
2. Write off depreciation on business premises Rs. 600 and Furniture Rs. 520
3. Make a provision of 5% on debtors for bad & doubtful debts.
4. Allow interest on capital at 5%
5. Prepaid Insurance Rs. 1,400.

Prepare Final Accounts for the year ended 31-12-2015.

18(a) Differentiate between Straight Line Method and Written Down Value Method of Depreciation.

(OR)

## Continuation Sheet

18 (b) Bala & Co., purchased a machine for Rs. 22,000 on January 1, 2012. The estimated life of the machinery is 10 years, after which its break-up value will be Rs. 2,000. Depreciation has to be charged at 21% on the diminishing balance. There was an addition to the original plant on January 1, 2014 to the value of Rs. 4,000. You are required to prepare Machinery A/c for the first three years.

19 (a) Differentiate Receipt and Payment Account from Income and Expenditure Account.

(OR)

(b) The following is the Receipts and Payments A/c of Delhi Football Association for the first year ending 31<sup>st</sup> Dec. 2017.

Receipts	Rs	Payments	Rs
To Donation	50,000	By Pavilion office	40,000
To Reserve Fund (Life membership fees & entrance fees received)	4,000	By Expenses in connection with matches	900
To Receipts from football matches	8,000	By Furniture	2,100
To Subscriptions	5,200	By Investments at cost	16,000
To Locker Rents	50	By Salaries	1,800
To Interest on securities	240	By Wages	600
To Sundries	350	By Insurance	350
		By Telephone	250
		By Electricity	110
		By Sundry Expenses	210
		By Balance on hand	5,520
	67,840		67,840

*Additional Information:*

*Additional Information:*

- (i) Subscriptions outstanding for 2017 are Rs. 250
- (ii) Salaries unpaid for 2017 are Rs. 170
- (iii) Wages unpaid for 2017 are Rs. 90
- (iv) Outstanding bill for Sundry Expenses is Rs. 40
- (v) Donations received have to be capitalized.

Prepare from the details given above an Income and Expenditure A/c for the year ended 31-12-2017 and the Balance sheet of the Association as on that date.

20(a) What are the Methods of calculating Profit in Single Entry System? Also explain the drawbacks of Single Entry System.

(OR)

(b) A trader keeps his books by single entry system. He started his business on 1st January 2019 with a capital of Rs. 100,000. On 1st July 2019, he borrowed Rs. 40,000 at 10% p.a. on 31st December 2019, his assets and liabilities (besides above) were:

Cash Rs. 6,000, Stock in trade Rs. 94,000, Debtors Rs.71,000, Furniture Rs.50,000 and Creditors Rs.42,000. Charge 10% depreciation on Furniture.

He has drawn Rs.2,500 for his personal use. During the year he further invested Rs.25,000 through sale of his private property.

Ascertain the Profit or Loss of the trader for the year.

**B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021**  
**THIRD SEMESTER**  
**BUSINESS ADMINISTRATION - MAIN**  
**ORGANISATIONAL BEHAVIOUR**  
**(For those who joined in July 2017 onwards)**

Time: Three hours

Maximum : 75 marks

**PART –A (10X1=10 MARKS)****Answer all the questions:**

1. The four key elements of organisational behaviour are \_\_\_\_\_, structure, technology and environment.  
 a. people      b. science      c. ideas      d. arts
2. In Hawthorne experiment, \_\_\_\_\_ is done to find out social system of organisations.  
 a. Illumination experiments.      b. Relay assembly experiments.  
 c. Bank wiring room experiments.      d. interviewing workers
3. \_\_\_\_\_ is a science that focuses directly on understanding and predicting individual behaviour.  
 a. Sociology      b. Anthropology      c. Political science      d. psychology.
4. \_\_\_\_\_ is the summation of feeling of employee as group towards various aspects of their work, company, working conditions and so on.  
 a. Motivation      b. Direction      c. Controlling      d. Morale.
5. Herzberg's motivation hygiene theory is also known as \_\_\_\_\_ theory.  
 a. Three factor      b. Two factor      c. Need      d. The big 5 model
6. \_\_\_\_\_ is the process by which people translate sensory impressions into a coherent and unified view of the world around them.  
 a. Perception      b. personality      c. learning      d. motivation
7. \_\_\_\_\_ is the enduring characteristics of person in which he/she differs from others.  
 a. Type; Self      c. Trait      d. Psychoanalytical factors.
8. Organizational change brings in \_\_\_\_\_.  
 a. Organizational development      b. Organizational behavior.  
 c. Organizational structure.      d. None of the above.
9. The least visible and deepest level of organizational culture is \_\_\_\_\_.  
 a. Artifacts      b. Shared assumptions.      c. Espoused values      d. All of the above
10. Resistance to Cultural Change is directly depends on \_\_\_\_\_.  
 a. Magnitude of change      b. Strength of the prevailing culture  
 c. Both 'A' and 'B'      d. None of the above

**PART-B (5X5=25 Marks)**

**Answer ALL questions, choosing either a or b.**

**Each answer should not exceed 250 words.**

11. a. Specify the nature and importance of OB.  
(or)  
b. Narrate the system approach to OB.
12. a. What are the components of attitude?  
(or)  
b. What are the types of value?
- 13 a. Describe the factors influencing group cohesiveness.  
(or)  
b. Explain the causes of individual behaviour.
14. a. Examine the different styles of leadership.  
(or)  
b. Describe the concept of counselling.
15. a. What are levels of organisational culture?  
(or)  
b. Describe the characteristics of organisational development.

**PART-C (5X8=40 Marks)**

**Answer ALL questions, choosing either a or b.**

**Each answer should not exceed 600 words.**

16. a. Discuss the Hawthorne experiments.  
Or  
b. Elaborate the process of organisational behaviour.
17. a. Discuss the various steps involved in learning process.  
Or  
b. Elaborate the steps to improve morale in an organisation.
18. a. Compare and contrast Maslow's theory with Herzberg's theory of Motivation.  
Or  
b. Enumerate the group decision making process.
19. a. Explain the various theories of leadership.  
Or  
b. Explain the causes of change.
20. a. Illustrate the strategies for sustaining organisational culture.  
Or  
b. Explain the techniques of organisational development.

Reg. No. : .....

**Code No. : 12469 E      Sub. Code : SMBA 41**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Fourth Semester

Business Administration — Main

**COST ACCOUNTING**

(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. \_\_\_\_\_ is regarded as a specialized branch of accounting.  
(a) Cost Accounting      (b) Costing  
(c) Variable Costing      (d) None of the above
  
2. \_\_\_\_\_ accounting is concerned with accounting information that is useful to management.  
(a) Financial      (b) Management  
(c) Cost      (d) None of the above

3. \_\_\_\_\_ means a level at which normal issues of the material are stopped and issues are made only under specific instructions.
- (a) Minimum level      (b) Maximum level  
(c) Danger level      (d) None of the above
4. ABC analysis is also known as \_\_\_\_\_.
- (a) Control by Importance and Exception  
(b) Control by Importance and Exchange  
(c) Control by Exchange and Exception  
(d) None of the above
5. Labour engaged in making the bricks in a kiln is an example of \_\_\_\_\_.
- (a) Direct Labour      (b) Indirect Labour  
(c) Both (a) and (b)      (d) None of the above
6. \_\_\_\_\_ is that time for which the employer pays, but from which he obtains no production.
- (a) Time card      (b) Time keeping  
(c) Job card      (d) Idle time



7. Overhead cost is otherwise called as \_\_\_\_\_ cost.  
(a) burden (b) supplementary  
(c) indirect (d) all the above
8. Method of costing adopted for building construction is \_\_\_\_\_ costing.  
(a) Job (b) Batch  
(c) Contract (d) None of the above
9. \_\_\_\_\_ is the cost of producing and maintaining a service.  
(a) Operating costing (b) Job costing  
(c) Batch costing (d) All the above
10. \_\_\_\_\_ costing is used to ascertain the cost of product at each stage of manufacture.  
(a) Operating (b) Process  
(c) Contract (d) None of the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Point out the objectives of Cost Accounting.  
Or  
(b) What are the advantages of Cost Accounting?

12. (a) Bring out the need for material control.

Or

(b) Find out EOQ from the following particulars :

Annual usage — Rs. 1,20,000; Cost of placing and receiving are order — Rs. 60; Annual carrying cost — 10% of Inventory value.

13. (a) Calculate the normal and overtime wages payable to a workman from the following data :

Days	Hours worked
Monday	8 hrs
Tuesday	10 hrs
Wednesday	9 hrs
Thursday	11 hrs
Friday	9 hrs
Saturday	4 hrs
Total	<u>51 hrs</u>

Normal working hours 8 hours per day

Normal rate Re. 1 per hour

Overtime rate : Upto 9 hours in a day at single rate and over 9 hours in a day at double rate; or upto 48 hours in a week at single rate and over 48 hours at double rate whichever is more beneficial to the workman.

Or

- (b) From the following data provided to you find out Labor Turnover rate by applying : (i) Flux Method and (ii) Separation Method.

No. of workers on the payroll — At the beginning of the month, At the end of the month.

During the month, 5 workers left, 20 persons were discharged and 75 workers were recruited. Of these, 10 workers were recruited in the vacancies of these leaving, while the rest were engaged for an expansion scheme.

14. (a) What are the basis of apportionment for the following expenses?
- (i) ESI
  - (ii) Factory rent
  - (iii) Creche expenses
  - (iv) Store service expenses
  - (v) Municipal rent.

Or

- (b) Give the principles of apportionment of overhead costs.

15. (a) A cinema theatre has 3 types of accommodation — classes : 1, 2 & 3 with weightages of 5,3 and 1 respectively on the basis of their value. There are 30 days per month, four shows per day are conducted. The average seat occupancy is 75% but 10% of all the seats are occupied by 'free passes'. The actual seats in number were :

Class I – 100; Class II – 300; Class III – 800.

Ascertain the 'man-shows' which form the basis for determining the prices of admission tickets.

Or

- (b) Explain how process costing differs from Job Costing.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Differentiate financial accounting from cost accounting.

Or

- (b) Explain in detail the classification of cost.

17. (a) From the particulars given below write up the stores ledger card.

2007 Jan 1 Opening Stock 1,000 unit at Rs. 26 each  
5 Purchased 500 units at Rs. 24.50 each  
7 Issued 750 units  
10 Purchased 1,500 units at Rs. 24 each  
12 Issued 1,100 units  
15 Purchased 1,000 units at Rs. 15 each  
17 Issued 500 units  
18 Issued 300 units  
25 Purchased 1,500 units at Rs. 26 each  
29 Issued 1,500 units

Ascertain the value of closing stock by FIFO method.

Or

(b) Prepare a stores ledger account using weighted average method of pricing the issue of materials.

2010 March 1 Balance 1,000 unit at Rs. 70 per unit  
3 Purchased 2,000 units @ Rs. 80 per unit  
5 Issued 500 units

2010 March 10 Issued 1,000 units

15 Purchased 2,000 units at Rs. 80 per unit

18 Issued 400 units

20 Received back 25 units out of the issue  
made on 5th March

22 Issued 1,500 units

24 Returned to supplier 30 units out of the  
purchases made on 15th March.

25 Purchased 1,000 units at Rs. 75 per unit

30 Issued 1,000 unit

Physical verification on 21st March revealed a  
shortage of 15 units and 20 units shortage on  
30th March.

18. (a) Calculate the earnings of a worker under  
(i) Halsey Premium Plan and (ii) Rowan  
Scheme.

Time allowed — 48 hours; Time taken —  
40 hours; Rate per hour — Re. 1

Or

(b) From the following calculate earnings of a worker under :

(i) Time rate system

(ii) Piece wage rate

Wage rate — Rs. 2 per hour; Production per hour — 4 units;

DA — Re.1 per hour; Standard time fixed — 80 hours;

Actual time taken — 50 hours;

Production — 250 units.

19. (a) Calculate the overhead allocable to production departments A & B from the following :

There are two service departments ; X & Y. X renders service to A and B in ratio of 3 : 2 and Y renders service to A and B in the ratio of 9 : 1. Overhead as per primary distribution is :

A — Rs. 49,800; B — Rs. 29,900; X — Rs. 15,600; Y — Rs. 10,800.

Or

(b) From the following, calculate machine hour rate :

Cost of the machine — Rs. 11,000

Scrap value — Rs. 680

Repairs for the effective working life —  
Rs. 1,500

Standing charges for 4 weekly period — Rs. 40

Effective working life 10,000 hours

Power used : 6 units per hour at 5 paise  
per unit

Hours worked in 4 weekly period : 120 hours.

20. (a) Product X goes through three operations before it is finished.

Normal loss of the operation is as follows :

Operation 1 = 25% of output

2 = 1/6 of output

3 = 20% of output

Compute the initial input required to obtain a final output of 100 units.

Or



- (b) In manufacturing a product, 1,000 kgs of raw materials at Rs. 8 per kg were supplied to process 'X'. Other expenses of the process were as follows :

Labour cost — Rs. 2,000

Production expenses — Rs. 1,000

Normal loss in the process has been estimated at 10% of the input and it could be sold at Rs. 2 per kg. The actual output in this process was 880 kgs which was transferred to process 'Y'.

Prepare Process 'X' a/c and abnormal loss a/c.

---



3. Which section of the act covers deduction for damage or loss? (Payment of Wages Act, 1936)
- (a) Section 10                      (b) Section 9  
(c) Section 12                      (d) Section 7
4. In the Maternity Act, an inspector is appointed under which Section?
- (a) Section 14                      (b) Section 2  
(c) Section 10                      (d) Section 15
5. Minimum \_\_\_\_\_ persons must be employed in as establishment for the applicability of PF Act.
- (a) 15                                  (b) 20  
(c) 35                                  (d) 50
6. What does the sum of money payable to the Corporation by the principal employer, is called as
- (a) Entitlement                      (b) Contribution  
(c) Payment                        (d) Lieu
7. In which year did the Industrial Disputes Act come into Operation?
- (a) 1947                              (b) 1949  
(c) 1953                              (d) 1963

8. Under the Payment of Gratuity Act, 1972 the maximum gratuity payable is
- (a) Rs. 10 lakhs                      (b) Rs. 8 lakhs  
(c) Rs. 5 lakhs                        (d) Rs. 3.5 lakhs
9. The Trade Union came into Operation from \_\_\_\_\_.
- (a) 1st June, 1927                      (b) 1st May, 1926  
(c) 1st June, 1926                      (d) None
10. In which language is the text of the standing orders posted on the notice board?
- (a) English or that is understood by Majority of the workmen  
(b) Only English  
(c) Language as understood by the workmen  
(d) None

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b) in about 250 words.

