

D 13763

(Pages : 3)

Name.....

Reg. No.....

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2016

(CUCBCSS—UG)

Core Course

BBA 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

Each question carries 1 mark.

1. _____ is the process of completing activities effectively with and through other people.
(a) Leading. (b) Controlling.
(c) Management. (d) Supervision.
2. Effectiveness is synonymous with _____.
(a) Cost minimization. (b) Resource control.
(c) Goal attainment. (d) Efficiency.
3. _____ was the French industrialist who identified the basic management functions.
(a) Webber. (b) Taylor.
(c) Fayol. (d) Herzberg.
4. A manager performing conflict resolution among organization function is performing which function _____.
(a) Organizing. (b) Leading.
(c) Controlling. (d) Staffing.
5. Managers with finest _____ skills are able to get best out of their people.
(a) Human skills. (b) Conceptual skills.
(c) Technical skills. (d) Visual skills.
6. Management is :
(a) An art. (b) Science.
(c) Both. (d) None.

Turn over

7. Honesty and fairness relate to the general _____ of decision makers.
- (a) Trustworthiness. (b) Ethics.
(c) Employability. (d) Moral attributes.
8. An employee for Acme, Inc., has been asked to carry out an assignment that she believes is wrong. This situation can be classified as :
- (a) Ethical. (b) Unethical.
(c) An ethical issue. (d) A dilemma.
9. A whistle blower is an employee who _____.
- (a) Exposes organizational wrongdoing.
(b) Complains a lot to company management.
(c) Engages in unethical behaviour.
(d) Referees disputes with other employees.
10. The application of ethical principles rather than actual specified actions would refer to :
- (a) Ethical standards. (b) Ethical dilemmas.
(c) Morality. (d) Virtue ethics.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. Define business ethics.
12. What is meant by the phrase CSR ?
13. Define the term stakeholder.
14. Define terminal values.
15. Define Scientific Management.
16. Define encoding,
17. Explain the term external environment.
18. What is Globalization ?

19. Define quantitative approach to management.
20. What is E-business ?

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.

Each question carries 4 marks.

21. Explain the term 'budget' as a type of plan.
22. Explain the concept 'delegation of authority'.
23. Define the two factor theory of motivation.
24. Elaborate the concept of democratic leadership.
25. Describe the relevance of 'ethos' in management.
26. Are business ethics, corporate responsibility and different ? Sustainability.
27. Explain the relationship between leaders and followers ?
28. Distinguish between leadership and management.

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

Each question carries 15 marks.

29. What is ethics ? What are some common ethical issues ? Why do business people need it ?
30. What is MBO ? Explain the steps involved in MBO. State its advantages.
31. Explain McGregor's theory and its importance in motivation.

(2 × 15 = 30 marks)

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(Pages : 2)

Name....

Reg. No.....

FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

(CBCSS)

B.B.A.

BBA 1B 01—MANAGEMENT THEORY AND PRACTICES

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer the following questions.**Each question carries 2 marks.*

- 1. Define CSR.
- 2. What is corporate philanthropy ?
- 3. What do you mean by strategy ?
- 4. Explain the term 'POSDCORB'.
- 5. What is mental revolution ?
- 6. Explain the term primacy in planning.
- 7. What do you mean by performance appraisal ?
- 8. Define centralisation of authority.
- 9. What do you mean by esprit de corps ?
- 10. What is departmentation ?
- 11. What do you mean by business ethics ?
- 12. What are the four 'P's of management ?
- 13. What is lean management ?
- 14. Define open book management.
- 15. What is scalar chain and Gang plank ?

(15 × 2 = 30 marks, ceiling 25 marks)

Turn over

Section B

*Answer the following questions.
Each question carries 5 marks.*

- 16. What are the factors affecting ethical choices ?
- 17. Distinguish between MBO and MBE.
- 18. Explain the need for departmentation.
- 19. What are the major principles of direction ?
- 20. Write a note on corporate governance ?
- 21. What are the basic tools of TQM process ?
- 22. Enlist the features of management.
- 23. What are the prerequisites of manpower planning ?

(8 × 5 = 40 marks, ceiling 35 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

- 24. Define Management. Discuss the scope and importance of management.
- 25. Critically evaluate the Taylor's scientific management theory.
- 26. What is planning ? Explain the steps involved in planning process.
- 27. What is controlling ? What are the various techniques of control ?

(2 × 10 = 20 marks)

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(Pages : 3)

Name.....

Reg. No.....

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2016

(CUCBCSS—UG)

Complementary Course

BBA 1C 01—MANAGERIAL ECONOMICS

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

1. Which of the following is the best definition of managerial economics ? Managerial economics is :
 - (a) Distinct field of economic theory.
 - (b) Combination of economic theory and decision making.
 - (c) Economics combined with mathematics.
 - (d) None of the above.
2. When a firm's average revenue is equal to its average cost, it gets _____.
 - (a) Super profit.
 - (b) Normal profit.
 - (c) Sub normal profit.
 - (d) None of the above.
3. Managerial economics generally refers to the integration of economic theory with business :
 - (a) Ethics.
 - (b) Management.
 - (c) Practice.
 - (d) All of the above.
4. The cost recorded in the books of accounts are considered as :
 - (a) Total cost.
 - (b) Marginal cost.
 - (c) Average cost.
 - (d) Explicit cost.
5. Under _____, price is determined by the interaction of total demand and total supply in the market.
 - (a) Perfect competition.
 - (b) Monopoly.
 - (c) Imperfect competition.
 - (d) All of the above.
6. The out of pocket costs are _____.
 - (a) Sunk costs.
 - (b) Marginal costs.
 - (c) Explicit costs.
 - (d) Social costs.

Turn over

7. Oligopoly is a type of _____ market. A _____ exists in the industry.
- (a) Perfect, few firms. (b) Imperfect, few firms.
(c) Perfect, many firms. (d) Imperfect, many firms.
8. Who acts as the chair person of 'Niti Ayog' ?
- (a) President of India. (b) Finance Minister of India.
(c) Principal Secretary. (d) Prime Minister of India.
9. Adam Smith advocated :
- (a) Laissez Faire. (b) Division of Labour.
(c) Both of these. (d) None of these.
10. In case of Giffen Goods demand curve will slope :
- (a) Vertical. (b) Horizontal.
(c) Upward. (d) Downward.

(10 × 1 = 10 marks)

Part II (Short answer questions)

Answer any eight questions.

11. Discuss two features of Managerial Economics.
12. Explain the method of cost-plus pricing.
13. Define Isoquant.
14. What do you understand by demand forecasting ?
15. Explain Business risk.
16. Define derived demand.
17. What is meant by price leadership ?
18. Define Delphi technique.
19. What do you mean by average variable cost ?
20. Define Oligopoly.

(8 × 2 = 16 marks)

Part III (Short essay)

Answer any six questions.

21. What is oligopoly ? And how does it differ from Monopoly ?
22. Why is demand analysis significant for management ?

23. Discuss the concept of production function with one variable input.
24. Distinguish between Price elasticity and income elasticity of demand.
25. Differentiate between Accounting profit and economic profit. Illustrate with the help of examples.
26. What are the main features of monopoly ?
27. What, do you understand by price discrimination ?
28. "Under perfect competition selling cost are not necessary". Comment.

(6 × 4 = 24 marks)

Part IV (Long essay)

Answer any two questions.

29. A shift in the demand curve for cigarettes is caused by a change in the price of cigarettes. State whether the statements is true/false. Give reasons for your answer.
30. Discuss the fundamental nature of Managerial Economics.
31. Distinguish between perfect competition and oligopolistic competition. Give examples.

(2 × 15 = 30 marks)

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Q-2 BBA
(Pages : 2)

FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

(CBCSS)

BBA 1C 01—MANAGERIAL ECONOMICS

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A

Answer the following, each question carries 2 marks.

1. What is Oligopoly competition ?
2. What do you mean by the term Utility and demand ?
3. Give the assumption of indifference curve.
4. What is Monopoly ?
5. What do you mean by Elasticity of demand ?
6. Explain the relationship between average revenue and marginal revenue.
7. Describe the optimum level of satisfaction.
8. State the meaning of cross elasticity.
9. What is accounting cost ?
10. Write a note on discounting.
11. Differentiate between fixed cost and variable cost.
12. What is kinked demand curve ?
13. What is market demand ?
14. What is economic cost ?
15. How does the long term cost differ from short term cost ?

(15 × 2 = 30 marks, Ceiling 25 marks)

Part B

Answer the following, each question carries 5 marks.

16. State law of supply.
17. Explain the scope of business economics.
18. Account for the causes of economic problem.

Turn over

19. Why demand curve slopes downward ?
20. Briefly explain business cycle.
21. Differentiate between short run demand and long run demand.
22. Describe about internal economies of scale.
23. State the factors affecting price elasticity of demand.

(8 × 5 = 40 marks, Ceiling 35 marks)

Part C

Answer any two of the following, each question carries 10 marks.

24. How can we determine price and output under monopolistic competition ?
- ✓ 25. Define the law of demand. State the assumptions and exemptions to the law.
- ✓ 26. What is price elasticity ? Explain degree of price elasticity of demand.
27. What is revenue ? With the help of diagram explain the relationship between TR, MR and AR.

(2 × 10 = 20 marks)

C 82379

(Pages : 7)

Name.....

Reg. No.....

SECOND SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2020

(CBCSS—UG)

B.B.A.

BBA 2B 02—FINANCIAL ACCOUNTING

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A

Answer all questions.

1. What is Capital receipt ?
2. What do you mean by Realization concept ?
3. What is accounting cycle ?
4. Opening capital Rs. 1,00,000, Closing capital Rs. 1,70,000. Drawings during the year 5000. What is the profit for the year ?
5. What is accounting standards ?
6. What do you mean by Bonus Share ?
7. Give journal entries relating to issue of debentures at premium.
8. What is meant by Repossession ?
9. Describe the term installment purchase system.
10. Define Branch Accounting.
11. What is branch adjustment account ?
12. What is forfeiture of shares ?
13. How do you treat accrued income in final accounts ?
14. Mr. Raheem Purchased a truck on hire purchase system paying Rs. 10,000 down payment and Rs. 20,000 annually of 10 years. The rate of interest charged by the vendor is 5% p.a. determine the cash price of the truck. Given the present value of an annuity of Re. 1 for 10 years at 5% as 7.7217.

Turn over

15. Following are the extracts from the Trial Balance of Mr. C :

<i>Trial Balance</i>		Dr. (Rs.)	Cr. (Rs.)
Sundry debtors	...	10,000	
Bad debts	...	400	
Reserve for bad and doubtful debts	...		1,450

Adjustment :

- (i) Write-off further bad debts Rs. 500 ;
- (ii) Create a provision for bad debts @ 5% of debtors ;
- (iii) Also Create provision for discount on debtors at 2% on debtors. Find the amount of bad and doubtful debt to be shown in P and L a/c.

(15 × 2 = 30, Maximum ceiling 25 Marks)

Part B

Answer all questions.