11. (a) Explain the term Disablement.

Or

- (b) Describe any 5 rules relating to annual leave with wages.

12. (a) Write down the conditions for payment of maternity benefit.

Or

(b) Explain any 3 kinds of deductions in payment of wages act.

13. (a) Explain the following terms :

(i) Contribution

(ii) Authorised Officer.

Or

(b) Explain any 3 benefits to insured persons under employees state insurance act.

14. (a) Detail the term Public Utility Services.

Or

(b) Differentiate between retrenchment and closure.

15. (a) Write down the conditions for cancellation of registration under trade unions act.

Or

(b) Write down procedure for certification of standing orders.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b) in about 600 words.

16. (a) Describe the provisions regarding health and welfare of the workers.

Or

- (b) Briefly write a description on employment of young persons.

17. (a) Write down the powers and functions of inspector under payment of wages act.

Or

- (b) Explain the kinds of deductions under payment of wages act.

18. (a) Explain the powers and duties of ESI Corporation.

Or

- (b) Elaborate on the exemptions on Employees State Insurance Act, 1948.

19. (a) Write down the unfair trade practices on the part of workmen and trade unions of workmen.

Or

- (b) Elaborate on determination and recovery of gratuity.

20. (a) Describe on the Payment of subsistence allowance.

Or

- (b) Explain the duties and liabilities of a registered trade union.
-





3. \_\_\_\_\_ lease is one where leases pays insurance and maintenance only.
- (a) Dry (b) Wet  
(c) Vendor (d) Sale
4. The title to goods passes to the buyer when \_\_\_\_\_ payment is made.
- (a) First (b) Last  
(c) Full (d) Part
5. NAV the repurchase price in mutual funds is
- (a) Never avail ventures  
(b) Net Asset Value  
(c) Near Asset Value  
(d) Net Actual Value
6. Risk associated with every kind of investment on shares is
- (a) Scheme risk (b) Investment risk  
(c) Market risk (d) Political risk
7. Factors discounting only selected invoices on merit is called
- (a) Merit factoring (b) Selective factoring  
(c) Limited factoring (d) Invoice factoring

8. Financing against receivables of export invoices is called
- (a) Factoring                      (b) Forfeiting  
(c) Underwriting                  (d) Debt
9. Venture Capital investment is made in \_\_\_\_\_ risk, \_\_\_\_\_ growth projects only.
- (a) low, high                      (b) low, low  
(c) high, low                      (d) high, high
10. CRISIL Rating for Highest safety of high investment debenture is
- (a) A                                  (b) AA  
(c) AAAA                          (d) AAA

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) Brief the problems in Financial Services Sector.

Or

- (b) Specify the characteristics of financial services.

12. (a) Spell out the elements of leasing.

Or

(b) Narrate the qualities of Hire Purchase System.

13. (a) Narrate challenges in investing in mutual funds.

Or

(b) Brief the types of mutual funds.

14. (a) List the characteristics of factoring.

Or

(b) Spell out the qualities of Venture Capital.

15. (a) Illustrate the rating parameters used for rating.

Or

(b) What characteristics make merchant banking significance?

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Spell out the financial services offered.

Or

- (b) Discuss the growth of financial services in India.

17. (a) Distinguish 'Fund based' and 'Non Fund based' financial services.

Or

- (b) Specify the Hirer's rights and obligations in Hire Purchase.

18. (a) Detail the importance of mutual funds.

Or

- (b) Illustrate the performance measures of mutual funds.

19. (a) How are corporates involved in factoring?

Or

(b) Discuss the need for 'Venture Capital' and how it differs from conventional funding.

20. (a) Illustrate the CRISIL Rating symbols and their significance.

Or

(b) How could merchant banking services be improved?

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(6 pages)

**Reg. No. :** .....

**Code No. : 12472 E      Sub. Code : SMBA 44**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Fourth Semester

Business Administration — Main

**SALESMANSHIP**

(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. A prospective buyer generally \_\_\_\_\_.
  - (a) intends to buy
  - (b) enquires
  - (c) does window shopping
  - (d) all the above

2. 'Institutional Consumer' makes bulk purchase and have \_\_\_\_\_ bargaining power.
- (a) weaker                      (b) normal  
(c) poor                         (d) stronger
3. The success of a salesman lies in creating \_\_\_\_\_ customer for the product.
- (a) few                         (b) new  
(c) permanent                (d) occational
4. \_\_\_\_\_ purchases products with the intent of using them in the course of operating a business.
- (a) Potential customers  
(b) Discount customers  
(c) Industrial customers  
(d) Institutional customer
5. Step in personal selling process which consists of first meeting between customer and sales person is called \_\_\_\_\_.
- (a) qualifying                (b) prospecting  
(c) followup                 (d) approach

6. A marketing strategy conducted entirely by telephone to support and sometimes substitute for face-to-face selling is called \_\_\_\_\_.
- (a) video conferencing (b) voice mail  
(c) e-mail (d) telemarketing
7. Salespeople should recognize that \_\_\_\_\_.
- (a) human expectations are probably infinitely elastic  
(b) consumers but not organizational buyers are increasingly less tolerant of inferior products  
(c) foreign competition in the United States are declining  
(d) none of the above
8. \_\_\_\_\_ handles the entire selling process from beginning to end.
- (a) Telemarketing  
(b) Teleselling  
(c) Direct mail  
(d) Customer sales people



9. Projection on the basis of past records is a method of \_\_\_\_\_.
- (a) value analysis      (b) sales forecasting  
(c) standard appraisal   (d) sales MB<sub>6</sub>
10. Standard amount that must be sold by sales person of company's total product is classified as \_\_\_\_\_.
- (a) Sales contest      (b) Expense quota  
(c) Production quota   (d) Sales quota

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) What are the importance of Salesmanship?
- Or
- (b) "Selling ability is not inherent" — Explain.
12. (a) How is acquiring knowledge beneficial for the salesman in sales process? Explain.
- Or
- (b) Write detailed note on Buying motives of the customer.

13. (a) Explain the advantages of planning a sales presentation for products and services.

Or

- (b) What are the essential features of Good presentation?

14. (a) What are the needs of Sales Quotas?

Or

- (b) What is Sales Forecasting? What are the importance of Sales Forecasting?

15. (a) What are the main purpose for establishing sales territories? Explain.

Or

- (b) What are the importance of telemarketing in business?

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Is salesmanship an Art or a Science? Discuss.

Or

- (b) What are the essential elements of a successful salesman?

17. (a) What is meant by an Industry? How can a salesman collect information about industry?

Or

- (b) How is knowledge about the product-line of the company and knowledge about the policies of the company are helpful in enhancing sales activities?

18. (a) “Sales people must know the various methods used for making a sales presentation” — Discuss.

Or

- (b) What are the uses of Technology in Sales?

19. (a) What are the types of Quotas and Quota setting procedures?

Or

- (b) What are the factors that influence sales forecasting?

20. (a) Explain the strategies of sales management.

Or

- (b) What are the roles and responsibilities of a Sales Manager?

(6 pages)

**Reg. No. :** .....

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Fourth Semester

Business Administration — Main

**SALESMANSHIP**

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

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Answer ALL questions.

Choose the correct answer.

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PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) What are the importance of Salesmanship?
- Or
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PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Is salesmanship an Art or a Science? Discuss.

Or

- (b) What are the essential elements of a successful salesman?



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Code No. 12473E

Reg.No.: .....

Sub.Code: SMBA51

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021

FIFTH SEMESTER

BUSINESS ADMINISTRATION - MAIN

CASE ANALYSIS

(For those who joined in July 2017 onwards)

Time: Three hours

Maximum : 75 marks

Read the following case and answer the questions given below:

### **SERVICES MARKETING IS DIFFERENT**

Mr.Arvind is a graduate mechanical engineer from one of the ten best engineering institutes of the country. He is young, energetic and a gold medalist. During the campus interview he was selected by an industrial house to work in the industrial products division as sales executive. Though he found this job satisfactory he felt his qualifications were inadequate – as all the people superior to his in the organization were management graduates in addition to their basic qualifications. This inadequacy made him insecure and he soon left this job to acquire an MBA.

He joined the MBA course as a regular student and completed it with distinction. As a part of MBA curriculum he took up a project work to develop a marketing plan for Autocorp, a small organization which was producing autoelectric parts for the replacement market. Though Autocorp had established itself as a quality product in the replacement market, the lack of professional competence was a major drawback in establishing its roots in the market. The organization did not have a professionally qualified marketing manager to energise its sales team members.

The plan submitted by Mr.Arvind was based on market analysis, competitor strengths and weaknesses, promotional marketing strategies and strategies of various players in the market. After making systematic analysis he focused on issues related to demand projections, competitive analysis, marketing mix element i.e., product offering, promotional, pricing and distribution strategies. Autocorp found the report quite useful and could implement some of Mr.Arvind's recommendations to its benefit. But being too small an organization it could not absorb him.

MK Associates are consultants in the field of management consultancy and training and provide advice and training to various companies in the area of facilities planning, re-engineering and productivity improvement.

- The re-engineering department of MK Associates provides services of psychological testing, total quality management, employee training, efficiency studies, process planning, layout studies and application of information technology in business decision.
- The facilities planning department of MK Associates have experts in the field of mechanical, electrical and civil engineering. They have been provided with the full support of computer lab, CAD/CAM facilities to optimize the use of facilities. They are fully equipped to provide services related to fulfillment of regulatory obligations, like building bylaws, pollution control, environment issues and land use, etc.
- The productivity improvement department is competent to establish PIPS (Productivity Improvement Programmes) establishing and implementing Productivity Measurement System, selecting and advising productivity improvement approaches, suggestions productivity improvement methods through work redesign, through incentives, through job enrichment, through individual and group participation, etc.

Promoter directors and staff of MK Associates are qualified personnel in the area of mechanical, civil, electrical engineering, industrial engineering, computer assisted designing and have long industrial experience. In fact most of them were employed with reputed companies before promoting MK Associates.

Their client base is very broad and industries served by them include engineering and metallurgical industries and the mining and allied industries. The clients are from the private and public sector. Advisory and training services are also provided to some government departments.

Mr. Rajesh, Managing Director of Autocorp talked to Mr. Rakesh, Chief Executive Officer of MK Associates about Mr. Arvind and appraised him of the good work done by him for his organization. He requested Rakesh to interview Arvind and see if he could be absorbed into MK Associates.

Mr. Arvind was called for an interview with the directors of MK Associates and was appraised of the business interests of the organization. No one at MK Associates had ever worked in the field of marketing and their total business was based on their contacts. They were facing great difficulty in expanding the business base.

Since Mr. Arvind has marketing background and experience in industrial products, he was a suitable candidate for marketing consulting services. As marketing consulting services is customer-oriented, they felt that hiring Mr. Arvind will result in winning more customers even in the competitive market place.

MK Associates had competitive edge because of their technical superiority. Their company was doing, exceedingly well for the past five years. During these five years of operations, three more consulting organizations in the same field had emerged and were establishing their base in the segment where MK has a stronghold. The impact of this was being felt as they were losing clients every now and then. They were not able to win the tenders they used to do in the past. The technical competency of the staff was no more a competitive edge. They were not even able to diagnose the cause of declining sales of the organization.

To deal with the above situation, MK Associates offered the position of Marketing Manager to Mr. Arvind. Mr. Arvind realized that the combination of basic marketing knowledge (as he has worked as sales executive for three years with Autocorp), his technical background and newly acquired MBA degree will enable him to take on the challenges of marketing consulting services. His marketing knowledge blended with technical expertise of MK Associates will make the organization proactive in the present competitive environment.

Mr. Arvind joins MK Associates to take up this challenge. He is assigned the task of marking the marketing plan for the organization.

Questions:

If you were Mr. Arvind

1. Explain where you will start.
2. What would you like to know about the service business?
3. What difference is there between marketing autoproducts the consulting services?
4. How would you use the technical expertise of the staff to market consulting services?
5. What marketing strategy will you suggest to promote consulting services?
6. How will your offerings differ from those your competitors are offering?

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021  
 FIFTH SEMESTER  
 BUSINESS ADMINISTRATION - MAIN  
 MARKETING MANAGEMENT

(For those who joined in July 2017 onwards)

Time: Three hours

Maximum : 75 marks

PART - A (10X1=10 marks)

Answer all the Questions Choose the Correct answer

Choose the correct answer.

1. ----- is the father of modern marketing.
 

a) Peter Drucker	b) Philip Kotler
c) Lester Wunderman	d) Abraham Maslow
2. This of the following is not a type of marketing concept.
 

a) Production concept	b) Selling concept
c) Societal marketing concept	d) Supplier concept
3. Which of the variables is not used by marketers for demographic segmentation?
 

a) Age	b) Income
c) Gender	d) Poverty
4. Cognitive dissonance is associated with which stage of the consumer buying decision process?
 

a) Need recognition	b) Information search
c) Evaluation of alternative	d) None of the above
5. If actual performance exceeds the expected performance of the product, Then customer is \_\_\_\_\_
 

a) Satisfied	b) Dissatisfied
c) Delighted	d) Neutral
6. Which of the following involves designing and manufacturing the container or wrapper for a product?
 

a) Labeling	b) Packaging
c) Branding	d) Product line
7. The solution to price competition is to develop a differentiated:
 

a) Product, price, and promotion	b) Offer, delivery, and image
c) Package and label	d) International Web site
8. Which one of the following is a key to build lasting relationships with consumers?
 

a) Price of the product	b) Need recognition
c) Customer satisfaction	d) Quality of product
9. \_\_\_\_\_ markets are made up of members of the distribution chain.
 

a) Consumer	b) Industrial
c) Channel	d) Institutional

10. Distribution of product to get it in the marks refers to which of the following activities?

- a) Selling Activities
- b) Advertising activities
- c) Promotion Activities
- d) Place or distribution activities

PART- B — (5 × 5 = 25 Marks)

Answer ALL questions, choosing either (a) or (b) Answer should not exceed 250 words

11. a) What are the features of modern marketing?

(OR)

b) What are the benefits of marketing information system?

12. a) Write down the key criteria for effective segmentation of markets.

(OR)

b) What are the factors influencing the buyer behavior?

13. a) What are the various methods of product modification?

(OR)

b) Write down the steps in product positioning.

14. a) What are the external factors affecting the pricing decision?

(OR)

b) What are the guiding principles for fixing product pricing?

15. a) Write down the functions of retailers.

(OR)

b) What are the important components of physical distribution?

PART- C — (5 × 8 = 40 Marks)

Answer ALL questions, choosing either (a) or (b) Answer should not exceed 600 words

16. a) Explains the exchange functions and physical functions of marketing.

(OR)

b) Discuss the major objectives of marketing management.

17. a) Explain the benefits of market segmentation.

(OR)

b) Explain the various stages in the buying decision process.

18. a) Discuss the important objectives of product diversification.

(OR)

b) Explain the importance of branding in marketing.

19. a) Discuss the main objectives of pricing.

(OR)

b) Explain the different methods of pricing.

20. a) Discuss the factors governing the choice of a particular channel of distribution.

(OR)

b) Explain the different types of marketing intermediaries.

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ALL COLUMNS MUST BE FILLED IN WITHOUT LEAVING BLANK.  
PLEASE NOTE "P.T.O" AT THE RIGHT CORNER BOTTOM OF EACH PAGE IF THE QUESTIONS ARE CONTINUING ON THE NEXT PAGE.  
STRIPE OUT WHICH IS NOT APPLICABLE.  
PLEASE FURNISH TAMIL TRANSLATION FOR EACH SUBJECT IF REQUIRED BY THIS OFFICE.



## B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021

## FIFTH SEMESTER

## BUSINESS ADMINISTRATION - MAIN

## MANAGEMENT ACCOUNTING

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

## PART A — (10 X 1 = 10 marks)

Answer ALL questions, Choose the correct answer

1. Basic objective of management accounting is
  - (a) To ascertain profit (or) loss
  - (b) To settle disputes
  - (c) To Report to management on performance
  - (d) All of the above
2. P/E ratio is the relationship between the \_\_\_\_\_ of company's share and its earnings per share.
  - (a) cost price
  - (b) market price
  - (c) standard cost
  - (d) funds
3. Fund flow statement is based on the \_\_\_\_\_ concept of funds.
  - (a) working capital
  - (b) fixed capital
  - (c) assets
  - (d) liabilities
4. Cash flow from sales is calculated by
  - (a) cash sales + cash collections
  - (b) sales + opening debtors + opening B/R – closing debtors – closing B/R
  - (c) Both (a) & (b)
  - (d) None of the above
5. \_\_\_\_\_ is a detailed budget of cash receipts and cash expenditure incorporating both revenue and capital items.
  - (a) Cash budget
  - (b) capital expenditure
  - (c) sales budget
  - (d) overhead budget
6. A company which has a margin of safety of Rs.400000/- makes a profit of Rs.80000/-. Its fixed cost is Rs.500000/-, its break-even sales will be
  - (a) Rs.20 lakhs
  - (b) Rs.30 lakhs
  - (c) Rs.25 lakhs
  - (d) Rs.40 lakhs
7. R&D Budget and Capital expenditure budget are examples of
  - (a) Short-Term budget
  - (b) Current budget
  - (c) Long-Term budget
  - (d) All of the above
8. Standard costing makes the work of valuation of inventory easier, because inventory is valued at \_\_\_\_\_.
  - (a) original cost
  - (b) predetermined cost
  - (c) market price
  - (d) average price
9. Under marginal costing, \_\_\_\_\_ cost is ignored for decision making.
  - (a) fixed
  - (b) variable
  - (c) semi -variable
  - (d) production cost
10. Consumption of raw material is based on \_\_\_\_\_ budget.
  - (a) Sales
  - (b) production
  - (c) master
  - (d) purchase

PART- B — (5 × 5 = 25 Marks)

Answer ALL questions, choosing either (a) or (b) Answer should not exceed 250 words

11. a) What are the objectives of management accounting?

(OR)

- b) Calculate Current Ratio from the following information:

Particulars	Rs.
Inventories	50,000
Trade receivables	50,000
Advance tax	4,000
Cash and cash equivalents	30,000
Trade payables	1,00,000
Short-term borrowings (bank overdraft)	4,000

12. a) Explain the uses of fund flow statement.

(OR)

- b) Mention the procedure for preparation of cash flow statement.

13. a) What is "Margin of safety"?

(OR)

- b) From the following information's find out:

- a. P/V Ratio
  - b. Sales &
  - c. Margin of Safety
- Fixed Cost = Rs.40,000  
Profit = Rs. 20,000  
B.E.P. = Rs. 80,000

14. a) Write a short note on: i) Master Budget ii) Flexible budget

(OR)

- b) State the limitations of budgetary control.

15. a) What are the elements of standard costing?

(OR)

- b) Calculate Labour cost variance from the information:

Standard production	: 100 units
Standard Hours	: 500 hours
Wage rate per hour	: Rs. 2
Actual production	: 85 units
Actual time taken	: 450 hours
Actual wage rate paid	: Rs. 2.10 per hour

PART- C — (5 × 8 = 40 Marks)

Answer ALL questions, choosing either (a) or (b) Answer should not exceed 600 words

16. a) Discuss the merits and demerits of management accounting.

(OR)

- b) Following information is available for the year 2014-15, calculate gross profit ratio:

		Rs.
Revenue from Operations	: Cash	25,000
	: Credit	75,000
Purchases	: Cash	15,000
	: Credit	60,000
Carriage Inwards		2,000
Salaries		25,000

Decrease in Inventory	10,000
Return Outwards	2,000
Wages	5,000

17. a) The net Income reported in the Income Statement for the year was Rs. 110,000 and depreciation of fixed assets for the year was Rs. 44,000. The balances of the current assets and current liabilities at the beginning and end of the year are as follows. Calculate cash from operating activities.

	End of the year	Beginning of the year
	Amount (Rs.)	Amount (Rs.)
<b>Current Items</b>		
Cash	130,000	140,000
Debtors	200,000	180,000
Inventories	290,000	300,000
Prepaid expenses	15,000	16,000
Account payables	102,000	1,16,000

(OR)

17. b) Explain the uses of fund flow statement and cash flow statement.

18. a) Describe the objectives and limitations of marginal costing.

(OR)

b) A manufacturer produces 1500 units of products annually. The marginal cost of each product is Rs. 960 and the product is sold for Rs. 1200. Fixed cost incurred by the company is Rs. 48,000 annually. Calculate P/V Ratio and what would be the break-even point in terms of output and in terms of sales value?

19. a) Explain the ~~several~~ characteristics of budget.

(OR)

b) The expenses budgeted for production of 1,000 units in a factory are furnished below:

Particulars	Per Unit Rs.
Material Cost	700
Labour Cost	250
Variable overheads	200
Selling expenses (20% fixed)	130
Administrative expenses (Rs. 2,00,000)	200
Total Cost	1,480

Prepare a budget for production of 600 units and 800 units assuming administrative expenses are rigid for all level of production.

20. a) Explain the way to estimate of working capital requirement.

(OR)

b) India Ltd. Manufactures a particular product, the standard direct labour cost of which is Rs. 120 per unit whose manufacture involves the following:

Type of workers	Hours	Rate (Rs.)	Amount (Rs.)
A	30	2	60
B	20	3	60
	50		120

During a period, 100 units of the product were produced, the actual labour cost of which was as follows:

Type of workers	Hours	Rate (Rs.)	Amount (Rs.)
A	3,200	1.50	4,800
B	1,900	4.00	7,600
	5,100		12,400

Calculate: (1) Labour cost variance (2) Labour Rate variance (3) Labour Efficiency variance (4) Labour mix variance.

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**Code No. : 12476 E      Sub. Code : SMBA 54**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Fifth Semester

Main — Business Administration

**RESEARCH METHODOLOGY**

(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. Which one of the following is a way to systematically solve the research problem?
  - (a) Research method
  - (b) Research techniques
  - (c) Research methodology
  - (d) Research design

2. \_\_\_\_\_ is the first step in research planning process.
- (a) Selection of a problem for research
  - (b) Formulation of the selected problem
  - (c) Formulation process
  - (d) All of the above
3. An essential criterion of scientific study is \_\_\_\_\_
- (a) Belief                      (b) Value
  - (c) Objectivity                (d) Sensitivity
4. Which one of the following is the first step in starting the research process?
- (a) Searching of information to locate problem
  - (b) Survey of related literature
  - (c) Identification of problem
  - (d) Searching for solutions to the problem
5. Analytical design is a part of \_\_\_\_\_ design.
- (a) Local control              (b) Exploratory
  - (c) Diagnostic                 (d) Experimental

6. \_\_\_\_\_ sampling is a non-probability sampling.
- (a) Convenience
  - (b) Cluster
  - (c) Sequential
  - (d) Systematic random sampling
7. \_\_\_\_\_ data refers to those data which are gathered by actual observation, measurement and count during the course of investigation.
- (a) Tertiary                      (b) Secondary
  - (c) Primary                      (d) Observed
8. Systematic sampling is one of the methods of \_\_\_\_\_ sampling methods.
- (a) Non-random                  (b) Purposive
  - (c) Quota                          (d) Random
9. Which one is the last step in the preparation of research report?
- (a) Defining the problem
  - (b) Establishing objectives
  - (c) Report writing
  - (d) Methodology





14. (a) What are the objectives of questionnaire method?

Or

(b) State the circumstances in which observation method is adopted.

15. (a) Differentiate schedule from questionnaire.

Or

(b) List out the purposes of reports.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What are the merits and demerits of historical research?

Or

(b) Explain steps involved in research process.

17. (a) Explain the interpretation of analyzed data.

Or

(b) Discuss about any two tool used for data analysis.

18. (a) Explain the merits and demerits of non probability sampling.

Or

(b) State the characteristics of good hypothesis with suitable example.

19. (a) What are the merits and demerits of questionnaire method of data collection?

Or

(b) What do you mean by data processing? Explain its steps.

20. (a) Explain the qualities of a good research report.

Or

(b) What are the essentials of a report?

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(6 pages)

Reg. No. : .....

**Code No. : 12477 E      Sub. Code : SMBA 61**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Sixth Semester

Business Administration — Main

**RETAIL MANAGEMENT**

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

**PART A — (10 × 1 = 10 marks)**

Answer ALL questions by choosing correct answer.

1. Retail location, design and layout refers to
  - (a) Presentation      (b) Promotion
  - (c) Place              (d) Location
  
2. Retail business transactions without merchandise refers to
  - (a) Personal services      (b) Rented services
  - (c) Owned services      (d) Paid services

3. Retailing creates \_\_\_\_\_ utility.
- (a) Form                      (b) Place  
(c) Time                      (d) Convenience
4. Retail unit owned and controlled by consumer is called
- (a) Hire Purchase              (b) Instalment business  
(c) Cooperatives              (d) Franchise
5. Goods that carry low unit price and purchased frequently is called
- (a) Convenience              (b) Unsought  
(c) Shopping                  (d) Speciality
6. Departmental stores requires a \_\_\_\_\_ location.
- (a) Central business          (b) Rural  
(c) Strip centres              (d) Urban
7. Visual communication includes
- (a) Fixture selection          (b) Ambience  
(c) Space allocation          (d) Signage

8. Interior atmospheric don't include
- (a) Parking facilities      (b) Flooring  
(c) Lighting                (d) Signage
9. Pureplay e retailers has no \_\_\_\_\_ outlet.
- (a) Multiple                (b) Chain  
(c) Physical                (d) Departmental
10. Shopping on net ensures \_\_\_\_\_ information.
- (a) Delayed                (b) False  
(c) True                    (d) Instantaneous

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) Brief the qualities of retailing.

Or

- (b) List the challenge in retail development.

12. (a) Narrate the merits and limits of 'Departmental Stores'.

Or

(b) What prerequisites are needed for the success of mail order business?

13. (a) Why rural locations are not preferred?

Or

(b) Brief the types of location sites.

14. (a) Spell out the factors considered in effective display.

Or

(b) Brief the types of signage.

15. (a) How do retail open up management avenues?

Or

(b) Brief the use of internet retailing.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Discuss the growth drives of organized retailing in India.

Or

- (b) Illustrate the types of opportunities for retailing.

17. (a) Detail the type of retailers based on operational structure.

Or

- (b) Explain the features of super market and its merits and limits.

18. (a) Discuss the factors determining the location.

Or

- (b) Evaluate the merits and limits in Urban Location.

19. (a) Specify the essentials of a successful visual merchandising.

Or

(b) Illustrate the steps in designing a layout.

20. (a) Illustrate how retail sales create entrepreneurial opportunities.

Or

(b) Distinguish the features of 'traditional' and 'cyber' retailing.

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(8 pages)

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Sixth Semester

Business Administration — Main

**FINANCIAL MANAGEMENT**

(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 job of a finance manager is confined to

\_\_\_\_\_

- (a) Raising of funds
- (b) Management of cash
- (c) Effective utilization of funds
- (d) None of the above

2. Traditional approach confines finance only to \_\_\_\_\_
- (a) raising (b) mobilizing  
(c) utilizing (d) financing
3. The cost of capital of a long term debt is generally \_\_\_\_\_ the owned funds.
- (a) Lower than (b) Equal to  
(c) Higher than (d) More or less
4. Cost of retained earnings is equal to \_\_\_\_\_.
- (a) Cost of equity (b) Cost of debt  
(c) Cost of term loans (d) Cost of bank loan
5. The measure of business risk is \_\_\_\_\_
- (a) Operating leverage  
(b) Financial leverage  
(c) Total leverage  
(d) Working capital leverage
6. The most appropriate dividend policy is the payment of \_\_\_\_\_ dividend per share consent.
- (a) Constant (b) Variable  
(c) Higher (d) Lower

7. Which of the following is not a feature of an optimal capital structure?
- (a) Safety                      (b) Flexibility  
(c) Control                      (d) Solvency
8. The Modigliani-Miller Approach is similar to \_\_\_\_\_ approach.
- (a) Net Income  
(b) Net Operating Income  
(c) Traditional  
(d) None of the above
9. This determines the maximum rate of interest that a firm can afford to pay on the borrowings for a particular project.
- (a) Net present value  
(b) Internal rate of return  
(c) Profitability index  
(d) None of the above
10. The length of the time needed to regain the original investment
- (a) Pay-back period  
(b) Internal rate of return  
(c) Profitability index  
(d) None of the above

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 important functions of financial management?

Or

- (b) What are the objectives of financial management?