16. Differentiate between Hire purchase and Installment purchase.
17. "Accounting is an information system". Explain.
18. From the following information prepare a Cash Book with cash and bank column :

2020		Rs.
January 1	Balance of cash b/d	1,000
	Bank overdraft	3,000
January 2	Sold goods for cash	6,000
January 3	Paid into bank	4,000
January 5	Gave cheque to Sasi	2,000
January 7	Received from Abiram cheque	1,300
January 9	Rent paid by cheque	300
January 12	Sold goods for cash and banked the same	1,500
January 13	Sent to bank Abiram's cheque for collection	1,300
January 14	Drawing from bank	400
January 15	Draw from bank for personal use	300

19. Tata Iron and Steel Company Ltd had a total subscribed capital of Rs. 10,00,000. In equity shares of Rs. 10 each of which 7.50 were called up. A final call of Rs. 2.50 was made and all amounts paid except the two calls of Rs. 2.50 each in respect of 100 shares held by Mr. Abi. These shares were forfeited and re-issued at Rs. 8 per share. Make journal entries necessary to record transactions of final call, forfeiture and reissue.
20. Mr. Anil purchased a motor bike on 1st January 2017 from AR Motors. The cash price was Rs. 56,000. The purchase is on hire purchase basis. Rs. 15,000 being paid on signing of the contract and thereafter Rs. 15,000 annually for 3 years. Interest was charged at 5%. Depreciation was written-off at the rate of 20% p.a. on the reducing balance. Show the AR Motors a/c and Bike a/c in the books of Anil.
21. The Kozhikode Branch of ID Food Product Ltd. Wayanad, send the following trial balance to Wayanad on 31st December 2019. Prepare Trading and Profit and Loss account in the books of Branch.

Kozhikode Branch Trial Balance

<i>Particulars</i>	Dr. (Rs.)	Cr. (Rs.)
Stock on 01-01-2019	20,000	
Furniture	3,000	
Goods from Wayanad	1,00,000	
Sales		1,74,000
Purchases	20,000	
Return to Wayanad		800
Sales return	2,000	
Salaries	12,000	
General expenses	2,000	
Rent	1,080	
Bad debt	320	
Carriage	300	
Sundry debtors	18,000	

Turn over

<i>Particulars</i>	Dr. (Rs.)	Cr. (Rs.)
Sundry creditors	...	10,000
Bank balance	8,000	...
Allowance to customers	400	...
Bills receivable	8,000	...
Head Office account	...	10,300
Total	<u>1,95,100</u>	<u>1,95,100</u>

22. Ajit, Choudhary and Vishal set up a partnership firm on January 1, 2019. They contributed 50,000, 40,000 and 30,000 respectively as their capitals and decided to share profits in the ratio of 3 : 2 : 1. The partnership deed provided that Ajit is to be paid a salary of Rs. 1,000 p.m. and Choudhary a commission of Rs. 5,000. It also provided that interest on capital be allowed @ 6% p.a. The drawings for the year were : Ajit 6,000, Choudhary 4,000 and Vishal 2,000. Interest on drawings 270 on Ajit's drawings, 180 on Choudhary's drawings and 90 on Vishal's drawings. The net amount of profit as per the profit and loss account for the year ended 2019 was 35,660.

You are required prepare the profit and loss appropriation account and the partners' capital accounts.

23. The following balances appeared in the books of The Worth Ltd. On 01-04-2019 :

Sinking fund account	...	50,000
Sinking fund investment account		
(10% Government Securities, nominal value 45,000)	...	48,000
12% Debentures	...	1,00,000

The company sold Rs. 30,000 Government Securities at 110% and utilized the amount to redeem part of the debentures at a premium of 10%. Show sinking fund account and sinking fund investment account.

(8 × 5 = 40, Maximum ceiling 35 Marks)

Part C

Answer any two questions.

24. From the following Trial Balance you are required to prepare a Trading and Profit and Loss A/c for the year ended 31st March, 2020 and a Balance Sheet as on that date, after taking into consideration the additional information.

Trial Balance as on 31st March, 2020

Particulars		Debit Amt.	Credit Amt.
		Rs.	Rs.
Sundry Debtors	...	45,000	
Postage	...	500	
Machinery	...	30,000	
Opening Stock	...	15,000	
Furniture	...	8,000	
Purchases	...	5,700	
Wages	...	11,000	
Salaries	...	17,000	
Rent Paid	...	7,000	
Bad debts	...	1,000	
Cash in hand	...	3,000	
Motor Car	...	26,000	
Capital A/c	...		50,000
Bills Payable	...		3,000
Creditors	...		9,000
Sales	...		1,50,000
Bank loan	...		8,000
Outstanding wages	...		500
Total	...	<u>2,20,500</u>	<u>2,20,500</u>

Turn over

Adjustments :

- 1 Closing stock had a cost of Rs. 45,000 whereas the market price was Rs. 60,000.
- 2 Outstanding expenses - Salaries Rs. 1,500, Wages Rs. 2,000, Rent 1,200.
- 3 Repairs to Machinery of Rs. 2,000 were wrongly debited to Purchases.
- 4 Depreciate Machinery and Furniture at the rate of 10% each.
- 5 Interest on bank loan payable was Rs. 1,800.

25. M/s Ganga and Co. of Ernakulam submits the following particulars regarding the branch transactions of its Kozhikode branch for the year ended March 31, 2020 :

	H.O.	Branch
Stock on 1-4-2005 ...	72,000	28,800
Goods purchased during the year ...	4,18,000	—
Indirect expenses ...	21,800	3,900
Goods sent to branch at invoice price ...	1,29,600	—
Sales ...	3,78,000	1,45,800
Goods received by branch ...	—	1,29,600
Goods sold to regional store ...	79,200	

Generally goods are invoiced to branch and regional store at 20% below the list price. The list price is calculated at 80% above the cost. Goods are sold to the customers at the list price by the HO and the branch both.

You are required to prepare the Trading and Profit and Loss A/c of the head office and the branch for the year ended on March 31, 2020.

26. X purchased from Y three cars costing 1,00,000 each on hire purchase system. Payment was to be made ; Rs. 60,000 down and balance in three equal installments together with interest at 15% per annum. X provides depreciation at 20% per annum on diminishing balance method. X paid the first installment at the end of the first year but could not pay the second installment; Y took possession of all the three cars. He spent Rs. 18,000 on repairs and sold them for Rs. 1,50,000.

Show the necessary ledger account in the books of both the parties.

(2 × 10 = 20 marks)

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(Pages : 6)

Name.....

Reg. No.....

SECOND SEMESTER B.B.A. DEGREE EXAMINATION, MAY 2018

(CUCBCSS—UG)

Core Course

BBA IIB 02—FINANCIAL ACCOUNTING

Time : Three Hours

Maximum : 80 Marks

Part A

I. Objective Type Questions. Answer all *ten* questions :

A. Fill in the blanks :

1. According to the _____ concept, the proprietor is treated as a creditor to the extent of his capital.
2. Patent Right Account is a _____ account.
3. Research and development expenses are an example of _____ expenditure.
4. The balance sheet portrays the _____ of a business.
5. Income is the excess of _____ over expenses.

B. State whether the following statements are True or False :

6. Assets of a business entity will always equal the difference between total liabilities and owners equity.
7. Accounting information is useful to the owner only.
8. Revenue expenditure is not intended to benefit future period.
9. In hire purchase system, the ownership immediately passes to the vendor on down payment.
10. Under stock and debtors system no entry is required for normal loss of stock.

(10 × 1 = 10 marks)

Part B

II. Short answer type questions. Answer any *eight* questions from ten in two or three sentences each :

11. What is accounting ?
12. What are dual aspect concepts ?

Turn over

13. What is capital expenditure ?
14. Write a short note on profit and loss account ?
15. What is hire purchase system ?
16. What are branch accounts ?
17. What is front office department ?
18. What are working papers ?
19. What is revenue receipt ?
20. Give two objectives of preparing departmental accounts.

(8 × 2 = 16 marks)

Part C

III. Short Essay or paragraph questions. Answer any six questions from eight questions in 150 to 200 words :

21. What are the objectives of accounting ?
22. What are the differences between hire purchase and installment system ?
23. What are the objectives of branch account ?
24. The following are the ledger account balances of Mr. Y for the year ending 31-03-2017. Prepare a Trading account :

		Rs.
Opening Stock	...	28,000
Sales	...	1,84,000
Purchase returns	...	6,000
Carriage inwards	...	5,000
Manufacturing expenses	...	3,200
Purchases	...	72,000
Sales returns	...	4,000
Wages	...	8,000
Power and fuel	...	2,800
Closing Stock	...	30,000

25. On 1st January 2016 a Head Office opened a Branch at Madurai to which goods are sent at cost where sales are made both for cash and credit. The following relating to the branch for the year 2016 :

	Rs.
Good sent to branch	80,000
Cheques sent to branch for	
Rent	3,000
Salary	4,000
Office expenses	1,100
Cash sales	62,000
Credit sales	40,000
Cash received from debtors	32,000
Stock at branch on closing	6,000
Debtors at branch on closing	8,000

Prepare Madurai Branch Account for the year 2016.

26. On 1st April 2016, reserve for doubtful debts account had a balance of Rs. 2,000. On 31st March 2017, sundry debtors amounted to Rs. 60,000. During the year bad debts written off were Rs. 1,500. A provision of 5% was required for the next year. Show how they appear in Profit and Loss account and Balance Sheet.
27. Cash price of asset purchased on hire-purchase system Rs. 75,000 Down payment Rs. 10,000.

Five annual instalments of Rs. 15,000 each

Rate of interest : 5%

Calculate interest included in each instalment.

Turn over

28. Prepare a Trial Balance from the following balances :

<i>Name of the Accounts</i>		Rs.
Drawings	...	9,000
Purchases	...	40,000
Returns inwards	...	3,000
Opening stock	...	16,000
Salaries	...	8,400
Wages	...	2,400
Rent	...	700
Bad debts	...	800
Discount allowed	...	1,400
Sundry debtors	...	28,000
Cash in hand	...	520
Cash at bank	...	11,880
Insurance	...	800
Trade expenses	...	600
Printing	...	300
Furniture	...	4,000
Machinery	...	10,000
Capital	...	48,000
Sales	...	61,000
Discount received	...	3,800
Sundry creditors	...	20,000
Bills payable	...	5,000

(6 × 4 = 24 marks)

Part D

IV. Essay questions. Answer any *two* questions in 600 to 800 words each :

29. Y purchased a Machine on hire-purchase system. The total cash price of the Machine is Rs. 15,980 payable Rs. 4,000 down, and three instalments of Rs. 6,000, Rs. 5,000 and Rs. 2,000 payable at the end of the first, second and third year respectively. Interest is charged at 5% p.a. Charge depreciation at 10% on straight line method. Prepare Machinery account and Hire Vendor account in the books of Y.

30. M and Co. has its Head Office at Delhi and Branch at Nagpur. The following transactions took place in the year 2016 :

		Rs.
Opening stock	...	60,000
Closing stock	...	36,000
Opening debtors	...	30,000
Opening petty cash	...	300
Goods sent to branch	...	2,10,000
Cash sales	...	1,20,000
Cash received from debtors	...	60,000
Cash sent to branch :		
Rent	...	3,000
Salaries	...	4,500
Other expenses	...	4,500
Goods returned by branch	...	3,000
Goods returned from debtors	...	1,000
Petty cash at end	...	210
Closing debtors	...	1,20,000

Prepare the Branch account in the books of the Head Office.

Turn over

31. From the following Trial Balance of a trader prepare Trading and Profit and Loss account for the year ended 31st March 2017 and a Balance Sheet as on that date after considering the adjustments :

<i>Particulars</i>	Dr. (Rs.)	Cr. (Rs.)
Capital	...	96,800
Land and Building	... 35,000	
Goodwill	... 5,000	
Opening stock	... 17,250	
Purchases	... 82,750	
Wages and salaries	... 6,500	
Coal and power	... 3,500	
Machinery	... 25,000	
Freight	... 1,500	
Royalties	... 2,500	
Sales	...	1,25,000
Management expenses	... 14,500	
Bad debts	... 4,800	
Old provision for bad debts	...	1,400
Bad debts recovered	...	600
Drawings	... 6,000	
Debtors and creditors	... 31,000	14,000
Cash	... 2,500	
	<u>2,37,800</u>	<u>2,37,800</u>

Adjustments :

- Closing stock is valued at Rs. 8,500.
- Write off Rs. 1,000 as bad debts.
- Provide 5% of debtors for bad debts.
- Royalty outstanding amounts to Rs. 500.

(2 × 15 = 30 marks)

C 82380

(Pages : 2)

Name.....

Reg. No.....

SECOND SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2020

(CBCSS—UG)

B.B.A.

BBA 2B 03—MARKETING MANAGEMENT

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A

Answer all questions.

1. Define Marketing Management.
2. What are Convenience Goods ?
3. What is viral marketing ?
4. What are the functions of marketing ?
5. What do you mean by brand equity ?
6. What is test marketing ?
7. What do you mean by psychological pricing ?
8. What is post purchase dissonance ?
9. What is a Label ?
10. What is meant by premium offer ?
11. Distinguish trade mark from brand.
12. What is demarketing ?
13. What is penetration pricing ?
14. What is advertisement copy ?
15. Who is a middleman ?

(15 × 2 = 30, Maximum ceiling 25 marks)

Turn over

Part B

Answer all questions.

16. State the objectives of marketing ?
17. Define Market Segmentation. Discuss the different kinds of market segmentation.
18. Enumerate briefly the functions performed by packaging.
19. Discuss briefly the stages of Product Life Cycle.
20. Bring out the recent trends in marketing.
21. What is physical distribution ? What are its importance ?
22. Describe the steps involved in product positioning.
23. Explain the factors influencing pricing policies.

(8 × 5 = 40, Maximum ceiling 35 marks)

Part C

Answer any two questions.

24. Bring out the scope of marketing management.
25. What are the functions and services rendered by retailers ?
26. Explain the elements of promotional mix.

(2 × 10 = 20 marks)

C 31089

(Pages : 3)

Name.....

Reg. No.....

**THIRD SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2017**

(CUCBCSS—UG)

Core Course

BCM 3B 03—BUSINESS REGULATION

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 1 mark.*

I. Choose the correct answer :

1 Jurisdiction of state forum under consumers protection act is up to :

- (a) One crore. (b) 20 lakhs.
(c) 5 lakhs. (d) No limit.

2 Contract by a lunatic is :

- (a) Valid. (b) Void.
(c) Voidable. (d) Illegal.

3 In bailment that must be stipulation for :

- (a) Return of goods. (b) Sale of goods.
(c) Pledge of goods. (d) None of these.

4 Contract which is imposed by operation of Law :

- (a) Quasi-contract. (b) Voidable contract.
(c) Contract of indemnity. (d) Insurance contracts.

5 An agent acting under the original agent is called :

- (a) General Agent. (b) Sub-agent.
(c) Co-agent. (d) Special agent.

II. Fill in the blanks :

6 Novation is discharge of contract by _____.

7 Quantum meruit means _____.

8 In bailment there is transfer of _____.

Turn over

- 9 Goods identified and agreed at the time of contract of sales is called.
10 _____ is to protect the Interest of consumers.

(10 × 1 = 10 marks)

Part B

*Answer any eight questions.
Each question carries 2 marks.*

- 11 Define pledge.
12 What is accord and satisfaction ?
13 What is meant by contingent goods ?
14 Define contract of Guarantee.
15 What is lien ?
16 What is Fraud ?
17 What is undue influence ?
18 What is meant by private key ?
19 What is meant by information under I.T. Act ?
20 Explain punishment for violation of privacy under the I.T. Act.

(8 × 2 = 16 marks)

Part C

*Answer any six questions.
Each question carries 4 marks.*

- 21 When a surety is discharged ?
22 How agency can be created ?
23 Explain termination of Bailment.
24 What are the implied condition under sale of goods act ?
25 What are the rights of an agent ?
26 What are the duties of a Bailor ?
27 Explain sale by non-owners.
28 What are the objects of I.T. Act ?

(6 × 4 = 24 marks)

Part D

*Answer any two questions.
Each question carries 15 marks.*

- 29 What are the case in which there is no free consent ?
- 30 Define unpaid seller. What are the remedies available to an unpaid seller ?
- 31 What are the essentials of valid consideration ? Explain exemption to the rule no consideration no contract.

(2 × 15 = 30 marks)

D 12357

(Pages : 3)

Name.....

Reg. No.....

THIRD SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2016

(CUCBCSS—UG)

Core Course

B.B.A. IIIB 03—BUSINESS REGULATORY FRAMEWORK

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

1. The Indian contract act came into force on :
 - (a) First September 1972.
 - (b) First July 1932.
 - (c) First September 1872.
 - (d) First July 1930.
2. Which of the following statement is true ?
 - (a) An agreement enforceable by law is contract.
 - (b) An agreement is an accepted proposal.
 - (c) Both (a) and (b).
 - (d) None of these.
3. Consideration is :
 - (a) Something in return.
 - (b) Something of value.
 - (c) Something invaluable.
 - (d) Doing something voluntarily.
4. Minor's agreement is :
 - (a) Void from beginning.
 - (b) Voidable.
 - (c) Void when court declares it void.
 - (d) Valid.
5. A quasi contract is:
 - (a) Is a contract.
 - (b) Has only a legal obligation.
 - (c) Is an agreement.
 - (d) Is none of these.
6. A person appointed to contract on behalf of _____ is known as agent.
7. Sale of contract act came into force in the year _____.

Turn over

8. A proposal when accepted becomes a _____.
9. Pledge can be done with _____ goods.
10. Indemnifier has the _____ liability.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.

11. What do you mean by an Offer ?
12. How does an agreement will become a contract ?
13. Who is an indemnifier ?
14. Who is an unpaid seller ?
15. What are the rights of a buyer ?
16. Define the term "surety" with an example.
17. What is mean by warranty ?
18. What is mean by void agreement ?
19. What do you mean by consumer court ?
20. Make a note on Breach of contract

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.

21. Explain the various essential elements of contract.
22. Write a note on :
 - (a) Quasi contract.
 - (b) Indemnity.
 - (c) Guarantee.
 - (d) Pledge
23. Explain discharge of contract in detail.
24. Discuss the major rights and duties of indemnity holder (indemnified).

25. Write down the differences between bailment and pledge.
26. Explain the features of consumer protection Act, 1986.
27. What are the major ways to discharge of contract ? Explain.
28. Discuss the differences between sale and agreement to sell.

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

29. Discuss various types of contracts in detail.
30. What are the major essentials for a contract of sale ? Explain the rights and duties of a seller.
31. What is meant by an agency ? Discuss various types of agents, list out the duties of a principal.

(2 × 15 = 30 marks)

D 92219

(Pages : 3)

Name.....

Reg. No.....

**THIRD SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2015**

(CUCBCSS—UG)

Common Course

A 12—GENERAL INFORMATICS

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

I. Choose the correct answer :

- 1 Which of the following is not an output device ?
 - (a) Hibernation.
 - (b) A warm boot.
 - (c) A cold boot.
 - (d) A standby start.
- 2 An Ethernet port is used for connecting your computer to :
 - (a) A network.
 - (b) A monitor.
 - (c) A printer.
 - (d) A digital camera.
- 3 The most common computer pointing device is :
 - (a) Your finger.
 - (b) A trackball.
 - (c) A mouse.
 - (d) None of the above.
- 4 Which of the following is the first general purpose computer ?
 - (a) Mark 1.
 - (b) IBM123.
 - (c) ENIAC.
 - (d) Apple II.
- 5 Which of the following period is the second generation of computing ?
 - (a) 1945-55.
 - (b) 1964-1971.
 - (c) 1956-63.
 - (d) None of these.

Turn over

II. Fill up the blanks :

- 6 _____ developed the integrated circuits.
- 7 USB stands for _____.
- 8 _____ is the primary large printed circuit board within a personal computer.
- 9 Our public telephone network is also known as _____.
- 10 Linux is a _____ Operating system.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks

- 11 What is networking software ?
- 12 What is internet ?
- 13 What do you understand by the term UNIX ?
- 14 What is meant by text messaging ?
- 15 Who is a black hat hacker ?
- 16 What is a virus ?
- 17 What is a trademark ?
- 18 What is meant by the term GPS ?
- 19 What is application software ?
- 20 What is meant by HTML ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any six questions.

Each question carries 4 marks.

- 21 Explain various output devices.
- 22 Briefly explain the different components of a computer network.
- 23 Explain the major application softwares.
- 24 Explain Reprographic, Micrographic and Printing Technologies.

- 25 What are the disadvantages of mobile computing ?
- 26 How a person can tackle phishing and pharming ?
- 27 What are the risk factors for internet addiction ?
- 28 Write a note on UNICODE.

DET

(6 × 4 = 24 marks)

Part D (Essay Questions)

*Answer any two questions.
Each question carries 15 marks.*

- 29 What is a Topology ? Explain various networking topologies.
- 30 Define E-governance. What are the various types of interactions in E-governance ?
- 31 What are the advantages and features of NICENET ?

(2 × 15 = 30 marks)

C 31087

(Pages : 3)

Name.....

Reg. No.....

THIRD SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2017

(CUCBCSS—UG)

Common Course

A 11—BASIC NUMERICAL SKILLS

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

1. Given the term in the sequence 1, 3, 7, 15, 31, next term is :
(a) 62. (b) 46.
(c) 63. (d) 60.
2. A set contains only one element is called _____.
(a) Singleton set. (b) Null.
(c) Power set. (d) None of these.
3. The classification 10-19, 20-29, 30-39 is the example of :
(a) Exclusive. (b) Inclusive.
(c) Both. (d) None.
4. Lorenz Curve is used to study :
(a) Skewness. (b) Kurtosis.
(c) Correlation. (d) Dispersion.
5. Pie diagrams are _____ dimensional diagrams.
(a) One. (b) Two.
(c) Three. (d) Four.
6. A series is obtained by adding a constant number to its preceding term is _____.
(a) G.P. (b) A.P.
(c) G.P. or A.P. (d) None.

Turn over

7. A well defined collection of defined object is called _____.
- (a) Matrix. (b) Set.
(c) Equation. (d) None.
8. If A matrix of order 3×7 and B is order of 7×4 , then AB is of order _____.
- (a) 3×4 . (b) 7×7 .
(c) 3×7 . (d) 7×3 .
9. What is the median for the following 1, 3, 5, 2, 6, 4, 7?
- (a) 2. (b) 5.
(c) 6. (d) 4.
10. _____ is filled by the enumerator.
- (a) Questionnaire. (b) Schedule.
(c) Questionnaire or schedule. (d) All.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** questions.

11. What is quadratic equation ?
12. What is editing ?
13. Define set.
14. What is geometrical progression ?
15. Name the type of data for which multiple diagrams is used.
16. Represent $A = \{x/x \text{ is an integer, } x^2 \leq 4\}$ in roster form.
17. Solve $4x = 20$.
18. Find the Q.D. of the following :
- 391, 384, 591, 407, 672, 522, 777, 1490, 2488.
19. The third term of a GP is 4. Find the product of its first 5 terms.
20. Rahul borrows Rs. 500 for four months at a simple interest rate of 12%. How much interest does he pay ?

(8 × 2 = 16 marks)

Part III (Short Essays)*Answer any six questions.*

21. Distinguish between questionnaire and schedule.
22. Consider the statement : "Integers between -3 and 3 ". Write the roster and set builder forms.
23. Find the inverse of a matrix A given by :

$$A = \begin{pmatrix} 5 & -2 & 4 \\ -2 & 1 & 1 \\ 4 & 1 & 0 \end{pmatrix}$$

24. Which term of the AP 4,9,14,...is 109 ?
25. A lorry covers the first 30 km. at the speed of 15 km. per hour, the second 30 km at the speed of 20 km. per hour and the last 30 km. at the speed of 25 km. per hour. Find the average speed of the lorry.
26. Find the simple interest rate for Rs. 3,000 to earn Rs. 270 interest in 9 months.
27. In an election 72,000 votes were casted. Out of four candidates, the first got 24,000 votes, the second got 20,000 votes, the third got 18,000 votes and the fourth got 10,000 votes. Draw a Pie-chart for these data.
28. Solve $5y + y = 30$.