12. (a) What are the features of cost of capital?

Or

- (b) A company has 10% perpetual debt of Rs. 1,00,000. The tax rate is 35%. Determine the cost capital (before as well as after tax) assuming the debt is issued at (i) par, (ii) 10% discount and (iii) 10% premium.

13. (a) Write down the significance of leverage.

Or

- (b) The earnings per share of a company is Rs. 8 and the rate of capitalization applicable is 10%. The company has before it, an option of adopting 50% dividend pay out ratio. Compute the market price of the company's quoted shares as per Walter's Model if it can earn a return of (i) 15, (ii) 10 and (iii) 5 per cent on its retained earnings.

14. (a) What are the features of a sound capital structure?

Or

- (b) A company expects a net income of Rs. 80,000. It has Rs. 2,00,000, 8% debentures. The equity capitalization rate of the company is 10%. Calculate the value of the firm and overall capitalization rate according to the Net Income Approach.

15. (a) What are the salient features of capital budgeting?

Or

- (b) An equipment requires an initial investment of Rs. 36,000. The annual cash flow is estimated at Rs. 11,200 for 5 years. Calculate the Internal Rate of Return.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Distinguish between profit maximization and wealth maximization.

Or

- (b) Discuss the different sources of short term finance.

17. (a) Explain the different approaches to calculate cost of equity capital.

Or

- (b) SK Limited has obtained funds from the following sources, the specific cost are also given against them.

Source of funds	Amount (Rs.)	Cost of capital
Equity shares	30,00,000	15%
Preference share	8,00,000	8%
Retained earnings	12,00,000	11%
Debentures	10,00,000	9% (before tax)

You are required to calculate weighted average cost of capital. Assume that corporate tax rate is 30%.

18. (a) Discuss the Walter Model of share valuation vis-à-vis dividend policy.

Or

- (b) Kavin brothers has sale of Rs. 10,00,000, variable costs Rs. 7,00,000 and fixed costs Rs. 23,00,000 and debt of Rs. 5,00,000 at 10% rate of interest. Calculate operating, financial and combined leverages. If the firm wants to double its earning before interest and tax (EBIT) how much a rise in sales would be needed on a percentage basis?

19. (a) Discuss the factors determining the capital structure of a firm.

Or

- (b) There are two companies A and B. Company A is without debt capital, whereas company B has 6% debt of Rs. 6 crores. The equity capitalization rate is 10% and the corporate tax applicable to both the companies is 60%. Both the firms earn an EBT of Rs. 2,040 crores each. Companies A and B are identical in their volume of business. You are required to calculate the market value of the two companies.

20. (a) Discuss the methods used for evaluating and ranking of investment proposals.

Or

- (b) From the following information advise the management as to which project is preferable, based on the pay-back period. Two project, viz, X and Y requires an investment of Rs. 30,000 each. The standard cut-off period for the company is 5 years.

(Net profit before depreciation and after tax)

	Project X	Project Y
	(Rs.)	(Rs.)
Year 1	10,000	8,000
Year 2	10,000	10,000
Year 3	4,000	12,000
Year 4	6,000	6,000
Year 5	8,000	7,000

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Sixth Semester

Business Administration — Main

**FINANCIAL MANAGEMENT**

(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 :

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Or

- (b) From the following information advise the management as to which project is preferable, based on the pay-back period. Two project, viz, X and Y requires an investment of Rs. 30,000 each. The standard cut-off period for the company is 5 years.

(Net profit before depreciation and after tax)

	Project X	Project Y
	(Rs.)	(Rs.)
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Year 4	6,000	6,000
Year 5	8,000	7,000

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Sixth Semester

Business Administration — Main

**FINANCIAL MANAGEMENT**

(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 job of a finance manager is confined to

\_\_\_\_\_

- (a) Raising of funds
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4. Cost of retained earnings is equal to \_\_\_\_\_.
- (a) Cost of equity (b) Cost of debt  
(c) Cost of term loans (d) Cost of bank loan
5. The measure of business risk is \_\_\_\_\_
- (a) Operating leverage  
(b) Financial leverage  
(c) Total leverage  
(d) Working capital leverage
6. The most appropriate dividend policy is the payment of \_\_\_\_\_ dividend per share consent.
- (a) Constant (b) Variable  
(c) Higher (d) Lower

7. Which of the following is not a feature of an optimal capital structure?
- (a) Safety                      (b) Flexibility  
(c) Control                      (d) Solvency
8. The Modigliani-Miller Approach is similar to \_\_\_\_\_ approach.
- (a) Net Income  
(b) Net Operating Income  
(c) Traditional  
(d) None of the above
9. This determines the maximum rate of interest that a firm can afford to pay on the borrowings for a particular project.
- (a) Net present value  
(b) Internal rate of return  
(c) Profitability index  
(d) None of the above
10. The length of the time needed to regain the original investment
- (a) Pay-back period  
(b) Internal rate of return  
(c) Profitability index  
(d) None of the above

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 important functions of financial management?

Or

- (b) What are the objectives of financial management?

12. (a) What are the features of cost of capital?

Or

- (b) A company has 10% perpetual debt of Rs. 1,00,000. The tax rate is 35%. Determine the cost capital (before as well as after tax) assuming the debt is issued at (i) par, (ii) 10% discount and (iii) 10% premium.

13. (a) Write down the significance of leverage.

Or

- (b) The earnings per share of a company is Rs. 8 and the rate of capitalization applicable is 10%. The company has before it, an option of adopting 50% dividend pay out ratio. Compute the market price of the company's quoted shares as per Walter's Model if it can earn a return of (i) 15, (ii) 10 and (iii) 5 per cent on its retained earnings.

14. (a) What are the features of a sound capital structure?

Or

- (b) A company expects a net income of Rs. 80,000. It has Rs. 2,00,000, 8% debentures. The equity capitalization rate of the company is 10%. Calculate the value of the firm and overall capitalization rate according to the Net Income Approach.

15. (a) What are the salient features of capital budgeting?

Or

- (b) An equipment requires an initial investment of Rs. 36,000. The annual cash flow is estimated at Rs. 11,200 for 5 years. Calculate the Internal Rate of Return.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Distinguish between profit maximization and wealth maximization.

Or

- (b) Discuss the different sources of short term finance.

17. (a) Explain the different approaches to calculate cost of equity capital.

Or

- (b) SK Limited has obtained funds from the following sources, the specific cost are also given against them.

Source of funds	Amount (Rs.)	Cost of capital
Equity shares	30,00,000	15%
Preference share	8,00,000	8%
Retained earnings	12,00,000	11%
Debentures	10,00,000	9% (before tax)

You are required to calculate weighted average cost of capital. Assume that corporate tax rate is 30%.

18. (a) Discuss the Walter Model of share valuation vis-à-vis dividend policy.

Or

- (b) Kavin brothers has sale of Rs. 10,00,000, variable costs Rs. 7,00,000 and fixed costs Rs. 23,00,000 and debt of Rs. 5,00,000 at 10% rate of interest. Calculate operating, financial and combined leverages. If the firm wants to double its earning before interest and tax (EBIT) how much a rise in sales would be needed on a percentage basis?

19. (a) Discuss the factors determining the capital structure of a firm.

Or

- (b) There are two companies A and B. Company A is without debt capital, whereas company B has 6% debt of Rs. 6 crores. The equity capitalization rate is 10% and the corporate tax applicable to both the companies is 60%. Both the firms earn an EBT of Rs. 2,040 crores each. Companies A and B are identical in their volume of business. You are required to calculate the market value of the two companies.

20. (a) Discuss the methods used for evaluating and ranking of investment proposals.

Or

- (b) From the following information advise the management as to which project is preferable, based on the pay-back period. Two project, viz, X and Y requires an investment of Rs. 30,000 each. The standard cut-off period for the company is 5 years.

(Net profit before depreciation and after tax)

	Project X	Project Y
	(Rs.)	(Rs.)
Year 1	10,000	8,000
Year 2	10,000	10,000
Year 3	4,000	12,000
Year 4	6,000	6,000
Year 5	8,000	7,000

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Reg. No. : .....

**Code No. : 12479 E      Sub. Code : SMBA 63**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Sixth Semester

Business Administration — Main

**HUMAN RESOURCE MANAGEMENT**

(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. Maintaining good industrial relations is one of the \_\_\_\_\_ functions of HRM.
  - (a) motivational
  - (b) compensation
  - (c) managerial
  - (d) operative

2. In HRM \_\_\_\_\_ leadership style is followed.
- (a) transformational (b) transactional  
(c) direct (d) in-direct
3. Job specification focuses on \_\_\_\_\_.
- (a) Job (b) Job summary  
(c) Job title (d) Job holder
4. The process of collecting information about a job is known as \_\_\_\_\_.
- (a) job design (b) job analysis  
(c) job enrichment (d) job enlargement
5. The process of attracting and obtaining as many applicants as possible from eligible job seekers are called \_\_\_\_\_.
- (a) Selection (b) Placement  
(c) Recruitment (d) Induction
6. Which one of the following is not a purpose of training?
- (a) Improve productivity  
(b) Improve health and safety  
(c) Strategic control  
(d) Obsolescence prevention

7. A horizontal or lateral movement of an employee from one job to another at the same or another place without altering his status, responsibility and pay is called \_\_\_\_\_.
- (a) promotion                      (b) transfer  
(c) demotion                        (d) retrenchment
8. The rate of change in the employees of an organization is referred to \_\_\_\_\_
- (a) absenteeism                    (b) promotion  
(c) labour turnover                (d) demotion
9. Which one of the following is not a party to industrial relation?
- (a) Employees                      (b) Employer  
(c) Government                    (d) Customer
10. The force that prompts employees to observe rules, regulation and procedures is termed as \_\_\_\_\_.
- (a) grievance  
(b) discipline  
(c) indiscipline  
(d) performance appraisal

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 objective of human resource management.

Or

- (b) Write a note on the scope of Human Resource Management.

12. (a) Explain the need of HRP.

Or

- (b) What are the components of a job description?

13. (a) What are the traditional techniques used in recruitment?

Or

- (b) Explain the various problems faced in placements.

14. (a) Discuss the various bases of promotion.

Or

- (b) Explain the reasons for transfer.

15. (a) Write a note on industrial relations.

Or

(b) Discuss the salient features of discipline.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain in detail the managerial functions of human resource management.

Or

(b) Discuss the essential qualities required for a Human Resource Manager.

17. (a) What are the advantages of HRP?

Or

(b) Describe the various steps involved in the process of job analysis.

18. (a) Explain the internal factors affecting recruitment.

Or

(b) Describe the steps involved in the selection procedure.

19. (a) Explain the purpose of performance evaluation.

Or

(b) Discuss the different types of transfer.

20. (a) Describe the various forms of worker's participation in management.

Or

(b) Explain the procedure for grievance handling.

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**Code No. : 12479 E      Sub. Code : SMBA 63**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Sixth Semester

Business Administration — Main

**HUMAN RESOURCE MANAGEMENT**

(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. Maintaining good industrial relations is one of the  
\_\_\_\_\_ functions of HRM.
  - (a) motivational
  - (b) compensation
  - (c) managerial
  - (d) operative

2. In HRM \_\_\_\_\_ leadership style is followed.
- (a) transformational (b) transactional  
(c) direct (d) in-direct
3. Job specification focuses on \_\_\_\_\_.
- (a) Job (b) Job summary  
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4. The process of collecting information about a job is known as \_\_\_\_\_.
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6. Which one of the following is not a purpose of training?
- (a) Improve productivity  
(b) Improve health and safety  
(c) Strategic control  
(d) Obsolescence prevention



7. A horizontal or lateral movement of an employee from one job to another at the same or another place without altering his status, responsibility and pay is called \_\_\_\_\_.
- (a) promotion                      (b) transfer  
(c) demotion                        (d) retrenchment
8. The rate of change in the employees of an organization is referred to \_\_\_\_\_
- (a) absenteeism                    (b) promotion  
(c) labour turnover                (d) demotion
9. Which one of the following is not a party to industrial relation?
- (a) Employees                      (b) Employer  
(c) Government                    (d) Customer
10. The force that prompts employees to observe rules, regulation and procedures is termed as \_\_\_\_\_.
- (a) grievance  
(b) discipline  
(c) indiscipline  
(d) performance appraisal

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 objective of human resource management.

Or

- (b) Write a note on the scope of Human Resource Management.

12. (a) Explain the need of HRP.

Or

- (b) What are the components of a job description?

13. (a) What are the traditional techniques used in recruitment?

Or

- (b) Explain the various problems faced in placements.

14. (a) Discuss the various bases of promotion.

Or

- (b) Explain the reasons for transfer.

15. (a) Write a note on industrial relations.

Or

(b) Discuss the salient features of discipline.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain in detail the managerial functions of human resource management.

Or

(b) Discuss the essential qualities required for a Human Resource Manager.

17. (a) What are the advantages of HRP?

Or

(b) Describe the various steps involved in the process of job analysis.

18. (a) Explain the internal factors affecting recruitment.

Or

(b) Describe the steps involved in the selection procedure.

19. (a) Explain the purpose of performance evaluation.

Or

(b) Discuss the different types of transfer.

20. (a) Describe the various forms of worker's participation in management.

Or

(b) Explain the procedure for grievance handling.

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Reg. No. : .....

**Code No. : 12480 E      Sub. Code : SEBA 5 A**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Fifth Semester

Business Administration — Main

Major Elective — PRODUCTION MANAGEMENT

(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. Which one of the following is the transformation process?
  - (a) technological changes
  - (b) sale of manufactured goods
  - (c) conversion of input in to output
  - (d) none of these

2. What are the intermediate objectives of production management?
- (a) Machinery and equipments
  - (b) Materials
  - (c) Man power
  - (d) All the above
3. Work study consists of \_\_\_\_\_.
- (a) Effective use of plant and machining
  - (b) Effective use of human effort
  - (c) Evaluation of human work
  - (d) All of the above
4. The down time cost consists of
- (a) Loss of production
  - (b) Wage paid to the worker
  - (c) Reduction on sales
  - (d) All of the above
5. Key to chart is provided in
- (a) Man-machine chart
  - (b) The load chart
  - (c) The progress chart
  - (d) Gantt chart

6. Centralized and decentralized are the types of
- (a) Routing
  - (b) Dispatching
  - (c) Scheduling
  - (d) Follow up
7. Which are of the following come under production planning?
- (a) Estimating and routing
  - (b) Scheduling
  - (c) Loading
  - (d) All the above
8. Quality control is \_\_\_\_\_
- (a) Checking the semi manufactured and parts for mass production
  - (b) Checking the finished goods
  - (c) Checking raw materials and parts before mass production
  - (d) Checking the finished and packaged goods
9. What kind of relationship is suggested by JIT manufacturing system to receive materials on time?
- (a) Maintenance of good relationship with the reliable suppliers
  - (b) Maintenance of good relationship with the customers
  - (c) Maintenance of good relationship with the fund suppliers
  - (d) All the above

10. What would be the benefit of co-operative purchasing?
- (a) Rebate on large quantity purchases
  - (b) Cash discounts
  - (c) Savings in transportation costs
  - (d) All the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the primary objectives of production management.