 $(6 \times 4 = 24 \text{ marks})$ **Part IV (Long Essays)***Answer any two questions.*

29. Construct with the help of the data given below Fisher's Ideal Index Number :

Commodity	Base Year Price	Base Year Quantity	Current Year Price	Current Year Quantity
A	6	50	10	56
B	2	100	2	120
C	4	60	6	60
D	10	30	12	24
E	8	40	12	36

30. Solve : $3x + 8 = 17$.

31. From the following data find the trend values by 5 yearly moving averages :

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008
Sales	36	43	43	34	44	54	34	24	14

 $(2 \times 15 = 30 \text{ marks})$

D 12351

(Pages : 3)

Name.....

Reg. No.....

THIRD SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2016

(CUCBCSS—UG)

Common Course

A 11—BASIC NUMERICAL SKILLS

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

1. A series is obtained by adding a constant number to its preceding term is ———.
(a) G.P. (b) A.P.
(c) G.P. or A.P. (d) None.
2. Which of the following measure is based on all the observations ?
(a) A.M. (b) G.M.
(c) H.M. (d) All.
3. Which measure ensures highest degree of reliability ?
(a) Range. (b) MD.
(c) SD. (d) QD.
4. Circle diagram is also called :
(a) Pictogram. (b) Cartogram.
(c) Pie diagram. (d) None.
5. ——— index is known as the 'ideal' index.
(a) Laspeyre's. (b) Paasche's.
(c) Fisher's. (d) Kelley's.
6. Example of probability sampling is :
(a) Quota sampling. (b) Judgement sampling.
(c) Convenience sampling. (d) None.
7. One common difference of the A.P. 1, - 1, - 3, - 5, ——— is :
(a) 1. (b) - 1.
(c) - 2. (d) 2.

Turn over

8. When $A = \{a, b\}$, its power set has _____ elements.
 (a) 2. (b) 8.
 (c) 1. (d) 4.
9. Statistics deals with :
 (a) Qualitative data. (b) Quantitative data.
 (c) Both. (d) None of these.
10. A time series is a set of values arranged in _____ order.
 (a) Ascending. (b) Descending.
 (c) Chronological. (d) None.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)*Answer any eight questions.*

11. What is power set ?
 12. What is a pie-diagram ?
 13. What is progression ?
 14. What do you understand by classification of data ?
 15. Define matrix.
 16. Represent $A = \{x/x \text{ is an integer, } x^2 \leq 4\}$ in roster form.
 17. Find mode from the following data :
- | | | | | | | | | | |
|--------------|---|---|----|----|----|----|----|----|----|
| Size | : | 5 | 8 | 10 | 12 | 29 | 35 | 40 | 46 |
| No. of items | : | 3 | 12 | 25 | 40 | 31 | 20 | 18 | 7 |
18. $P + 2, 4P - 6, 3P - 2$ are three consecutive terms of an A.P. Find the value of P.
 19. Solve : $3x + 8 = 17$.
 20. Find the compound interest earned on Rs. 100 invested for two years at 10% compounded semiannually.

(8 × 2 = 16 marks)

Part III (Short Essays)*Answer any six questions.*

21. Define primary data. State the various methods of collecting primary data.
 22. The third term of a GP is 4. Find the product of its first 5 terms.

23. Calculate median for the following data :
- | | | | | | | |
|-----------|---|-----|------|-------|-------|-------|
| Class | : | 0-5 | 5-10 | 10-15 | 15-20 | 20-25 |
| Frequency | : | 5 | 10 | 15 | 12 | 8 |
24. Consider the statement : "Integers between -8 and 8 ", Write the *roster and set builder forms*.
25. Solve $5y + y = 30$.
26. Draw the less-than ogive of the following frequency distribution and locate the median there from :
- | | | | | | | | | |
|-----------------|---|------|-------|-------|-------|-------|-------|-------|
| Marks | : | 0-10 | 10-20 | 20-30 | 30-40 | 40-50 | 50-60 | 60-70 |
| No. of students | : | 4 | 8 | 11 | 15 | 12 | 6 | 3 |
27. In Mumbai city, there are 1000 families. A survey indicated that 300 subscribe to "The Hindustan Times" daily newspaper and 250 subscribe to "The Indian Express daily newspaper. Of these two categories, 100 subscribe to both. Express the data using Venn diagram.
28. A man travelled from one place to another at the rate of 20 kms/hour and returned at the rate of 30 kms/hour. Find the average speed in the whole journey.

(6 × 4 = 24 marks)

Part IV (Long Essays)*Answer any two questions.*

29. From the following data find the trend values by 5 yearly moving averages :
- | | | | | | | | | | | |
|-------|---|------|------|------|------|------|------|------|------|------|
| Year | : | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
| Sales | : | 36 | 43 | 43 | 34 | 44 | 54 | 34 | 24 | 14 |
30. In an election 72,000 votes were casted. Out of four candidates, the first got 24,000 votes, the second got 20,000 votes, the third got 18,000 votes and the fourth got 10,000 votes. Draw a pie-chart for these data.
31. Find the inverse of a matrix A given by :

$$A = \begin{bmatrix} 5 & -2 & 4 \\ -2 & 1 & 1 \\ 4 & 1 & 0 \end{bmatrix}$$

(2 × 15 = 30 marks)

D 71565

(Pages : 4)

Name.....

Reg. No.....

THIRD SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS—UG)

B.B.A.

Complementary

BBA IIC 03—QUANTITATIVE TECHNIQUES FOR BUSINESS

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all the questions.

Each question carries 1 mark.

Choose the correct answer from the choices given :

1. Queuing theory is also known as :

(a) Decision theory.

(b) Waiting line theory.

(c) Game theory.

(d) None of these.

2. The range of variation of probability lies between :

(a) $-\infty < p < +\infty$.

(b) $-\infty < p < 0$.

(c) $0 < p < +\infty$.

(d) $0 < p < 1$.

3. The lines of regression intersect at the point :

(a) (X, Y).

(b) Mean of (X, Y).

(c) (0, 0).

(d) (1, 1).

4. A family of parametric distribution in which mean is equal to variance is :

(a) Binomial distribution.

(b) Poisson distribution.

(c) Gamma distribution.

(d) Normal distribution.

5. The outcomes of an experiment classified as success A and failure A^c will follow a Bernoulli distribution if:

(a) $P(A) = 1/2$.

(b) $P(A) = 0$.

(c) $P(A) = 1$.

(d) $P(A)$ remains constant in all trials.

Turn over

Fill in the blanks :

6. The square of the standard normal variate is called _____ distribution.
7. The technique of analysis of variance is developed by _____.
8. Poisson distribution is a limiting form of _____ distribution.
9. If co-efficient of correlation $r = 0.9$ then co-efficient of determination is _____ %.
10. The probability of getting both heads when two coins are tossed simultaneously is _____.

(10 × 1 = 10 marks)

Part II

*Answer any eight questions.
Each question carries 2 marks.*

11. What is a programming techniques ?
12. What is Karl Pearson's co-efficient of correlation ?
13. What are the limitations of regression analysis ?
14. A sub-committee of 6 members is to be formed out of a group consisting of 7 men and 4 ladies. Calculate the probability that the sub-committee will consist of (i) exactly two ladies ; (ii) at least two ladies.
15. State addition theorem and find it for three events ?
16. If 20% of the articles produced by a machine are defective. Find the probability that out of 4 articles chosen at random (a) At most 2 are defective ; (b) Exactly 3 are defective.
17. If $X \sim P(1)$ and $Y \sim P(2)$, then find $P(X + Y < 3)$.
18. Define sampling distribution of a statistic ?
19. What is Chi-square test ?
20. What is ANOVA ?

(8 × 2 = 16 marks)

Part III

*Answer any six questions.
Each question carries 4 marks.*

21. What are the limitations of quantitative techniques ?

22. The following table shows the respective IQ's of 10 fathers and their eldest sons. Calculate rank correlation co-efficient :

Father's IQ	:	91	97	102	103	103	105	110	114	116	124
Son's IQ	:	102	94	105	115	113	99	98	112	120	108

23. Two variables gave the following data $r = 0.7$. Obtain the two regression lines and find the most likely value of Y when $X = 24$:

Variables →	X	Y
Mean	20	15
S.D.	4	3

24. The compensation received by 1000 workers in a factory are given in the following table :—

Wages	:	80–100	100–120	120–140	140–160	160–180	180–200
No. of Workers	:	10	100	400	250	200	40

Find the probability that a worker selected has (1) Wages under Rs. 100 (2) Wages above Rs.140 (3) Wages between Rs. 120 and Rs. 180.

25. A Systematic sample of 100 pages was taken from a dictionary and the observed frequency distribution of foreign words per page was found to be as follows: Calculate the expected frequencies using Poisson Distribution :

No. of foreign words per page (x)	:	0	1	2	3	4	5	6
Frequency (f)	:	48	27	12	7	4	1	1

26. A factory was producing electric bulbs of average length of 2000 hours. A new manufacturing process was introduced with the hope of increasing the length of the life of bulbs. A sample of 25 bulbs produced by the new process was examined and the average length of life was found to be 2200 hours. Examine whether the average length of bulbs was increased assuming the length of lives of bulbs follow normal distribution with $\alpha = (0.05)$.

27. Explain the procedure of χ^2 -test as a test of independence ?

28. Describe the technique of analysis of variance with an illustration for one-way classifications ?

(6 × 4 = 24 marks)

Part IV

Answer any two questions.

Each question carries 15 marks.

29. Explain the procedure of fitting binomial distribution.

The following data shows the number of seeds germinating out of 10 on damp filter paper for 80 set of seeds. Fit a binomial distribution of data and find the expected frequencies :

X	:	0	1	2	3	4	5	6	7	8	9	10
f	:	6	20	28	12	8	6	0	0	0	0	0

30. Test whether the accidents occur uniformly over week days on the basis of the following information :—

Days of the week	:	Sun	Mon	Tue	Wed	Thu	Fri	Sat
No. of accidents	:	11	13	14	13	15	14	18

31. Given below is 16 pairs of values showing the performance of two machines A and B. Test whether there is difference between the performances. Table value of Wilcoxon 'T' at 5% significant is 25 :

A	:	73, 43, 47, 53, 58, 47, 52, 58, 38, 61, 56, 56, 34, 55, 65, 75
B	:	51, 41, 43, 41, 47, 32, 24, 58, 43, 53, 52, 57, 44, 57, 40, 68

(2 × 15 = 30 marks)

D 12359

(Pages : 3)

Name.....

Reg. No.....

THIRD SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2016

(CUCBCSS—UG)

Core Course

BBA III B04—HUMAN RESOURCE MANAGEMENT

(2015 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

1. Is an organized factual statement of job contents in the form of duties and responsibilities of a specific job.
 - (a) Job Description.
 - (b) Job Specification.
 - (c) Job rotation.
 - (d) None of the above.
2. The enriched name of Personnel Management is _____.
 - (a) Human resource Management.
 - (b) Human resource Development.
 - (c) Man power planning.
 - (d) None of the above.
3. _____ is the act of increasing the knowledge and skill of an employee for doing a particular job.
 - (a) Selection.
 - (b) Development.
 - (c) Training.
 - (d) None of the above.
4. _____ is the process of making new employees familiar with the organisation.
 - (a) Induction.
 - (b) Training.
 - (c) Career planning.
 - (d) None of the above.
5. Wage sufficient for a worker to support himself and his family by providing the basic necessities of life is known as _____.
 - (a) Fair wage.
 - (b) Minimum wage.
 - (c) Maximum wage.
 - (d) Living wage.

Turn over

6. Promotion given along with increase in remuneration is _____.
7. _____ is essential to know what the job demands from its incumbent
8. Comparative evaluation approaches compare one worker's performance with his _____.
9. The outcome of job analysis are job description and _____.
10. _____ is concerned with designing and shaping jobs to fit the physical abilities and characteristics of employees

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.

11. What is manpower planning ?
12. What do you understand by selection ?
13. What is group interview.
14. What are the functions of HR Department.
15. What do you mean by Ergonomics.
16. What is Job specification ?
17. What is Induction ?
18. What is career planning ?
19. What is piece rate system ?
20. What is discipline ?

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.

21. Describe the benefits of training to an organisation.
22. Distinguish between Training and Development.
23. Discuss the steps in manpower Planning.
24. Describe the functions of HRM.
25. Discuss the various types of promotion.
26. What is Job analysis ? Explain the process of job analysis.
27. Explain time rate and piece rate wage systems.
28. Explain the causes of grievances ?

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

29. Explain the methods of training with their benefits and limitations.
30. Discuss the various performance appraisal methods.
31. Explain the various sources of recruitment with their merits and demerits.

(2 × 15 = 30 marks)

D 71564

(Pages : 2)

Name.....

Reg. No.....

THIRD SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS—UG)

B.B.A.

Cove

BBA IIIB 04—HUMAN RESOURCE MANAGEMENT

(2015 Admissions)

Maximum : 80 Marks

Time : Three Hours

Part I

Answer all questions.

1. The outcome of Job analysis are Job description and _____.
 - a) Job enrichment.
 - b) Job specification.
 - c) Job enlargement.
 - d) None of the above.
2. The enriched name of Personnel Management is _____.
 - a) Human resource Management.
 - b) Human resource Development.
 - c) Man power planning.
 - d) None of the above.
3. _____ is the act of increasing the knowledge & skill of an employee for doing a particular job.
 - a) Selection.
 - b) Development.
 - c) Training.
 - d) None of the above.
4. _____ is a systematic evaluation of individual with respect to his performance on the job & his potential for development.
 - a) Job analysis.
 - b) Job Evaluation.
 - c) Performance appraisal.
 - d) Career Planning.
5. _____ is an organized factual statement of job contents in the form of duties and responsibilities of a specific job.
 - a) Job Description.
 - b) Job Specification.
 - c) Job rotation.
 - d) None of the above.
6. Manpower Planning is a sub-system in the _____.
7. HRM focuses on business needs while personnel management focuses on _____.

Turn over

8. HRM refers to a set of programmes, functions and activities designed and carried out in order to maximize both employee and organizational _____.
9. Employee referrals is a source of _____ recruitment.
10. Major components of training include skills, education and _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)*Answer any eight questions.*

11. What is manpower planning ?
12. What do you understand by selection ?
13. What is group interview ?
14. What are the functions of HR Department ?
15. What do you mean by Ergonomics ?
16. What is meant by succession planning ?
17. What are fringe benefits ?
18. What is meant by Grievance ?
19. Explain the term "Living wage".
20. What is bonus ?

(8 × 2 = 16 marks)

Part III (Short Essays)*Answer any six questions.*

21. Describe the benefits of training to an organisation.
22. Distinguish between Training and Development.
23. Discuss the steps in manpower Planning.
24. Describe the functions of HRM.
25. Explain the methods of job evaluation.
26. Describe the Grievance redressal Procedure.
27. What is promotion ? What are the characteristics of a sound Promotion policy ?
28. What is career planning ? What are the steps in career planning ?

(6 × 4 = 24 marks)

Part IV (Long Essays)*Answer any two questions.*

29. Explain the methods of training with their benefits and limitations.
30. Discuss the various performance appraisal methods.
31. What is compensation ? What are the factors influencing compensation ?

(2 × 15 = 30 marks)

D 90045

(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VB 10—FINANCE SPECIALIZATION I—INDIAN FINANCIAL SYSTEM

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. Market for extremely short period loan is called _____.
(a) Call money market. (c) T-bill market.
(b) Money at short notice. (d) G-sec market.
2. A type of lease that includes a third party, a lender, is called _____.
(a) Sale and leaseback. (c) Leveraged lease.
(b) Direct leasing arrangement. (d) Operating lease.
3. The central depository _____ the security on behalf of the investors.
(a) Hold. (c) Both (a) and (b).
(b) Transfer. (d) None of these.
4. Which of the following is not a credit rating agency ?
(a) CRISIL. (c) CARE.
(b) ICRA. (d) None of these.
5. In which year SEBI was established :
(a) 1988. (c) 1991.
(b) 1985. (d) 1990.

Turn over

Fill in the blanks :

6. Money market deals with _____ instruments.
7. _____ speculators are pessimistic in nature.
8. _____ regulate the insurance business in India.
9. NAV in mutual fund means _____.
10. _____ is the process of admitting securities for trading in recognized stock.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall ceiling 20.

11. Write a short note on treasury bill.
12. What is participating debenture ?
13. What do you mean by recourse factoring ?
14. List out any *two* advantages of leasing.
15. Explain the term dry lease.
16. Who is an underwriter ?
17. State the meaning of credit rating.
18. What is operating lease ?
19. Marine Insurance is a contract of indemnity. Explain.
20. Differentiate between credit card and debit card.

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

Answer at least four questions.

Each question carries 8 marks.

All questions can be attended.

Overall ceiling 32.

21. Distinguish between primary market and stock exchange.
22. What are the characteristics of financial services ?
23. Briefly explain SEBI regulations on merchant banker (applicant requirements).
24. Write a short note on credit rating agencies in India.
25. What are the basic principles of insurance ?
26. Discuss the role of insurance in economic growth.
27. What are the funds based services ?
28. List out different types of leasing.

(4 × 8 = 32 marks)

Section D (Essay Questions)

Answer any one question.

The question carries 18 marks.

29. What are the sub-markets of Indian Money markets ?
30. What is factoring ? Explain the types and mechanism of factoring.
31. What is credit rating ? What are the methodologies used for credit rating and its importance ?

(1 × 18 = 18 marks)

50569

(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2018
(CUCBCSS—UG)

BBA VB 10—FINANCE SPECIALIZATION I—INDIAN FINANCIAL SYSTEM

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

*Answer all ten questions.
Each question carries 1 mark.*

Choose the correct answer :

1. The leading borrowers in the capital market are _____.
(a) Individuals. (b) Firms.
(c) Government. (d) Corporates.
2. ICRA is a _____ company.
(a) Public limited. (b) Private limited.
(c) Joint. (d) None of these.
3. Rating is expressed in _____.
(a) Pictures. (b) Graphs.
(c) Code numbers. (d) None of these.
4. The first organised stock exchange in India was started in _____.
(a) Delhi. (b) Calcutta.
(c) Mumbai. (d) Cochin.
5. Bonus shares are gift shares issued to the existing shareholders holding _____ shares.
(a) Partly paid shares. (b) Fully paid shares.
(c) Authorised shares. (d) None of these.

Fill in the blanks :

6. Certificate of deposits are _____ instrument issued by banks and financial institutions to raise large amount of money.
7. The headquarters of EXIM bank is at _____.
8. _____ is the insurance regulator.
9. Watch dog of Indian capital market is _____.
10. _____ can be defined as an assessment of the credit worthiness of individuals and corporations.

(10 × 1 = 10 marks)

Turn over

Part II (Short Answer Questions)

*Answer any eight out of the ten questions in two or three sentences.
Each question carries 2 marks.*

11. Define money market.
12. What is factoring?
13. What do you mean by merchant banking?
14. What are cumulative preference shares?
15. Define bill of exchange.
16. What is meant by leasing?
17. Define stock exchange.
18. What is a secondary market?
19. What are secured debentures?
20. What is underwriting?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

*Answer any six out of the eight questions in about 200 words.
Each question carries 4 marks.*

21. What are the features of a developed money market?
22. What are the types of debit cards?
23. What are the services of stock exchange to community?
24. What are the parties of insurance?
25. What are the functions of underwriters?
26. What are the functions of factoring?
27. What are the characteristics of financial services?
28. What are the objectives of credit rating?

(6 × 4 = 24 marks)

Part IV (Essay Questions)

*Answer any two out of the three questions in about 800 words.
Each question carries 15 marks.*

29. What is credit rating? What are the functions of a credit rating agency?
30. What is insurance? What are the types of insurance?
31. What is a stock exchange? What are the features and functions of a stock exchange?

(2 × 15 = 30 marks)

D 90467

(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER B.A./B.Sc. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Sociology

SOC 5D 01—LIFE SKILL EDUCATION

Time : Two Hours

Maximum : 40 Marks

Part A

I. All question to be attended. (Objective type Questions). Each question carries 1 mark :

- 1 Common conception of communication means sending and _____ information.
- 2 Feedback is received by _____.
- 3 The message has three components, the content, context, and _____.
- 4 _____ communication follows strict authority lines.
- 5 When a message is too complicated to be understood is called _____.

(5 × 1 = 5 marks)

Part B

II. All questions can be attended and overall ceiling. (Answers only in four or five sentences). Each question carries 2 marks :

Define the following :

- 6 Coping skills.
- 7 Written Communication.
- 8 Career guidance centres.
- 9 Intrapersonal communication.
- 10 Job.
- 11 Career magazine.
- 12 Computerised job search.

(5 × 2 = 10 marks)

Turn over

Part C

III. All questions can be attended and overall ceiling. (Answers not to exceed 150 words). Each question carries 5 marks :

- 13 Write a short note on career planning.
- 14 How can public speaking be made more effective ?
- 15 Discuss the relevance of Life skill training.
- 16 What is the significance of follow up communication ?
- 17 What are the ways in which Interview facing can be improved ?

(5 × 3 = 15 marks)

Part D

IV. All questions can be attended and overall ceiling. (Answers not to exceed 500 words). Each question carries 10 marks :

- 18 What are the tips to improve performance in group discussion ?
- 19 Write an essay on the types of communication.

(1 × 10 = 10 marks)

D 90024

(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Fill in the blanks :

1. In testing of hypothesis, if the null hypothesis is rejected ——— Hypothesis is accepted.
2. When raw data is arranged in conveniently organized groups, it is called a ——— distribution.
3. A survey that uses a sample of city blocks from a map as a way of sampling city residents is based on the ——— sampling technique.
4. ——— variable is one that is manipulated in order to observe any effects on the other.
5. ——— is the first step in starting the research process.

Choose the correct answer :

6. A reasoning where we start with certain particular statements and conclude with a universal statement is called :
(A) Deductive Reasoning. (B) Inductive Reasoning.
(C) Abnormal Reasoning. (D) Transcendental Reasoning.
7. How is stochastic equation of information solved ?
(A) By statistical rules. (B) By dynamic rules.
(C) By statistical and dynamic rules. (D) None of these.
8. "Controlled Group" is a term used in ———.
(A) Survey research. (B) Historical research.
(C) Experimental research. (D) Descriptive research.

Turn over

9. Conference proceedings are considered as _____ documents.
- (A) Conventional. (B) Primary.
(C) Secondary. ✓ (D) Tertiary.
10. Accepting a hypothesis when it is false is :
- (A) Type I Error. ✓ (B) Type II Error.
(C) Type III Error. (D) Type IV Error.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 20.

11. What is an independent variable ?
12. What is an extraneous variable ?
13. What is a non-directional hypothesis ?
14. What are experimenter effects ?
15. What is meant by a sample ?
16. What is meant by reliability ?
17. What is a pilot study ?
18. What is the key purpose of a case study ?
19. What is a z-score ?
20. What is partial correlation ?

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

Answer at least four questions.

Each question carries 8 marks.

All questions can be attended.

Overall Ceiling 32.