Or

- (b) List out the merits and demerits of job-shop production.

12. (a) What are the function of materials management?

Or

- (b) Point out the advantages and disadvantages of JIT based production system.

13. (a) What are the advantages of work study?

Or

- (b) What are the steps for constructing SIMO-chart?



14. (a) What are the objectives of scheduling?

Or

(b) Mention the benefits of production planning and control.

15. (a) Write about the quality control inspection stages.

Or

(b) Write a note on AGMARK certification.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the functions of production management.

Or

(b) Explain the continuous production system.

17. (a) Discuss the principles of motion study.

Or

(b) Explain about work sampling.

18. (a) What are the procedures involved in ISO 9000 certification?

Or

(b) Explain the types of schedules and scheduling techniques.

19. (a) Discuss the methods of statistical quality control and principles of quality control.

Or

(b) Explain the dispatching procedure and tools used in dispatching department.

20. (a) What are the advantages of store keeping?

Or

(b) Explain the principles of just in time manufacturing. What are its advantages and disadvantages?

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**Code No. : 12481 E      Sub. Code : SEBA 5 B**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Fifth Semester

Main — Business Administration

Major Elective — CONSUMER BEHAVIOUR

(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. Which one of the following is the social factor influence consumer behaviour?
  - (a) price
  - (b) distribution of income
  - (c) competition with substitutes
  - (d) culture

2. The study of consumer behaviour
- (a) helps in formulating right marketing strategy
  - (b) helps in sales promotion
  - (c) helps consumers to study their behaviour
  - (d) all the above
3. The current trend in consumer behaviour is \_\_\_\_\_
- (a) Choosing better quality goods due to their preference
  - (b) Choosing best quality goods due to their income level and preference
  - (c) Not giving importance to any quality due to lack of awareness
  - (d) Choosing normal quality goods due to their family size
4. Identify an economic circumstance that can greatly affect any product or brand choice
- (a) retirement
  - (b) values
  - (c) life style
  - (d) borrowing power

5. Which of the following is a situation in which consumer behaviour occurs?
- (a) communication situation
  - (b) purchase situation
  - (c) usage situation
  - (d) all the above
6. What are the factors involve in the decision making process of buyers?
- (a) quality of goods
  - (b) price of goods
  - (c) sources of income
  - (d) all the above
7. \_\_\_\_\_ are factors that have been shown to affect consumer behaviour.
- (a) Brand name, quality, newness and complexity
  - (b) Advertising, marketing, product and price
  - (c) Outlets, strategies, concept and brand name
  - (d) Quality, advertising, product positioning and strategy

8. \_\_\_\_\_ is one of the most basic influences on an individual's needs, wants and behaviour.
- (a) Brand                      (b) Culture  
(c) Product                    (d) Price
9. Consumer Protection Act is applicable to \_\_\_\_\_
- (a) co-operative and government sectors  
(b) private sectors  
(c) public sectors  
(d) all the above
10. Which one of the following system is followed by consumer protection council?
- (a) three tier system  
(b) two tier system  
(c) four tier system  
(d) five tier system

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Why is consumer behaviour studied?
- Or
- (b) What are the ways to find the behaviour of consumers?

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12. (a) What are the advantages of study of consumer behaviour?

Or

(b) Point out the need to study consumer behaviour.

13. (a) Distinguish between nominal decision making and limited decision making.

Or

(b) Distinguish between purchase process and post purchase process.

14. (a) Write a note on customer demographic trend.

Or

(b) What are the economic factors influence consumer behaviour?

15. (a) How to reduce the negative information received for the consumer?

Or

(b) Mention the acts protecting consumer rights in India.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the advantages of the study of consumer behaviour.

Or

- (b) Explain the nature the study of consumer behaviour.

17. (a) Discuss the factors affecting the consumer behaviour.

Or

- (b) Explain the various elements involved in buying process.

18. (a) Discuss the different types of decision making and their effects in buying.

Or

- (b) What do you suggest for solving the problem of slow growth of consumerism in India.

19. (a) Explain the current trends in consumer behaviour.

Or

- (b) Explain the consumer research process.



20. (a) Explain the role and powers of district forum.

Or

(b) Explain the restrictive trade practice and unfair trade practice.

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(6 pages)

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**Code No. : 12482 E      Sub. Code : SEBA 6 A**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Sixth Semester

Business Administration — Main

Major Elective — ENTREPRENEURSHIP

(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. \_\_\_\_\_ entrepreneurs are scarce in developing countries.
  - (a) Innovative
  - (b) Imitative
  - (c) Fabian
  - (d) Drone

2. Which one of the following economic factors affects the growth of entrepreneurship?
- (a) Greater risk involved in business
  - (b) Prestige acquisition
  - (c) Rationality of the society
  - (d) Customs and traditions
3. A careful and close observation of a \_\_\_\_\_ can reveal a business idea.
- (a) Market                      (b) Production
  - (c) Sales                        (d) Purchase
4. To form a private company, the minimum number of members required is \_\_\_\_\_.
- (a) 5                                (b) 2
  - (c) 4                                (d) 7
5. \_\_\_\_\_ plays a lead role in developing small industries in Tamil Nadu?
- (a) SISIs                        (b) SIPCOT
  - (c) SIDCO                        (d) NSIC

6. Which one of the following is a symptom of industrial sickness?
- (a) Inability to pay interest
  - (b) Improper Bank account
  - (c) Decline in capacity utilization
  - (d) All the above
7. \_\_\_\_\_ provides all details necessary for establishing a new unit.
- (a) Project description
  - (b) Cash flow statement
  - (c) Balance sheet
  - (d) Project report
8. Which one of the following is an important source of idea generation due to their familiarity with the needs of market?
- (a) Existing products and services
  - (b) Distribution channels
  - (c) Federal government
  - (d) Consumers

9. The most important part of project analysis is \_\_\_\_\_
- (a) input analysis      (b) feasibility study  
(c) financial analysis   (d) project design
10. \_\_\_\_\_ is the length of time required to recover the initial cash outlay on the project.
- (a) NPV                      (b) IRR  
(c) ARR                      (d) Payback period

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b) in about 250 words.

11. (a) State the differences between Entrepreneur and Entrepreneurship.

Or

- (b) Write a note on the functions of entrepreneur.

12. (a) Describe the product selection process.

Or

- (b) What are the factors to be considered to select a business location?

13. (a) Briefly explain the functions of SISI.

Or

(b) Suggest schemes to promote women entrepreneurs in India.

14. (a) What are the uses of a project report?

Or

(b) State the essential features of a project report.

15. (a) Write a note on Technical Feasibility study.

Or

(b) Briefly explain the factors influencing women entrepreneurship in India.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b) in about 600 words.

16. (a) Explain the role of entrepreneurs in the economic development of a country.

Or

(b) Describe the essential qualities of an entrepreneur.

17. (a) Describe the different forms of ownership.

Or

(b) How to obtain license before starting commercial production?

18. (a) Explain the role of NSIC in entrepreneurship development.

Or

(b) Describe the major symptoms of sickness in an industry.

19. (a) What are the tools used for identifying a project? Explain.

Or

(b) Explain the contents of a project report.

20. (a) Explain the discounted cash flow techniques of project appraisal.

Or

(b) Enumerate the support and assistance given to encourage women entrepreneurs.

(6 pages)

Reg. No. : .....

**Code No. : 12483 E      Sub. Code : SEBA 6 B**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Sixth Semester

Business Administration — Main

INTERNATIONAL BUSINESS — Major Elective

(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. Which of these is a characteristic of multinational corporations?
  - (a) At least-one-third directors are foreign nationals
  - (b) The company does 40% of its business in foreign markets
  - (c) The overseas markets are larger than the domestic market
  - (d) The affiliates are responsive to a number of important environmental forces



2. All commercial transactions between two or more countries are known as \_\_\_\_\_.
- (a) foreign trade
  - (b) the balance of payments
  - (c) globalization
  - (d) international business
3. \_\_\_\_\_ is a contract under which a firm agrees to fully design, construct and equip a manufacturing or business or service facility and turn the project to the purchaser ready for operation for a remuneration.
- (a) Manufacturing contract
  - (b) Management contract
  - (c) Turnkey contracts
  - (d) Joint venture
4. \_\_\_\_\_ is the sale of goods abroad at a price which is lower than the selling price of the same goods at the same time in the same circumstances at home, taking account of difference in transport costs.
- (a) Dumping
  - (b) Tariff
  - (c) Anti dumping
  - (d) None of the above

5. If a draft is made to bearer, payment should be made to \_\_\_\_\_.
- (a) a bank
  - (b) drawer
  - (c) acceptor
  - (d) anyone who presents the draft
6. A \_\_\_\_\_ bill of lading does not guarantee that the goods have been loaded on the vessel.
- (a) on-board
  - (b) foul
  - (c) received-for-shipment
  - (d) straight
7. Basic customs duty is levied under section \_\_\_\_\_ of the Customs Act.
- (a) Section 13                      (b) Section 12
  - (c) Section 11                      (d) Section 10
8. An application for refund of export duty is made before the expiry of \_\_\_\_\_ from the date on which the proper officer makes an order for the clearance of the goods.
- (a) 6 months                      (b) 12 months
  - (c) 18 months                      (d) 24 months

9. Invisible items in balance of payments include \_\_\_\_\_.
- (a) Foreign remittances
  - (b) Income from tourists
  - (c) Internet charges
  - (d) All the three
10. Process of defining customer focuses on selling a product to existing market is called \_\_\_\_\_.
- (a) target market      (b) strategic market
  - (c) financial market    (d) business analysis

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What factors affect international trade?
- Or
- (b) State the disadvantages of International Business.
12. (a) List out the merits and demerits of Exporting.
- Or
- (b) Describe the importance of FDI.

13. (a) What are the purposes of a bill of exchange?

Or

(b) Write a note on Commercial invoice.

14. (a) What is a consignment note?

Or

(b) What are the documents involved in transportation?

15. (a) How can balance of payment deficit be reduced?

Or

(b) State the objectives of international marketing information system.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Describe the features of International Business.

Or

(b) What are the benefits of International Trade?

17. (a) Discuss the advantages and disadvantages of Franchising.

Or

(b) Explain Mergers and Acquisitions.

18. (a) Briefly explain the export procedure.

Or

(b) Explain the different types of letter of credit.

19. (a) Explain the documents used in an import transaction.

Or

(b) Describe the import procedure.

20. (a) Briefly explain the salient features of New EXIM Policy.

Or

(b) Explain the institutions connected with EXIM trade in India.

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(6 pages)

**Reg. No. :** .....

**Code No. : 12484 E      Sub. Code : SABA 11/  
AABA 11/AASL 11**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

First Semester

Business Administration/Shipping and Logistics —  
Allied

**ENVIRONMENT OF BUSINESS**

(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. Economic environment covers
  - (a) industrial policy      (b) monetary policy
  - (c) trade cycles              (d) all of the above
  
2. Environmental analysis
  - (a) need not be made
  - (b) helps in formulation of strategies
  - (c) leads to losses
  - (d) is made by the Government

3. Culture involves
  - (a) customs
  - (b) beliefs
  - (c) both (a) and (b)
  - (d) strategies
  
4. Values
  - (a) influence between
  - (b) have no place in culture
  - (c) promote distrust
  - (d) result in poor image
  
5. A firm
  - (a) has to make payment of dividend promptly
  - (b) appraises of changes to shareholders
  - (c) has to send notices of meetings to shareholders
  - (d) all of the above
  
6. Business ethics
  - (a) comprises code of conduct
  - (b) involves moral values
  - (c) both (a) and (b)
  - (d) results in poor image to a firm

7. Appropriate technology
- (a) should not be imported
  - (b) can be imported
  - (c) cannot be used
  - (d) does not suit Indian Business Firms
8. Industrial Policy, 1991
- (a) raised Foreign equity holdings
  - (b) abolished licensing in many industries
  - (c) both (a) and (b)
  - (d) resulted in nationalisation
9. Entry into Foreign Markets
- (a) is undesirable
  - (b) is facilitated by globalisation
  - (c) is not possible
  - (d) always results in losses
10. Globalisation is found in
- (a) retail sector                      (b) banking
  - (c) both (a) and (b)                  (d) none of these



PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Write a short note on Political Environment.

Or

- (b) How does competitive force impact business?

12. (a) Explain the impact of Carte system on business.

Or

- (b) Why are values considered important in business?

13. (a) How is a firm responsible to the Government?

Or

- (b) Explain the responsibility of business to the customers.

14. (a) Examine the reasons for import of technology.

Or

- (b) Discuss the impact of Industrial Licensing Policy, 1991.

15. (a) Enumerate the demerits of Privatisation.

Or

(b) List out the features of Globalisation.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) How is environmental analysis beneficial to a firm?

Or

(b) Discuss the importance of legal environment.

17. (a) Bring out the impact of Foreign Culture in India.

Or

(b) How does cultural environment influence a Firm's Business?

18. (a) Discuss the responsibilities of business to the community.

Or

(b) Explain the significance of business ethics.

19. (a) Examine the impact of technological changes on business in India.

Or

(b) How does Industrial Policy, 1991 influence Indian Economy?

20. (a) Is privatisation essential in India? Give reasons.

Or

(b) State the merits and demerits of Globalisation.

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(6 pages)

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

First Semester

Business Administration/Shipping and Logistics —  
Allied

**ENVIRONMENT OF BUSINESS**

(For those who joined in July 2017 onwards)

Time : Three hours                      Maximum : 75 marks

**PART A — (10 × 1 = 10 marks)**

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  - (a) industrial policy      (b) monetary policy
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  - (a) need not be made
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10. Globalisation is found in
- (a) retail sector
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  - (c) both (a) and (b)
  - (d) none of these

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Write a short note on Political Environment.