21. What is a Parametric test ? What is meant by 'power efficiency' ?
22. What are the types of variables ? Explain.
23. Explain 'Latin Square Design'.

24. Explain the qualities of a good questionnaire.
25. What is stratified random sampling ? Explain with an example.
26. Define measure of central tendency. What are its types ?
27. Distinguish between bivariate and multivariate analysis.
28. What are the qualities of a good research report ?

(4 × 8 = 32 marks)

Section D (Essay Questions)

Answer any one question.

Each question carries 18 marks.

29. What are the types of research report ? Explain.
30. Explain various sampling methods.
31. What is research ? What are its types ?

(1 × 18 = 18 marks)

C 32635

(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE [SUPPLEMENTARY]
EXAMINATION, NOVEMBER 2017**

(CCSS-SDE)

B.Com./B.B.A.

BC 5B 08 / BB 5B 08 – BUSINESS RESEARCH METHODS

Time : Two Hours and Forty-five Minutes

Maximum : 27 Weightage

Answers should be written only in English.

Part B

SECTION A

Answer all nine questions in one or two sentences each.

Each question carries a weightage of 1.

1. What is data processing?
2. What do you mean by business research?
3. Define primary data.
4. What is experience survey?
5. What is random sampling?
6. What is contingency table?
7. What is a questionnaire?
8. What is meant by Induction?
9. What is personal interview?

(9 × 1 = 9 weightage)

SECTION B

Answer any five questions in not more than one page each.

Each question carries a weightage of 2.

10. What are the needs for pilot study?
11. What are the objectives of research?
12. What is meant by hypothesis? What are its objectives?
13. What is the significance of pilot study in research?
14. Discuss the process of problem definition.

Turn over

15. What is meant by secondary data analysis?
16. What are the methods of restricted random sampling? Describe any *two* with advantages and limitations.

(5 × 2 = 10 weightage)

SECTION C

Answer any two questions in not more than four pages each.

Each question carries a weightage of 4.

17. Describe Data Processing. Discuss the processing stages and methods involved.
18. What do you mean by Measurement? What are the different scales and criteria for good measurement?
19. What is a questionnaire? What are the steps in preparing a questionnaire?

(2 × 4 = 8 weightage)

D 90046

(Pages : 3)

Name... Shaylet J.

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VB 11—FINANCE SPECIALIZATION II—INVESTMENT MANAGEMENT

Maximum : 80 Marks

Time : Three Hours

Part I

*Answer all questions.
Each question carries 1 mark.*

Choose the correct answer :

1. _____ are instruments which entitle the holder to buy an equity at concessional rate.
(a) Bonds. (b) Coupon.
(c) Warrants. (d) Flexi bond.
2. _____ is a promises to a shareholder to pay dividend at a future date.
(a) Scrip dividend. (b) Bond dividend.
(c) Ex dividend. (d) Cum dividend.
3. _____ is a method of increasing the number of shares of outstanding.
(a) Surrender of shares. (b) Consolidation of shares.
(c) Stock split. (d) Reverse split.
4. Bill drawn for mutual indebtedness is called _____.
(a) Commercial Bill. (b) Accommodation Bill.
(c) Clean Bill. (d) Supply Bill.
5. The device adopted to make profit out of the difference in price of a security in two different market is called _____.
(a) Cornering. (b) Arbitrage.
(c) Odd lots. (d) Market Lots.

Turn over

Fill in the blanks :

6. Under financial derivatives _____ are in the nature of long term agreements.
7. Discount and finance house of india was set up in the year _____.
8. _____ market is a market for dealing in unlisted securities.
9. An option which gives the holder the right to buy an underlying asset is called _____.
10. The market for already issued securities are called _____ market.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer at least five questions.
Each question carries 4 marks.
All questions can be attended.
Overall Ceiling 20.*

11. What are the sources of risk ?
12. What is industry analysis ?
13. What are the basic assumptions of technical analysis ?
14. What is the importance of depositories in Indian capital market ?
15. What do you mean by "NEAT".
16. What are the types of systematic risk ?
17. What is certificate of Deposit ?
18. Point out different money market instruments. /
19. What is secondary market ? /
20. What are Derivatives ? /

(5 × 4 = 20 marks)

Part III (Short Essay Questioner)

*Answer at least four questions.
Each question carries 8 marks.
All questions can be attended.
Overall Ceiling 32.*

21. Explain the NSE's on-line trading system.
22. Differentiate between primary market and secondary market.

23. Who are the participants in Indian money market?
24. Explain different stages of portfolio management.
25. Explain about fundamental analysis.
26. What are the features of Indian money market?
27. Differentiate between futures and forwards.
28. Explain about commercial papers.

(4 × 8 = 32 marks)

Part IV (Essay Questions)

*Answer any one question.
The question carries 18 marks.*

29. Explain the different investment avenues.
30. Explain the functions of stock exchange.
31. Briefly explain about the structure of mutual funds.

(1 × 18 = 18 marks)

D 90044

(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. Which of the following is not a principle of supply chain relationship ?
 - a) Mutual Fund.
 - b) Dependence.
 - c) Integration.
 - d) Non-co-operation.
2. Vendor management is an important part of :
 - a) Customer Relationship Management.
 - b) Supplier Relationship Management.
 - c) Customer Service Management.
 - d) Demand Management.
3. Which of the following is not an element of Logistics ?
 - a) Order Processing.
 - b) Warehousing.
 - c) Transportation.
 - d) Advertising.
4. Which of the following not normally be considered as a 'costs of quality' ?
 - a) Research and development costs.
 - b) Marketing costs.
 - c) Inspection costs.
 - d) Prevention costs.
5. Delivery of finished products to the customers is called :
 - a) Inbound Logistics.
 - b) Outbound Logistics.
 - c) Internal logistics.
 - d) Total Logistics.

Turn over

Fill in the Blanks :

6. Supply Chain Management has _____ flows.
7. _____ plays a key role in supply chain management and it provides the basis for decision making.
8. A vision statement describes what a company wants to be in the _____.
9. Confirmation to specifications is an indication of _____.
10. _____ refers to the backward flow of materials and products.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall ceiling 20.

11. Define Supply Chain.
12. What is meant by ERP System ?
13. What is Shipment Consolidation ?
14. What is a Bonded Warehouse ?
15. What are the four basic components of total quality management ?
16. List the 6 C's for successful implementation of TQM ?
17. What is Vendor Management ?
18. State the features of good Mission Statement ?
19. What is Outbound Logistics ?
20. Define Quality.

(5 × 4 = 20 marks)

Fill in the Blanks :

6. Supply Chain Management has _____ flows.
7. _____ plays a key role in supply chain management and it provides the basis for decision making.
8. A vision statement describes what a company wants to be in the _____.
9. Confirmation to specifications is an indication of _____.
10. _____ refers to the backward flow of materials and products.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall ceiling 20.

11. Define Supply Chain.
12. What is meant by ERP System ?
13. What is Shipment Consolidation ?
14. What is a Bonded Warehouse ?
15. What are the four basic components of total quality management ?
16. List the 6 C's for successful implementation of TQM ?
17. What is Vendor Management ?
18. State the features of good Mission Statement ?
19. What is Outbound Logistics ?
20. Define Quality.

(5 × 4 = 20 marks)

Section C (Short Essays)

Answer at least four questions.

Each question carries 8 marks.

All questions can be attended.

Overall ceiling 32.

21. What are the factors driving evolution of Supply Chain Management ?
22. Write a short note on Customer Service Management.
23. What are the concepts of Logistics Management ?
24. What are the objectives of Total Quality Management ?
25. What is Vision Statement ? What are its characteristics ?
26. Define Procurement Management. What are its objectives ?
27. What are the barriers to Total Quality Management Implementation ?
28. Explain the BPIR Model.

(4 × 8 = 32 marks)

Section D (Essay Questions)

Answer any one question.

The question carries 18 marks.

29. Define Supply Chain Management and Explain its benefits.
30. Discuss the important elements of Logistics Management.
31. What are the principles of Total Quality Management ?

(1 × 18 = 18 marks)

D 50568

(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

(CUCBCSS—UG)

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

Answer all ten questions.

Choose the correct answer :

1. _____ plays a key role in supply chain management and it provides the basis for decision-making.
(a) Information. (b) Integration.
(c) Transportation. (d) Co-ordination.
2. Which one is the function of supply chain management ?
(a) Co-ordination. (b) Supporting.
(c) Operating. (d) Maximising.
3. Which of the following involves long term decision ?
(a) Supply chain operations. (b) Supply chain planning.
(c) Supply chain design. (d) Supply chain administration.
4. Which of the following is not an element of logistics ?
(a) Order processing. (b) Warehousing.
(c) Transportation. (d) Advertising.
5. _____ connects the supplier and the consumer.
(a) Advertising. (b) Warehousing.
(c) Transportation. (d) Logistics.

Fill in the blanks :

6. _____ is a broader concept which involves several activities in addition to logistics.
7. _____ refers to the stock of raw materials, work-in-progress and finished products.

Turn over

8. Conformation to specifications is an indication of _____.
9. Quality commodity is said to be of good quality if it is fit for _____.
10. A network of organisations working together for meeting customer's orders is called _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight out of the ten questions in two or three sentences.

11. What is supply chain ?
12. What is customer service management?
13. What is logistics ?
14. What is communication ?
15. What is third party logistics ?
16. What is quality ?
17. What do you mean by quality education ?
18. What do you mean by total quality management ?
19. What is TQM software ?
20. What is total cost concept ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

21. What are the features of supply chain ?
22. What are the functions of warehousing ?
23. What are the components of supply chain planning ?
24. What are the factors to be considered while formulating procurement strategy ?
25. Explain the functions of packing.
26. What are the operations of integrated logistics ?

27. What are the qualities of customer service ?
28. What are the characteristics of transport ?

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

29. What are the concepts and objectives of logistics management ?
30. What do you mean by integrated logistics ? What are the operating objectives of integrated logistics ?
31. Briefly explain the supply chain management process.

(2 × 15 = 30 marks)

D 50567

(Pages : 4)

Name.....

Reg. No.....

FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

(CUCBCSS—UG)

BBA VB 07—ACCOUNTING FOR MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

Answer all ten questions.

Choose the correct answer :

1. A fund flow statement is prepared to disclose :

- (a) The result of operation. (b) The change in the financial position.
(c) The financial position. (d) None of these.

2. Management accounting uses :

- (a) Past data only. (b) Past and present data.
(c) Present and future data. (d) Past, present and future data.

3. Which among the following is not a source of fund :

- (a) Issue of shares for cash. (b) Sale of fixed asset.
(c) Depreciation on fixed asset. (d) Sale of investments.

4. Fund from operations means :

- (a) Net profit from the business.
(b) Gross profit from the business.
(c) Operating profit from the business.
(d) None of these.

5. Which among the following is not a feature of management accounting :

- (a) Used by management.
(b) Uses financial and non-financial data.
(c) More relevant than objective information.
(d) Statutory requirement.

Turn over

Fill in the blanks :

6. Current ratio is the ratio of current assets to _____.
7. A cost centre is a segment of the organisation where the manager is responsible for _____.
8. Marginal costing is a _____ of costing.
9. Management accounting information is used by parties _____ to the organisation.
10. Responsibility accounting is also called _____ accounting.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of the ten questions in two or three sentences.

11. Sales Rs. 1,80,000
Profit Volume ratio 20%.
Calculate Contribution.
12. What is margin of safety ?
13. Current ratio 2.5 ; Working capital Rs. 1, 20,000. Calculate current assets and current liabilities.
14. From the following data calculate :
 - (a) PV ratio.
 - (b) Profit when sales are Rs. 1,60,000.
Fixed expenses Rs. 32,000.
Break-even sales Rs. 80,000.
15. Calculate fixed cost from the following data :
Break-Even Point Rs. 40,000
Profit Volume ratio 20%
16. What are solvency ratios ?
17. What do you mean by Responsibility accounting ?
18. What do you mean by fund flow statement ?
19. Explain the meaning of cash flow statement.
20. What is marginal cost ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

21. The following information relating to a company is given :
- Current Liabilities Rs. 15,000
 - Current Ratio 2.5 : 1
 - Liquid ratio 1.25 : 1
- Calculate :
- (a) Current assets.
 - (b) Liquid assets.
 - (c) Working capital.
 - (d) Stock.
22. From the following particulars, calculate stock turnover ratio :
- Opening stock Rs. 8,000
 - Purchases Rs. 24,000
 - Carriage on purchases Rs. 2,000
 - Sales Rs. 40,000
 - Closing stock Rs. 6,000
23. Find out the value of creditors from the following :
- Sales Rs. 1,25,000
 - Opening Stock Rs. 25,000
 - Gross Profit on sales 10%
 - Closing stock Rs. 50,000
 - Creditor's velocity 73 Days
 - Bills Payable Rs. 15,000
24. Calculate Break-Even point from the following :
- Fixed Expenses Rs. 30,000
 - Variable per unit Rs. 10
 - Selling Price Rs. 15
25. Explain the limitations of ratio analysis.
26. What are the major inflows and out flows from investing activities ?

Turn over

27. Calculate working capital turnover ratio from the following information :

Sales Rs. 63,750

Sales returns Rs. 3,750

Current assets Rs. 20,000

Current liabilities Rs.10,000

28. From the following balances extracted from ABC Co. Ltd. as on 31-12-2015 and 2016, you are required to prepare a schedule of changes in working capital :

<i>Liabilities</i>	As on 31 st December		<i>Assets</i>	As on 31 st December	
	2015	2016		2015	2016
Share Capital	2,00,000	2,40,000	Fixed assets	2,52,000	2,64,000
General reserve	60,000	72,000	Stock	96,000	1,48,000
P and L Account	16,000	26,000	Debtors	1,00,000	92,000
Debentures	1,20,000	1,00,000	Cash at bank	32,000	24,000
Creditors	68,000	64,000	Preliminary Expenses	8,000	6,000
Provision for tax	24,000	32,000			
	4,88,000	5,34,000		4,88,000	5,34,000

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any **two** out of the three questions in about 800 words.

29. Give a brief description of various ratios for analysis of liquidity, solvency and profitability of the firm.

30. "Marginal costing is a valuable aid for managerial decisions". Discuss.

31. From the following information, prepare a Balance Sheet. Show the workings :

1	Working Capital	Rs. 3,00,000
2	Reserve and Surplus	Rs. 4,00,000
3	Bank Overdraft	Rs. 2,40,000
4	Current Ratio	1.75
5	Liquid Ratio	1.15
6	Fixed Assets to Proprietor's Fund	0.75
7	Long-term liabilities	Nil

(2 × 15 = 30 marks)

D 90023

(Pages : 6)

Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.Com.

BCM 5B 07—ACCOUNTING FOR MANAGEMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. Capital gearing Ratio is one of the _____.
(a) Liquidity ratio. (b) Activity ratio.
(c) Leverage ratio. (d) Profitability ratio.
2. Sale of Investment indicates :
(a) Source of fund. (b) Application of fund.
(c) No flow of fund. (d) All the above.
3. Depreciation is a _____.
(a) Cash Expense. (b) Non-Cash Expense.
(c) Non-Operating Expense. (d) Prepaid Expense.
4. The formula for calculation of BEP in Rs. is _____.
(a) $\frac{S - V^*}{S} 100.$ (b) $\frac{F}{P/V \text{ Ratio}}$
(c) $\frac{P}{P/V \text{ Ratio}}$ (d) $\frac{F + P}{P/V \text{ Ratio}}$

Turn over

5. Which one of the following is recorded fact ?
- (a) Market value of Investment. (b) Replacement cost of Machinery.
 (c) Debtors. (d) None of the Above.

Fill in the Blanks :

6. Income Statement refers to _____.
7. Difference between Sales and Cost of Goods Sold _____.
8. Difference between Current Assets and Current Liabilities is known as _____.
9. Sales over and above the Break-Even Sales are known as _____.
10. The intersection of _____ line and _____ line makes the Angle of Incidence.
 (10 × 1 = 10 marks)

Section B (Short Answer Questions)

*Answer at least five questions.
 Each question carries 4 marks.
 All questions can be attended.
 Overall ceiling 20.*

11. List any four functions of Management Accounting.
12. What is meant by Fund Flow Statement ?
13. Calculate BEP form the following particulars :
 Fixed Expenses 1,50,000, Variable Cost Per Unit Rs. 10, And Selling Price Rs. 15.
14. Define Marginal Costing.
15. What is PE Ratio ?
16. What is meant by Inter Firm Comparison ?
17. What is meant by Turnover Ratios ?
18. What is meant by Cash Flow from Investing Activities ?
19. What is Fund from Operation ?
20. What is meant by Cash Break-even Point ?

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

Answer at least four questions.

Each question carries 8 marks.

All questions can be attended.

Overall ceiling 32.

21. Differentiate Financial Accounting from Management Accounting.
22. Prepare a Comparative Statement from the following data (Rs. in Lakhs) :

Income statement	2014	2015
Net sales	600	700
Cost of goods sold	400	600
Administrative expenses	20	20
Selling expenses	10	10
Net profit	170	170

23. From the Balance Sheet of Chand Ltd. As on 31st, March 2016, below prepare a Common Size Balance Sheet :

<i>Liabilities</i>		<i>Assets</i>	
Share Capital :		Fixed assets :	
Equity shares of Rs. 10.0 each	4,00,000	Plant and machinery	4,00,000
Reserves and Surplus	1,20,000	Furniture and fixtures	40,000
Secured Loan -12% denature	80,000	Current Assets :	
Current liabilities - creditors		Stock and debtors	2,00,000
and bills Payable	2,00,000	Cash and bank	1,60,000
Total	8,00,000	Total	8,00,000

24. Pankajam Limited sells goods on cash as well as on credit basis. The following information is extracted from their books of accounts for 2013 :

Total sales	...	1,00,000
Cash sales (included in the above)	...	20,000
Sales returns	...	7,000

Turn over

Total debtors for sales as on 31-12-2013	...	9,000
Bills Receivables as on 31-12-2013	...	2,000
Provision for doubtful debts	...	1,000
Trade creditors as on 31-12-2013	...	10,000

Calculate :

- Debtors/ Receivables Turnover Ratio.
- The Average Collection Period.

25. How does Fund Flow Statement differ from Balance Sheet ?

26. From the following information ascertain the net cash from operation activities for the year 2018.

(i) Net profit before tax	...	55,000
(ii) Income tax paid	...	22,000
(iii) Depreciation of fixed assets	...	2,500
(iv) Profit on sale of land	...	5,000
(v) Interest on debentures paid	...	1,500
(vi) Dividend received	...	1,000
(vii) Proceeds from earth quake disaster settlement	...	2,000
(viii) Increase in amount of stock	...	750
(ix) Decrease in debtors	...	300
(x) Decrease in creditors	...	250

27. Differentiate between Horizontal and Vertical Analysis of financial statements.

28. From the calculate the Cash Break-even Point :

	Rs.
Selling price unit	150
Variable cost per unit	140
Depreciation per unit	110
Fixed cost	2,50,000
Depreciation	50,000

(4 × 8 = 32 marks)

Section D (Essay Questions)

Answer any one question.

Each question carries 18 marks.

29. What is Cash Flow Statement ? Explain the procedure for preparation of Cash Flow Statement as per AS-3 under Direct Method. Use suitable examples.

30. The Balance Sheet of Nataraj Machinery Limited is given below :

<i>Particulars</i>	Amount	Amount
<i>Assets</i>		
Cash	90,000	90,000
Debtors	67,000	43,000
Temporary investments	1,10,000	74,000
Prepaid expenses	1,000	2,000
Stock	82,000	1,06,000
Land and building	1,50,000	1,50,000
Machinery	52,000	70,000
Total	<u>5,52,000</u>	<u>5,35,000</u>
<i>Liabilities</i>		
Creditors	1,03,000	96,000
Outstanding expenses	13,000	12,000
8% debentures	90,000	70,000
Depreciation fund	40,000	44,000
Reserves and contingencies	60,000	60,000
Profit and Loss account	16,000	23,000
Capital	2,30,000	2,30,000
Total	<u>5,52,000</u>	<u>5,35,000</u>

Turn over

Additional information :

- (a) 10% dividend was paid in cash.
- (b) New machinery for Rs. 30,000 was purchased about old machinery costing Rs. 12,000 was sold for Rs. 4,000 ; accumulated depreciation was Rs. 6,000.
- (c) Rs. 20,000 8% debentures were redeemed buy purchases from open market @ Rs. 96 for a debenture of Rs. 100.
- (d) Rs. 36,000 investments were sold at book value.
- (e) Prepare fund flow statement.

Prepare Fund Flow Statement.

31. Two companies Sun Limited and Moon Limited produce and sell the same type of product in the same market for the year ended 31st March 2020 their forecasted profit and loss account are as follows :

Particulars	Sun Limited	Moon Limited
Sales	5,00,000	5,00,000
Less :		
Less variable cost	2,75,000	2,50,000
Fixed cost	75,000	1,00,000
Total Expenses	3,50,000	3,50,000
Estimated Profit	1,50,000	1,50,000

You are required to calculate :

- (a) Profit volume ratio, Break-even point and margin of safety of each business.
- (b) State the sales volume at which each business will earn a profit of Rs. 75,000.
- (c) Explain giving reasons which business is likely to earn great profits in the condition of :
 - (i) Heavy demand for the product.
 - (ii) Low demand for the product.

(1 × 18 = 18 marks)

C 23263

(Pages : 3)

Name.....

Reg. No.....

FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2017

(CUCBCSS-UG)

Core Course

BBA IVB 05—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

1. Higher - end automobiles follow ——— method of pricing.
 - (a) Penetrating.
 - (b) Skimming.
 - (c) Mark Up.
 - (d) None of the above.
2. Which among the following is not a stage in product life cycle ?
 - (a) Introduction.
 - (b) Communication.
 - (c) Growth.
 - (d) Maturity.
3. A brand is a :
 - (a) Name.
 - (b) Term.
 - (c) Sign.
 - (d) Design
 - (e) All of these.
4. A firm's pricing objectives consider :
 - (a) Survival of the firm.
 - (b) Profit.
 - (c) Market share.
 - (d) All of these.
5. Market means :
 - (a) Higher Production.
 - (b) Exchange of goods and services.
 - (c) A place, where buying and selling takes place.
 - (d) Introduction of new modes of life.
6. People with large businesses and wealthy corporate executives belong to ——— class of consumers.

Turn over

7. The factors such as the age, sex, lifecycle stage, occupation, economic conditions personality etc. which affect the buying decision process are grouped as _____ factors.
8. In demographic segmentation, the market is divided into groups based on _____.
9. The course of a Product's Sales and profits over its life time is termed as its _____.
10. Marketing without intermediaries is known as _____ marketing.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.

11. What is product mix ?
12. Bringout the concept of brand rejuvenation.
13. Define marketing management.
14. Explain Maslow's theory of motivation.
15. What are convenience goods ?
16. What is mark up pricing ?
17. Define Personal selling.
18. What is Market penetration strategy ?
19. What is Psychographic segmentation ?
20. Define labelling.

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.

21. What do you mean by buying motives ? Explain various types of buying motives.
22. What is marketing mix ? What are its components ?
23. Explain the concept of product life cycle.
24. Explain the stages in buying decision process.
25. Describe different pricing policies.
26. Bring out different types of Advertising.
27. Explain the functions of marketing channels.
28. Explain Promotion mix.