Or

- (b) How does competitive force impact business?

12. (a) Explain the impact of Carte system on business.

Or

- (b) Why are values considered important in business?

13. (a) How is a firm responsible to the Government?

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- (b) Explain the responsibility of business to the customers.

14. (a) Examine the reasons for import of technology.

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15. (a) Enumerate the demerits of Privatisation.

Or

(b) List out the features of Globalisation.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) How is environmental analysis beneficial to a firm?

Or

(b) Discuss the importance of legal environment.

17. (a) Bring out the impact of Foreign Culture in India.

Or

(b) How does cultural environment influence a Firm's Business?

18. (a) Discuss the responsibilities of business to the community.

Or

(b) Explain the significance of business ethics.



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(b) How does Industrial Policy, 1991 influence Indian Economy?

20. (a) Is privatisation essential in India? Give reasons.

Or

(b) State the merits and demerits of Globalisation.

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U.G. (CBCS) DEGREE EXAMINATION, APRIL 2021  
THIRD SEMESTER  
BUSINESS ADMINISTRATION  
NON MAJOR ELECTIVE - INTRODUCTION TO CONSUMER BEHAVIOUR  
(For those who joined in July 2017 onwards)

Time: Three hours

Maximum : 75 marks

## SECTION A - (10 X 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. The ratio between the consumer's perceived benefits and the resources used to obtain those benefits.

- (a) Customer satisfaction (b) Consumer value.  
(c) Customer retention (d) Customer targeting.

நுகர்வோர் உணர்ந்த நன்மைகளுக்கும் அந்த நன்மைகளைப் பெறப் பயன்படுத்தப்படும் வளங்களுக்கும் இடையிலான விகிதம்.

- (a) வாடிக்கையாளர் திருப்தி (b) நுகர்வோர் மதிப்பு.  
(c) வாடிக்கையாளர் தக்கவைப்பு (d) வாடிக்கையாளர் இலக்கு.

2. \_\_\_\_\_ is nothing but willingness of consumers to purchase products and services as per their taste and need.

- (a) Consumer behavior (b) Consumer interest  
(c) Consumer attitude (d) Consumer perception

\_\_\_\_\_ என்பது நுகர்வோர் தங்கள் சுவை மற்றும் தேவை ஆகியவற்றின் படி தயாரிப்புகள் மற்றும் சேவைகளை வாங்க விருப்பம் தவிர வேறில்லை.

- (a) நுகர்வோர் நடத்தை (b) நுகர்வோர் ஆர்வம்  
(c) நுகர்வோர் அணுகுமுறை (d) நுகர்வோர் கருத்து

3. Any person who uses a product or services or deals with it is a \_\_\_\_\_

- (a) Consumer (b) Buyer  
(c) Dealer (d) Customer

ஒரு தயாரிப்பு அல்லது சேவைகளைப் பயன்படுத்தும் அல்லது அதைக் கையாளும் எந்தவொரு நபரும் \_\_\_\_\_

- (a) நுகர்வோர் (b) வாங்குபவர்  
(c) வியாபாரி (d) வாடிக்கையாளர்

4. \_\_\_\_\_ refers to the buying behavior of final consumers.

- (a) Consumer buyer behavior (b) Target market buying  
(c) Market segment buying (d) Business buying behavior

\_\_\_\_\_ என்பது இறுதி நுகர்வோரின் வாங்கும் நடத்தையை குறிக்கிறது.

- (a) நுகர்வோர் வாங்குபவரின் நடத்தை (b) இலக்கு சந்தை வாங்குதல்  
(c) சந்தைப் பிரிவு வாங்குதல் (d) வணிக வாங்கும் நடத்தை

5. \_\_\_\_\_ is one of the most basic influences on an individual's needs, wants, and behaviour.

- (a) Brand (b) Culture  
(c) Product (d) Price

\_\_\_\_\_ என்பது ஒரு நபரின் தேவைகள், விருப்பங்கள் மற்றும் நடத்தை.

- (a) பிராண்ட் (b) கலாச்சாரம்  
(c) தயாரிப்பு (d) விலை

6. Customers served individually, it is known as \_\_\_\_\_.

- (a) Customised marketing (b) Local Marketing  
(c) Mass marketing (d) micro marketing

வாடிக்கையாளர்களுக்கு தனித்தனியான சேவை என்பது எவ்வாறு அறியப்படுகிறது

- (a) தனிப்பயனாக்கப்பட்ட சந்தைப்படுத்தல் (b) உள்ளூர் சந்தைப்படுத்தல்  
(c) வெகுஜன சந்தைப்படுத்தல் (d) சிறிய அளவிலான சந்தைப்படுத்தல்

7. Decision making unit described in consumer behaviour is comprised of which of the following

- (a) Influences (b) Initiator  
(c) User (d) All the above

## Continuation Sheet

7. நுகர்வோர் நடத்தையில் விவரிக்கப்பட்ட முடிவெடுக்கும் அலகு பின்வருவனவற்றில் அடங்கும்

- (a) தாக்கங்கள் (b) துவக்கி  
(c) பயனர் (d) மேலே உள்ள அனைத்தும்

8. Which of the following is not a stage in the consumer decision making process?

- (a) Post purchase evaluation (b) Perception of need  
(c) Straight re purchase (d) Evaluation of alternatives.

பின்வருவனவற்றில் நுகர்வோர் முடிவெடுக்கும் செயல்பாட்டில் ஒரு கட்டம் எதுவல்ல?

- (a) பிந்தைய கொள்முதல் மதிப்பீடு (b) தேவையின் கருத்து  
(c) நேராக மறு கொள்முதல் (d) மாற்று மதிப்பீடுகள்

9. 'consumer's satisfaction' level is classified as

- (a) Unit metrics (b) Procedural metrics  
(c) Marketing external metrics (d) Sampling metrics

நுகர்வோர் திருப்தி அளவு இவ்வாறு வகைப்படுத்தப்பட்டுள்ளது

- (a) அலகு அளவீடுகள் (b) நடைமுறை அளவீடுகள்  
(c) வெளிப்புற சந்தைப்படுத்தல் அளவீடுகள் (d) மாதிரி அளவீடுகள்

10. A persons feeling of pleasure which results in products performance that match expectations is called

- (a) satisfaction (b) dissatisfaction  
(c) distinctive proposition (d) superior value

தயாரிப்புகளின் செயல்திறனை விளைவிக்கும் ஒரு நபரின் இன்ப உணர்வுகளை அவர்களின் எதிர்பார்ப்புகளுடன் பொருந்துதல் \_\_\_\_\_ என்று அழைக்கப்படுகின்றன.

- (a) திருப்தி (b) அதிருப்தி  
(c) தனித்துவமான முன்மொழிவு (d) உயர்ந்த மதிப்பு

## SECTION B – (5 X 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b). Each answer should not exceed 250 words.

11. (a) State the importances of consumer behaviour.

Or

(b) Explain the characteristics of consumer behaviour.

(a) நுகர்வோர் நடத்தையின் முக்கியத்துவத்தை கூறு.

Or

(b) நுகர்வோர் நடத்தையின் பண்புகளை விளக்கு..

12. (a) Write short note on seasonal consumers.

Or

(b) Who is a discount driven consumer?

(a) பருவகால நுகர்வோர் குறித்து சிறு குறிப்பை எழுது.

Or

(b) தள்ளுபடி வாயிலாக இயக்கப்படும் நுகர்வோர் யார்?

13. (a) What do you understand by consumer behaviour models.

Or

(b) What are the perceptual constructs in consumer behaviour models?

(a) நுகர்வோர் நடத்தை மாதிரிகள் மூலம் நீங்கள் புரிந்துகொள்வது என்ன.

Or

(b) நுகர்வோர் நடத்தை மாதிரிகளில் புலனுணர்வு கட்டமைப்புகள் யாவை?

14. (a) What is the role of family in decision making?

Or

(b) Explain the levels of decision making.

(a) முடிவெடுப்பதில் குடும்பத்தின் பங்கை விவரி.

Or

(b) முடிவெடுக்கும் நிலைகளை விளக்குக..

## Continuation Sheet

15. (a) Discuss the purpose for consumer satisfaction.

Or

(b) What are the scope of consumer protection act 1986?

(a) நுகர்வோர் திருப்திக்கான நோக்கத்தைப் பற்றி விவாதி.

Or

(b) நுகர்வோர் பாதுகாப்புச் சட்டம் 1986 இன் நோக்கம் என்ன?

SECTION C – (5 X 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b). Each answer should not exceed 600 words.

16. (a) Describe the various factors influencing the consumer behaviour.

Or

(b) "The study of consumer behaviour certainly is an off-shoot of marketing" Explain.

(a) நுகர்வோர் நடத்தையை பாதிக்கும் பல்வேறு காரணிகளை விவரிக்கவும்.

Or

(b) "நுகர்வோர் நடத்தை பற்றிய ஆய்வு நிச்சயமாக மார்க்கெட்டிங் ஆஃப் ஷூட் ஆகும்" விரிவாக்கு.

17. (a) Describe the different types of consumer.

Or

(b) Distinguish between individual consumer and industrial consumer.

(a) பல்வேறு வகையான நுகர்வோர் பற்றி விவரிக்கவும்.

Or

(b) தனிப்பட்ட நுகர்வோர் மற்றும் தொழில்துறை நுகர்வோர் இடையே உள்ள வேறுபாடுகளை விவரி.

18. (a) Elaborate different consumer behaviour models.

Or

(b) Elucidate the basic areas in the Nicosia model in consumer behaviour.

(a) வெவ்வேறு நுகர்வோர் நடத்தை மாதிரிகளை விவரிக்கவும்.

Or

(b) நுகர்வோர் நடத்தையில் நிக்கோசியா மாதிரியில் உள்ள அடிப்படை பகுதிகளை தெளிவுபடுத்து.

19. (a) Describe the different steps involved in consumer decision making process.

Or

(b) Enumerate the various types of consumer decision making.

(a) நுகர்வோர் முடிவெடுக்கும் செயல்பாட்டில் உள்ள பல்வேறு படிகளை விவரிக்கவும்.

Or

(b) நுகர்வோர் முடிவெடுக்கும் பல்வேறு வகைகளை விவரிக்கவும்.

20. (a) Elaborate the several things that marketers to manage customer satisfaction.

Or

(b) Elaborate the various legal protection offered to consumer under the Consumer Protection Act 1986?

(a) வாடிக்கையாளர் திருப்தியை நிர்வகிக்க சந்தைப்படுத்துபவர்கள் பயன்படுத்தும் விஷயங்களை விவரிக்கவும்.

Or

(b) நுகர்வோர் பாதுகாப்புச் சட்டம் 1986 இன் கீழ் நுகர்வோருக்கு வழங்கப்படும் பல்வேறு சட்டப் பாதுகாப்பை விவரி.

U.G. (CBCS) DEGREE EXAMINATION, APRIL 2021  
THIRD SEMESTER  
BUSINESS ADMINISTRATION  
NON MAJOR ELECTIVE - INTRODUCTION TO CONSUMER BEHAVIOUR  
(For those who joined in July 2017 onwards)

Time: Three hours

Maximum : 75 marks

## SECTION A - (10 X 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. The ratio between the consumer's perceived benefits and the resources used to obtain those benefits.

- (a) Customer satisfaction (b) Consumer value.  
(c) Customer retention (d) Customer targeting.

நுகர்வோர் உணர்ந்த நன்மைகளுக்கும் அந்த நன்மைகளைப் பெறப் பயன்படுத்தப்படும் வளங்களுக்கும் இடையிலான விகிதம்.

- (a) வாடிக்கையாளர் திருப்தி (b) நுகர்வோர் மதிப்பு.  
(c) வாடிக்கையாளர் தக்கவைப்பு (d) வாடிக்கையாளர் இலக்கு.

2. \_\_\_\_\_ is nothing but willingness of consumers to purchase products and services as per their taste and need.

- (a) Consumer behavior (b) Consumer interest  
(c) Consumer attitude (d) Consumer perception

\_\_\_\_\_ என்பது நுகர்வோர் தங்கள் சுவை மற்றும் தேவை ஆகியவற்றின் படி தயாரிப்புகள் மற்றும் சேவைகளை வாங்க விருப்பம் தவிர வேறில்லை.

- (a) நுகர்வோர் நடத்தை (b) நுகர்வோர் ஆர்வம்  
(c) நுகர்வோர் அணுகுமுறை (d) நுகர்வோர் கருத்து

3. Any person who uses a product or services or deals with it is a \_\_\_\_\_

- (a) Consumer (b) Buyer  
(c) Dealer (d) Customer

ஒரு தயாரிப்பு அல்லது சேவைகளைப் பயன்படுத்தும் அல்லது அதைக் கையாளும் எந்தவொரு நபரும் \_\_\_\_\_

- (a) நுகர்வோர் (b) வாங்குபவர்  
(c) வியாபாரி (d) வாடிக்கையாளர்

4. \_\_\_\_\_ refers to the buying behavior of final consumers.

- (a) Consumer buyer behavior (b) Target market buying  
(c) Market segment buying (d) Business buying behavior

\_\_\_\_\_ என்பது இறுதி நுகர்வோரின் வாங்கும் நடத்தையை குறிக்கிறது.

- (a) நுகர்வோர் வாங்குபவரின் நடத்தை (b) இலக்கு சந்தை வாங்குதல்  
(c) சந்தைப் பிரிவு வாங்குதல் (d) வணிக வாங்கும் நடத்தை

5. \_\_\_\_\_ is one of the most basic influences on an individual's needs, wants, and behaviour.

- (a) Brand (b) Culture  
(c) Product (d) Price

\_\_\_\_\_ என்பது ஒரு நபரின் தேவைகள், விருப்பங்கள் மற்றும் நடத்தை.

- (a) பிராண்ட் (b) கலாச்சாரம்  
(c) தயாரிப்பு (d) விலை

6. Customers served individually, it is known as \_\_\_\_\_.

- (a) Customised marketing (b) Local Marketing  
(c) Mass marketing (d) micro marketing

வாடிக்கையாளர்களுக்கு தனித்தனியான சேவை என்பது எவ்வாறு அறியப்படுகிறது

- (a) தனிப்பயனாக்கப்பட்ட சந்தைப்படுத்தல் (b) உள்ளூர் சந்தைப்படுத்தல்  
(c) வெகுஜன சந்தைப்படுத்தல் (d) சிறிய அளவிலான சந்தைப்படுத்தல்

7. Decision making unit described in consumer behaviour is comprised of which of the following

- (a) Influences (b) Initiator  
(c) User (d) All the above

## Continuation Sheet

7. நுகர்வோர் நடத்தையில் விவரிக்கப்பட்ட முடிவெடுக்கும் அலகு பின்வருவனவற்றில் அடங்கும்

- (a) தாக்கங்கள் (b) துவக்கி  
(c) பயனர் (d) மேலே உள்ள அனைத்தும்

8. Which of the following is not a stage in the consumer decision making process?

- (a) Post purchase evaluation (b) Perception of need  
(c) Straight re purchase (d) Evaluation of alternatives.

பின்வருவனவற்றில் நுகர்வோர் முடிவெடுக்கும் செயல்பாட்டில் ஒரு கட்டம் எதுவல்ல?

- (a) பிந்தைய கொள்முதல் மதிப்பீடு (b) தேவையின் கருத்து  
(c) நேராக மறு கொள்முதல் (d) மாற்று மதிப்பீடுகள்

9. 'consumer's satisfaction' level is classified as

- (a) Unit metrics (b) Procedural metrics  
(c) Marketing external metrics (d) Sampling metrics

நுகர்வோர் திருப்தி அளவு இவ்வாறு வகைப்படுத்தப்பட்டுள்ளது

- (a) அலகு அளவீடுகள் (b) நடைமுறை அளவீடுகள்  
(c) வெளிப்புற சந்தைப்படுத்தல் அளவீடுகள் (d) மாதிரி அளவீடுகள்

10. A persons feeling of pleasure which results in products performance that match expectations is called

- (a) satisfaction (b) dissatisfaction  
(c) distinctive proposition (d) superior value

தயாரிப்புகளின் செயல்திறனை விளைவிக்கும் ஒரு நபரின் இன்ப உணர்வுகளை அவர்களின் எதிர்பார்ப்புகளுடன் பொருந்துதல் \_\_\_\_\_ என்று அழைக்கப்படுகின்றன.

- (a) திருப்தி (b) அதிருப்தி  
(c) தனித்துவமான முன்மொழிவு (d) உயர்ந்த மதிப்பு

## SECTION B – (5 X 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b). Each answer should not exceed 250 words.

11. (a) State the importances of consumer behaviour.

Or

(b) Explain the characteristics of consumer behaviour.

(a) நுகர்வோர் நடத்தையின் முக்கியத்துவத்தை கூறு.

Or

(b) நுகர்வோர் நடத்தையின் பண்புகளை விளக்கு..

12. (a) Write short note on seasonal consumers.

Or

(b) Who is a discount driven consumer?

(a) பருவகால நுகர்வோர் குறித்து சிறு குறிப்பை எழுது.

Or

(b) தள்ளுபடி வாயிலாக இயக்கப்படும் நுகர்வோர் யார்?

13. (a) What do you understand by consumer behaviour models.

Or

(b) What are the perceptual constructs in consumer behaviour models?

(a) நுகர்வோர் நடத்தை மாதிரிகள் மூலம் நீங்கள் புரிந்துகொள்வது என்ன.

Or

(b) நுகர்வோர் நடத்தை மாதிரிகளில் புலனுணர்வு கட்டமைப்புகள் யாவை?

14. (a) What is the role of family in decision making?

Or

(b) Explain the levels of decision making.

(a) முடிவெடுப்பதில் குடும்பத்தின் பங்கை விவரி.

Or

(b) முடிவெடுக்கும் நிலைகளை விளக்குக..

## Continuation Sheet

15. (a) Discuss the purpose for consumer satisfaction.

Or

(b) What are the scope of consumer protection act 1986?

(a) நுகர்வோர் திருப்திக்கான நோக்கத்தைப் பற்றி விவாதி.

Or

(b) நுகர்வோர் பாதுகாப்புச் சட்டம் 1986 இன் நோக்கம் என்ன?

SECTION C – (5 X 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b). Each answer should not exceed 600 words.

16. (a) Describe the various factors influencing the consumer behaviour.

Or

(b) "The study of consumer behaviour certainly is an off-shoot of marketing" Explain.

(a) நுகர்வோர் நடத்தையை பாதிக்கும் பல்வேறு காரணிகளை விவரிக்கவும்.

Or

(b) "நுகர்வோர் நடத்தை பற்றிய ஆய்வு நிச்சயமாக மார்க்கெட்டிங் ஆஃப் ஷூட் ஆகும்" விரிவாக்கு.

17. (a) Describe the different types of consumer.

Or

(b) Distinguish between individual consumer and industrial consumer.

(a) பல்வேறு வகையான நுகர்வோர் பற்றி விவரிக்கவும்.

Or

(b) தனிப்பட்ட நுகர்வோர் மற்றும் தொழில்துறை நுகர்வோர் இடையே உள்ள வேறுபாடுகளை விவரி.

18. (a) Elaborate different consumer behaviour models.

Or

(b) Elucidate the basic areas in the Nicosia model in consumer behaviour.

(a) வெவ்வேறு நுகர்வோர் நடத்தை மாதிரிகளை விவரிக்கவும்.

Or

(b) நுகர்வோர் நடத்தையில் நிக்கோசியா மாதிரியில் உள்ள அடிப்படை பகுதிகளை தெளிவுபடுத்து.

19. (a) Describe the different steps involved in consumer decision making process.

Or

(b) Enumerate the various types of consumer decision making.

(a) நுகர்வோர் முடிவெடுக்கும் செயல்பாட்டில் உள்ள பல்வேறு படிகளை விவரிக்கவும்.

Or

(b) நுகர்வோர் முடிவெடுக்கும் பல்வேறு வகைகளை விவரிக்கவும்.

20. (a) Elaborate the several things that marketers to manage customer satisfaction.

Or

(b) Elaborate the various legal protection offered to consumer under the Consumer Protection Act 1986?

(a) வாடிக்கையாளர் திருப்தியை நிர்வகிக்க சந்தைப்படுத்துபவர்கள் பயன்படுத்தும் விஷயங்களை விவரிக்கவும்.

Or

(b) நுகர்வோர் பாதுகாப்புச் சட்டம் 1986 இன் கீழ் நுகர்வோருக்கு வழங்கப்படும் பல்வேறு சட்டப் பாதுகாப்பை விவரி.

(6 pages)

**Reg. No. :** .....

**Code No. : 12306 E      Sub. Code : SEBA 5 A**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2021.

Third Semester

Business Administration — Main

Major Elective — PRODUCTION MANAGEMENT

(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 answers :

1. From start to finish production depends on

\_\_\_\_\_

(a) Policy

(b) Process

(c) Plant

(d) People



2. When a raw material is broken into different products then the type of production process is called \_\_\_\_\_
- (a) Synthetic                      (b) Mass  
(c) Analytic                        (d) Batch
3. Breakdown maintenance is otherwise known as \_\_\_\_\_ maintenance.
- (a) Corrective                      (b) Running  
(c) Shutdown                        (d) Predictive
4. Which one of the following is not a functional element of maintenance programme?
- (a) Inspection                      (b) Lubrication  
(c) Scheduling                      (d) Layout design
5. Tenacity is a personal quality essential for a \_\_\_\_\_ person.
- (a) Bridging                        (b) Scheduling  
(c) Expediting                      (d) Follow-up
6. Product sequencing is a basic problem in \_\_\_\_\_
- (a) Scheduling                      (b) Routing  
(c) Dispatching                      (d) Ridging

7. Inspection assures \_\_\_\_\_
- (a) The process is in control
  - (b) Workers are motivated
  - (c) Product meets specification
  - (d) Quality problems are solved
8. Cost of quality is affected by \_\_\_\_\_
- (a) Worker's performance
  - (b) Field failures
  - (c) Preventive actions
  - (d) All of the above
9. Purchase according to the requirements is also known as \_\_\_\_\_ purchase.
- (a) Speculative                      (b) Hand-to-mouth
  - (c) Scheduled                        (d) Contract
10. \_\_\_\_\_ store will temporarily stock materials which are under dispute.
- (a) Quarantine                      (b) Inward
  - (c) Rejection                        (d) Main

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b)  
Answer should not exceed 250 words.

11. (a) Discuss the reasons for relocation of an existing plant.

Or

- (b) Explain the various problems faced in production management.

12. (a) What are the objectives of motion study?

Or

- (b) Discuss the 'Economic aspects of Maintenance'.

13. (a) Briefly explain the elements of production planning.

Or

- (b) Describe the causes for production delay.

14. (a) State the objectives of quality control.

Or

- (b) List out the advantages and disadvantages of centralized inspection.

15. (a) What are the functions of materials management? Explain.

Or

- (b) What are the main activities carried on store keeping?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Describe the various types of production management strategies.

Or

- (b) Explain the different types of layout with its advantages and disadvantages.

17. (a) Discuss the procedure of work study.

Or

- (b) Describe the objectives of maintenance.

18. (a) List out the objectives of scheduling.

Or

- (b) Explain the activities carried out under dispatching.

19. (a) Describe the purpose of inspection.

Or

(b) Briefly explain the quality control tools.

20. (a) What are the various methods of purchasing?  
Explain.

Or

(b) Explain the advantages of JIT.

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(7 pages)

Reg. No. : .....

**Code No. : 12307 E      Sub. Code : SEBA 5 B**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2021.

Fifth Semester

Business Administration — Main

Major Elective — CONSUMER BEHAVIOUR

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Which of the following areas can be better understood by studying consumer behavior?
  - (a) Consumer preferences for different advertisements
  - (b) Financial decisions
  - (c) Purchase decisions
  - (d) All the above

2. Many firms are trying to develop relationships with their customers because \_\_\_\_\_.
- (a) new customers are very expensive to recruit
  - (b) doing so makes it easier to retain them
  - (c) both (a) and (b)
  - (d) none of the above
3. Primary reference groups include \_\_\_\_\_.
- (a) college students
  - (b) office colleague
  - (c) family and close friends
  - (d) sports groups
4. \_\_\_\_\_ is individuals and households who buy goods and services for personal consumption.
- (a) The target market
  - (b) A market segment
  - (c) The consumer market
  - (d) The ethnographic market

5. While buying milk which kind of behaviour is displayed by a person?
- (a) Extensive problems solving behaviour
  - (b) Routinized buying behaviour
  - (c) Variety seeking behaviour
  - (d) None of the above
6. \_\_\_\_\_ constitutes moderate consumer behavior, but still involves time and effort searching for and comparing alternatives.
- (a) Limited decision making
  - (b) Need recognition
  - (c) Routine decision making
  - (d) Post purchase evaluation
7. The degree to which a product or service meets a customer's expectations is called \_\_\_\_\_.
- (a) customer loyalty
  - (b) consumer affiliation
  - (c) rate of return
  - (d) customer satisfaction



8. In a \_\_\_\_\_, the population is divided into mutually exclusive groups and random samples are drawn from each group.
- (a) Simple random sample
  - (b) Stratified random sample
  - (c) Cluster sample
  - (d) None of the above
9. Target \_\_\_\_\_ is the center of marketing process.
- (a) market
  - (b) geographical area
  - (c) consumers
  - (d) salesmen
10. Right to \_\_\_\_\_ provides the adequate and accurate information about quality, quantity, purity, standard and the price of the goods and services.
- (a) choose
  - (b) be heard
  - (c) be informed
  - (d) safety

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) Briefly explain the nature of consumer behaviour.

Or

- (b) Discuss the drivers of change that affect the consumer behavior.

12. (a) Describe the different types of buying behaviour.

Or

- (b) What are the elements of buying behaviour?

13. (a) Explain the different types of consumer decisions.

Or

- (b) What are the points to be kept in mind while evaluation of alternatives?

14. (a) State the significance of assessing consumer satisfaction.

Or

- (b) How to retain consumers for a long term?

15. (a) Why is consumerism so important?

Or

(b) What are the salient features of the Consumer Protection Act?

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) State the applications of consumer behaviour knowledge in marketing.

Or

(b) Describe the changing consumer behavior pattern in India.

17. (a) Discuss the factors that influence buyer Behaviour.

Or

(b) Explain the consumer perception process.

18. (a) Describe the roles played by different people in consumer decision-making process.

Or

(b) Explain the procedure for consumer decision making.

19. (a) What are the ways to improve consumer satisfaction?

Or

(b) Why are the consumers getting dissatisfied?

20. (a) Explain the rights of a consumer.

Or

(b) How to handle customer complaints?

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**Reg. No. :** .....

**Code No. : 12299 E      Sub. Code : SMBA51**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2021.

Fifth Semester

Business Administration — Main

CASE ANALYSIS

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

No More Dawdling Over Dishes

1. Andy Davis was proud of his restaurant, The Golden Bow. Its location was perfect, its decor tasteful, its clientele generous and distinguished. When he first took over the business a year ago, Davis had worried that the local labor shortage might make it difficult to hire good workers. But he had made some contacts at a local collage and hired a group of servers who worked well with customers and with one another. The only problem he still had not solved was the dishwasher.

At first Davis felt lucky when he found Eddie Munz, a local high school dropout who had some experience washing dishes. Davis could not afford to pay a dishwasher more than \$4 an hour, but Eddie did not seem to mind that. Moreover, Eddie seemed to get the dishes clean. But he was so slow! Davis originally thought Eddie just was not quick about anything, but he changed his mind as he observed his behavior in the kitchen. Eddie loved to talk to the cooks, often turning his back on the dishes for minutes at time to chitchat. He also nibbled desserts off of dirty plates and sprayed the servers with water whenever they got near him. The kitchen was always a mess, and so many dishes piled up that often two hours after closing time, when everything else was ready for the next day, Eddie would still be scraping and squirting and talking. Davis began to wonder if there was a method to Eddie's madness: He was getting paid by the hour, so why should he work faster? But Davis did not like having a constantly sloppy kitchen, so he determined to have a talk with Eddie.

Davis figured out that Eddie had been making \$28 on his reasonably efficient nights and then met with Eddie and made him a proposal. First he

asked Eddie how soon he thought he could finish after the last customer left. Eddie said an hour and a quarter. When Davis asked if he would be interested in getting off forty-five minutes earlier than he had been, Eddie seemed excited. And when he offered to pay Eddie the \$28 for a complete job every night, regardless of when he finished, Eddie could hardly contain himself. It turned out he did not like to work until 2 : 00 a.m., but he needed every dollar he could get.

The next week , a new chalkboard appeared next to the kitchen door leading out to the dining room. On top it read, “Eddie’s Goal for a Record Time.” By the end of the first week, Davis had printed on the bottom “1”. Davis began inspecting the dishes more often than usual, but he found no decrease in the quality of Eddie’s work. So on Sunday, he said to Eddie, “Let’s try for an hour.”

A month later, the board read “42 minutes”. The situation in the kitchen had changed radically. The former “Eddie the Slob” had become “Eddie the Perfectionist”. His area was spotless, he was often waiting when someone came from the dining room with a stack of dirty plates, and he took it as a personal affront if anyone found a spot on a plate

he had washed. Instead of complaining about Eddie squirting them, the servers kidded him about what a worker he had become, and they stacked the plates and separated the silver to help him break his record. And the first time Eddie got done at 12 : 42, they all went out for an hour on the town together.

Case Questions :

- (a) What did Andy Davis do to change Eddie's behavior?
- (b) Which elements of total quality management and performance management did Andy Davis use?
- (c) Could Davis have used a different system of rewards to get the same results from Eddie Munz?

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(6 pages)

**Reg. No. :** .....

**Code No. : 12300 E      Sub. Code : SMBA 52**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2021

Fifth Semester

Business Administration — Main

MARKETING MANAGEMENT

(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. Marketing starts with identification of
  - (a) market needs
  - (b) consumer needs
  - (c) manufacturer needs
  - (d) retailers needs

2. Market concept is \_\_\_\_\_.
- (a) Business Psychology
  - (b) Market Psychology
  - (c) Commerce Psychology
  - (d) Distribution Psychology
3. The idea is to start with low price called \_\_\_\_\_.
- (a) Customer pricing
  - (b) Skimming pricing
  - (c) Penetration pricing
  - (d) Dual pricing
4. Retailers creates
- (a) Place Utility            (b) Time Utility
  - (c) Form Utility            (d) Possession Utility
5. Direct marketing channel is also known as \_\_\_\_\_.
- (a) Zero level channel   (b) One level channel
  - (c) Two level channel   (d) All of the above

6. In \_\_\_\_\_ market, there or large number of buyers and sellers meet.
- (a) Imperfect                      (b) Perfect  
(c) Bullion                        (d) Retail
7. Buying decisions of a customer depends on the
- (a) promotion                      (b) price  
(c) product                        (d) attitude
8. The purpose of segmentation is to \_\_\_\_\_ the changing pattern of consumers.
- (a) access                        (b) identify  
(c) measure                       (d) usage
9. \_\_\_\_\_ means critical evaluation of product ideas generated.
- (a) Screening                      (b) Idea generation  
(c) Testing                        (d) Analysis
10. Status conscious customers will be attracted to the product and buy it through selling at high price is called \_\_\_\_\_.
- (a) Dual pricing                    (b) Prestige pricing  
(c) Odd pricing                    (d) Skimming pricing

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) Explain the objectives of marketing management.

Or

- (b) What is “Market Information System”?

12. (a) Describe the benefits of market segmentation.

Or

- (b) Discuss the buying process of consumers.

13. (a) Write a short notes on :
- (i) Product Diversification
  - (ii) Branding.

Or

- (b) Explain in brief about “Product Positioning”.

14. (a) Mention the objectives of Pricing.

Or

- (b) Explain the needs of marketing channel.

15. (a) Discuss the role of Packaging in marketing.

Or

(b) What are the functions of a retailer?

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) What are the importance of marketing management?

Or

(b) Explain the functions of a market.

17. (a) Discuss the criteria of effective market segmentation.

Or

(b) List down the various buying motives of a consumer.

18. (a) Explain the concept of “Product Modification” in detail.

Or

(b) Elucidate the processes in product life cycle.

19. (a) What are the different pricing method in marketing?

Or

(b) Explain the factors influencing the pricing decision.

20. (a) Discuss the various marketing channels.

Or

(b) Narrate the elements of physical distribution.

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**Reg. No. :** .....

**Code No. : 12301 E      Sub. Code : SMBA53**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2021.

Fifth Semester

Business Administration — Main

MANAGEMENT ACCOUNTING

(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. Management accounting is suitable for
  - (a) Small business
  - (b) Co-operatives societies
  - (c) Non-profit organisations
  - (d) Large industries and Trading concerns

2. \_\_\_\_\_ is the differences between current assets and current liabilities.
- (a) Fixed capital      (b) Liquid assets  
(c) Working capital    (d) Assets
3. Funds from operation is \_\_\_\_\_.
- (a) Gross Profit      (b) Net Profit  
(c) Operating profit    (d) Surplus
4. \_\_\_\_\_ is also known as working capital ratio.
- (a) Current ratio      (b) Quick ratio  
(c) Liquid ratio      (d) Debt-Equity ratio
5. \_\_\_\_\_ is a summary of all functional budgets in a capsule form.
- (a) Functional budget    (b) Master Budget  
(c) Long period budget    (d) Flexible Budget
6. \_\_\_\_\_ is the excess of sales over the break-even sales.
- (a) Break Even analysis  
(b) Cost volume-profit analysis  
(c) Margin of safety  
(d) Budgetary control



7. Profit at any level of sales in amount is measured as
- (a)  $\text{Sales} \times \text{P/V ratio} - \text{VC}$
  - (b)  $\text{Sales} \times \text{P/V ratio} - \text{FC}$
  - (c)  $\text{Sales} \times \text{P/V ratio} + \text{VC}$
  - (d)  $\text{Sales} - \text{P/V ratio} \times \text{FC}$
8. \_\_\_\_\_ involves estimation of revenue and expenditure.
- (a) Budgeting
  - (b) Management accounting
  - (c) Marginal costing
  - (d) Budgetary control
9. The standard costing technique is unsuitable for
- (a) Trading business
  - (b) Manufacturing business
  - (c) Job order business
  - (d) Wholesaler

10. A company that maintain 's conservative working capital policy will tend to have a
- (a) Greater percentage of short-term financing
  - (b) Greater risk of needing to sell current assets to repay debt
  - (c) Higher ratio of current assets to fixed assets
  - (d) Higher total asset turnover

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) Explain the advantages of management accounting.

Or

- (b) What do you mean by financial statement analysis?

12. (a) Compare fund flow statement from cash flow statement.

Or

- (b) State the uses of fund flow statement.

13. (a) Describe the basic objectives of marginal casting.

Or

- (b) Write a short notes on :

- (i) Margin of safety
- (ii) CVP analysis.

14. (a) Selling price P.U. – Rs. 10

Variable cost P.U – Rs.4

Calculate P/V ratio, if

- (i) Selling price is reduced by 20%
- (ii) Variable cost is decreased by 25%.

Or

- (b) Prepare production budget from the following information :

Product	Budgeted Sales Qty (Units)	Actual stock on 31.12.2009 (Units)	Desired stock on 31.12.2020 (Units)
R	20,000	4,000	5,000
S	50,000	6,000	10,000

15. (a) From the following particulars, calculate break-even point in terms of sales value and in units.

	Rs.
Fixed factory overheads cost	60,000
Fixed selling overheads cost	12,000
Variable manufacturing cost p.u.	12
Variable selling cost p.u.	3
Selling price p.u.	24

Or

- (b) What are the different types of working capital?

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Explain the objectives of management accounting and the limitations of management accounting?

Or

(b) Given :

Current ratio = 2.8

Acid Test ratio = 1.5

Working capital = Rs. 1,62,000

Calculate :

(i) Current Assets (ii) Current Liabilities

(iii) Liquid Assets (iv) Stock.

17. (a) The following are the summarized balance sheets of M/s. Krishna Ltd. as on 31.12.1999 and 2000.

Liabilities	1999	2000
	Rs.	Rs.
10% Preference shares	1,00,000	1,10,000
Equity Shares	2,20,000	2,50,000
Share premium	20,000	26,000
Profit & Loss A/c	1,04,000	1,34,000
12% Debentures	70,000	64,000
Creditors	38,000	46,000
Bills payable	5,000	4,000
Provision for tax	10,000	12,000
Dividend payable	7,000	8,000
	<u>5,74,000</u>	<u>6,54,000</u>

Liabilities	1999	2000
	Rs.	Rs.
Assets	1999	2000
	Rs.	Rs.
Machinery	2,00,000	2,30,000
Buildings	1,50,000	1,76,000
Land	18,000	18,000
Cash	42,000	32,000
Debtors	38,000	38,000
Bills receivable	42,000	62,000
Stock	84,000	98,000
	<u>5,74,000</u>	<u>6,54,000</u>

You are required to prepare a statement of sources and application of funds.

Or

- (b) From the following particulars of Mrs. Ragu, prepare cash flow statements :

Liabilities	1.1.99	31.12.99
	Rs.	Rs.
Creditors	36,000	41,000
Mrs. A's Loan	—	20,000
Capital	1,48,000	1,49,000
Bank loan	30,000	25,000
	<u>2,14,000</u>	<u>2,35,000</u>

Liabilities	1.1.99	31.12.99
	Rs.	Rs.
Assets		
Cash	4,000	3,600
Debtors	35,000	38,400
Stock	25,000	22,000
Land	20,000	30,000
Buildings	50,000	55,000
Machinery	80,000	86,000
	<u>2,14,000</u>	<u>2,35,000</u>

During the year Mrs. Ragu had drawn Rs. 26,000 for personal use. The provision for depreciation against machinery as on 1.1.99 was Rs. 27,000 and as on 31.12.99 Rs. 36,000.

18. (a) Pepsi Company produces a single article. Following cost data is given about its product :

Selling price per unit	Rs. 40
Marginal cost per unit	Rs. 24
Fixed cost per annum	Rs. 16,000

Calculate :

- (i) P/V Ratio
- (ii) Break even sales
- (iii) Sales to earn a profit of Rs. 2,000
- (iv) Profit at sales of Rs. 60,000

Or

- (b) Discuss the merits and demerits of break even analysis.

19. (a) S.K. Brothers wish to approach the bankers for temporary overdraft facility for the period from October 2010 to December 2010. During the period of this period of these three months, the firm will be manufacturing mostly for stock. You are required to prepare a cash budget for the above period.

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)
August	3,60,000	2,49,600	24,000
September	3,84,000	2,88,000	28,000
October	2,16,000	4,86,000	22,000
November	3,48,000	4,92,000	20,000
December	2,52,000	5,36,000	30,000



- (i) 50% of credit sales are realized in the month following the sales and remaining 50% in the second following.
- (ii) Creditors are paid in the month following the month of purchase.
- (iii) Estimated cash as on 1.10.2010 is Rs. 50,000.

Or

- (b) Prepare a Flexible budget for overheads on the basis of the following data. Ascertain the overhead rates at 50% and 60% capacity.

Variable overheads :	At 60% capacity (Rs.)
Indirect Material	6,000
Labour	18,000
Semi-variable overheads :	
Electricity : (40% Fixed and 60% Variable)	30,000
Repairs : (80% Fixed and 20% Variable)	3,000
Fixed overheads :	
Depreciation	16,500
Insurance	4,500
Salaries	15,000
Total overheads	93,000
Estimated direct labour hours	1,86,000

20. (a) Explain the factors determining the working capital.

Or

- (b) A manufacturing concern, which has adopted standard costing, furnished the following information :

Standard Material for 70 kg finished product  
: 100 kg

Price of materials : Re. 1 per kg

Actual Output : 2,10,000 kg

Material used : 2,80,000 kg

Cost of material : Rs. 2,52,000

Calculate :

- (i) Material Usage Variance (ii) Material  
Price Variance (iii) Material Cost Variance.

(6 pages)

**Reg. No. :** .....

**Code No. : 12302 E      Sub. Code : SMBA 54**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2021.

Fifth Semester

Business Administration — Main

RESEARCH METHODOLOGY

(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. \_\_\_\_\_ research is aimed at finding solutions to the immediate problem.  
(a) Basic                      (b) Applied  
(c) Fundamental          (d) Descriptive
2. In case of survey data can be collected by  
(a) Observation  
(b) Personal Observation  
(c) Telephone interview  
(d) Any or all the above

3. Which one of the following is the first step in starting the research process?
- (a) Searching sources of information to locate problem
  - (b) Survey of related literature
  - (c) Identification of problem
  - (d) Searching solutions to the problem
4. \_\_\_\_\_ is the blue print of action.
- (a) Methodology            (b) Research design
  - (c) Objectives            (d) Chapter scheme
5. Scientific method is committed to \_\_\_\_\_.
- (a) Ethics            (b) Proposition
  - (c) Objectivity            (d) Neutrality
6. A \_\_\_\_\_ refers to the technique or the procedure the researcher adopts for selecting items for the sample from the population or unit.
- (a) Sampling            (b) Sampling frame
  - (c) Sample design            (d) Sample unit

7. Under \_\_\_\_\_ classification, data are classified on the basis of area.
- (a) Time (b) Geographical  
(c) Quantitative (d) Demographic
8. \_\_\_\_\_ method of data collection is suitable to literate respondents.
- (a) Observation (b) Questionnaire  
(c) Survey (d) Tabulation
9. Analysis is not complete without \_\_\_\_\_.
- (a) Interpretation (b) Tabulation  
(c) Classification (d) Coding
10. Which one of the following is an integral part of a research process?
- (a) Report writing (b) Classification  
(c) Interpretation (d) Analysis

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Give the meaning of pure research. State its merits and demerits.

Or

- (b) Differentiate Applied Research from pure research.

12. (a) What are the methods of data analysis in research?

Or

(b) State the process of data analysis.

13. (a) Point out the merits of sampling.

Or

(b) What are the merits of convenience sampling?

14. (a) Narrate the features of secondary sources.

Or

(b) What are the objectives of Questionnaire Method?

15. (a) State the qualities of good research report.

Or

(b) What are the precautions to be considered by a researcher while preparing a research report?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the experimental and analytical research and its uses.

Or

- (b) Explain the scope of business research.

17. (a) Explain the followings :

- (i) Dependent and independent variables
- (ii) Research hypothesis
- (iii) Experiment.

Or

- (b) What are the factors to be considered in selecting the method of data analysis?

18. (a) Explain the merits and limitations of sampling techniques.

Or

- (b) Explain any two methods of probability sampling.

19. (a) Discuss the merits and demerits of observation method of data collection.

Or

(b) What are the sources for the secondary data?

20. (a) Explain the classification of research reports.

Or

(b) Explain the various components of research report.

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