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions

29. Give the meaning and benefits of market segmentation. Discuss the bases and different kinds of market segmentation.
30. Explain various kinds of pricing methods.
31. Who is a middleman ? Explain classification of middlemen.

(2 × 15 = 30 marks)

D 41918

(Pages : 3)

Name.....

Reg. No.....

FOURTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2018

(CUCBCSS—UG)

Common Course

A 14—BANKING AND INSURANCE

Time : Three Hours

Maximum : 80 Marks

Part I

*Answer all questions.
Each question carries 1 mark.*

1. Note issue is the function of ———.
 - (a) SBI.
 - (b) Imperial Bank of India.
 - (c) Central Bank.
 - (d) None of these.
2. RTGS stands for ———.
 - (a) Real Time Gross Scheme.
 - (b) Real Time General Settlement.
 - (c) Real Time Gross Settlement.
 - (d) None of these.
3. A demand draft is issued by ———.
 - (a) Bank.
 - (b) Customer.
 - (c) Creditor.
 - (d) None of these.
4. EFT stands for :
 - (a) Electronic Fee Transfer.
 - (b) Electronic Fund Transfer.
 - (c) Electronic Finance Transfer.
 - (d) None of these.
5. The main source of income of an Insurance Company is ———.
 - (a) Discount.
 - (b) Premium.
 - (c) Interest.
 - (d) None of these.
6. RBI was started in the year ———.

Turn over

7. Banking Regulation Act was passed in the year _____.
8. Deposit which offers the highest rate of interest is _____.
9. General insurance is a contract of _____.
10. The person to whom money is payable on a cheque is called _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any eight questions.
Each question carries 2 marks.*

11. What are Foreign banks ?
12. What are Central Co-operative Banks ?
13. Define Central Bank.
14. What is Automated Teller Machine ?
15. What is a Credit Card ?
16. What is insurance premium ?
17. What is marine insurance ?
18. What is personal accident insurance ?
19. Define a promissory note.
20. Define General Crossing.

(8 × 2 = 16 marks)

Part III (Short Essays)

*Answer any six questions.
Each question carries 4 marks.*

21. What are the benefits of insurance ?
22. What are the features of life insurance ?
23. What are the features of fire insurance ?
24. Discuss the modern functions of Commercial banks.
25. What are the types of negotiable instruments ?
26. What are the three parties to a cheque ?

27. What are the features of a cheque ?
28. Explain the role and importance of banks in economic development.

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

Each question carries 15 marks.

29. Explain the functions of Commercial banks.
30. Explain the importance of insurance.
31. Explain the popular services covered under E-banking.

(2 × 15 = 30 marks)

C 80785

(Pages : 3)

Name.....

Reg. No.....

FOURTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS—UG)

B.Com./B.B.A.

A 14—BANKING AND INSURANCE

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

A) Choose the correct answer :

- 1 A customer is required to remit a fixed sum for a certain period in _____ deposit.
(a) Fixed. (b) Current.
(c) Saving. (d) Recurring.
- 2 At present SBI has _____ number of subsidiary banks :
(a) 4. (b) 5.
(c) 6. (d) 7.
- 3 The principle of subrogation is introduced to protect the interest of :
(a) Insured. (b) Insurer.
(c) Agent. (d) All of these.
- 4 Discounting of bill of exchange is the most popular method of _____ by banks.
(a) Lending. (b) Deposits.
(c) Savings. (d) Revenue generation.
- 5 The initial capital of RBI is :
(a) Rs. 2 Crore. (b) Rs. 5 Crore.
(c) Rs. 7 Crore. (d) Rs. 10 Crore.

Turn over

B) Fill in the blanks :

- 6 The doctrine of subrogation is not applicable to _____ insurance business.
- 7 CORE stands for _____.
- 8 Internet banking is also known as _____.
- 9 The first bank of India is _____.
- 10 Crossing on a cheque can be cancelled by the _____ of the cheque, under his full signature.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight questions in two or three sentences.

Each question carries 2 marks.

- 11 What is indigenous bank ?
- 12 What do you mean by consequential loss ?
- 13 What is garnishee order ?
- 14 What is fire insurance ?
- 15 Define chain banking.
- 16 Give the meaning of re-insurance.
- 17 What is meant by escrow ?
- 18 Who is a beneficiary ?
- 19 What is ECS ?
- 20 Expand : a) MICR ; b) NEFT.

(8 × 2 = 16 marks)

Part C (Short Essays)

Answer any six questions.

Each question carries 4 marks.

- 21 State the merits and demerits of group banking.
- 22 Write the features of fire insurance.
- 23 Explain the limitations of credit creation.
- 24 Bring out the different types of liability insurance.
- 25 State the exception to the general lien of a banker.

- 26 Describe the functions of commercial banks.
- 27 Write a note on powers of IRDA.
- 28 Describe the steps in e-payment.

(6 × 4 = 24 marks)

Part D (Long Essays)

Answer any two questions.

Each question carries 15 marks.

- 29 What is a bank account ? Explain the types of accounts and the situations lead to close the bank account.
- 30 Define Insurance. Explain its functions.
- 31 Discuss the credit control measures of RBI.

(2 × 15 = 30 marks)

C 80783

(Pages : 3)

Name.....

Reg. No.....

FOURTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS—UG)

B.Com./B.B.A.

A 13—ENTREPRENEURSHIP DEVELOPMENT

(2014 Admissions)

Maximum : 80 Marks

Time : Three Hours

Part A

*Answer all questions.
Each question carries 1 mark.*

(A) Choose the correct answer :

- 1 Which of the following is a national level apex organisation of young entrepreneurs ?
(a) TCS. (b) TCO.
(c) NAYE. (d) NSIC.
- 2 When an enterprise is launched by married couple, they are called :
(a) Copreneurs. (b) Couple preneurs.
(c) Intrapreneurs. (d) Ontpreneurs.
- 3 Entrepreneurship is a :
(a) Service. (b) Product.
(c) Project. (d) Discontinuous process.
- 4 The investment limit for small enterprises in service activity is :
(a) Rs. 15 Crore. (b) Rs. 10 Crore.
(c) Rs. 5 Crore (d) Rs. 2 Crore.
- 5 Decision regarding factory design is a part of :
(a) Financial Analysis. (b) Network Analysis.
(c) Technical Analysis. (d) Social Cost Benefit Analysis.

Turn over

(B) Fill in the blanks :

- 6 NIESBUD stands for _____.
- 7 A proposal involving capital investment to provide goods and services is called _____.
- 8 _____ are set up in the head quarters of each district.
- 9 _____ entrepreneurs are of craftsman type.
- 10 The women entrepreneurs trained through specialized training programme are called _____.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any **eight** questions in two or three sentences.

Each question carries 2 marks.

- ✓11 What is entrepreneurship ?
- 12 What do you mean by brain drain ?
- ✓13 What is feasibility report ?
- ✓14 What is product lay out ?
- ✓15 What is a normal project ?
- 16 Who is a forced entrepreneur ?
- ✓17 What is an ancillary unit ?
- ✓18 What is meant by achievement motivation ?
- ✓19 Give the meaning of Fabian entrepreneurs.
- 20 Write up the two functions of KFC.

(8 × 2 = 16 marks)

Part C (Short Essays)

Answer any **six** questions.

Each question carries 4 marks.

- ✓21 Explain the phases of EDP.
- ✓22 How can we solve the problems of women entrepreneurs ?
- ✓23 State the advantages of MSMEs.

- 24 Describe the functions of KINFRA.
- 25 Explain the phases of project management.
- 26 What are the objectives of ED Clubs ?
- 27 How will you assess the working capital requirement of a project ?
- 28 Write a note on Start Ups in India.

(6 × 4 = 24 marks)

Part D (Long Essays)

*Answer any two questions.
Each question carries 15 marks.*

- 29 Define a project report. Explain what are the contents of it.
- 30 Explain the measures taken by Government of Kerala to promote entrepreneurial development.
- 31 "An entrepreneur is an opportunity seeker". Discuss.

(2 × 15 = 30 marks)

D 41917

(Pages : 3)

Name.....

Reg. No.....

FOURTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2018

(CUCBCSS—UG)

Common Course

A 13—ENTREPRENEURSHIP DEVELOPMENT

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

Answer all ten questions.

Choose the correct answer :

1. _____ entrepreneurs neither introduce new changes nor adopt new methods innovated by others.
(a) Technical. (b) Fabian.
(c) Induced. (d) Business.
2. Which of the following risks is borne by the entrepreneur ?
(a) Financial risks. (b) Personal risks.
(c) Psychological risks. (d) All of these.
3. _____ units provide inputs to other industries.
(a) Export. (b) Small.
(c) Ancillary. (d) None of these.
4. Under the single roof of the _____ all the services and support required by small and village entrepreneurs are provided.
(a) KSIDC. (b) KITCO.
(c) DIC. (d) KINFRA.
5. A bonus or financial aid which is given by a Government to an industry to help it compete with other units in home market or in a foreign market is known as _____.
(a) Subsidy. (b) Concession.
(c) Bounties. (d) None of these.

Fill in the blanks :

6. _____ refers to any investment opportunity which is to be exploited for profit.
7. Project formulation means _____ study.

Turn over

8. _____ is a network technique of scheduling and controlling the project where activity times cannot be precisely estimated.
9. _____ analysis is a technique commonly used to assess expected product profitability.
10. _____ incubators transit the findings of research and development into new products and technologies.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight out of the ten questions in two or three sentences.

11. Define Entrepreneurship.
12. What is business incubator ?
13. What are quantifiable projects ?
14. What is project management ?
15. What do you understand by Project Selection ?
16. What do you understand by technical analysis ?
17. What is an activity related to network work analysis ?
18. What is project report ?
19. What is subsidy ?
20. What is bridge Capital ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

21. What are the characteristics of an entrepreneur ?
22. Discuss the important personal barriers to entrepreneurship.
23. What are the remedies to solve the problems faced by women entrepreneurs ?
24. What are the objectives of MSMEs ?
25. What are the objectives of entrepreneurship development clubs ?
26. What are the characteristics of a project ?
27. Discuss the need of project management.
28. What are the elements of project formulation ?

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

29. Explain the importance of MSMEs in developing countries.
30. Explain the contents of project report.
31. Discuss the advantages of business opportunities in Kerala.

(2 × 15 = 30 marks)

D 41924

(Pages : 3)

Name.....

Reg. No.....

FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2018

(CUCBCSS—UG)

BBA IV B 06—FINANCIAL MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

I. Objective Type Questions. Answer all *ten* questions :

(A) Fill in the blanks :

- 1 The policy concerning quantum of profits to be distributed as dividend is termed as _____.
- 2 The rate of dividend of preference share is decided at the time of _____.
- 3 Net working capital = Current asset minus _____.
- 4 Working capital is the difference between current asset and _____.
- 5 It is risky to have both operating leverage and _____ leverage at a high level.

(B) State whether the following statements are True or False :

- 6 Net working capital is that portion of a firm's current assets which is financed by long term funds.
- 7 Capital budgeting decisions are long term decisions.
- 8 High breakeven point would indicate a high operating leverage.
- 9 Traditionally the role of finance manager was restricted to acquisition and efficient allocation of funds.
- 10 Investment decisions and capital budgeting are same.

(10 × 1 = 10 marks)

Part B

II. Short Answer Type Questions. Answer any *eight* questions from ten in two or three sentences each.

- 11 Define financial management.
- 12 Explain composite leverage.
- 13 What do you meant by operating cycle ?

Turn over

- 14 What is cost of capital ?
- 15 Describe in brief the aims of finance function.
- 16 X Ltd. issued 1,00,000, 9% debentures of Rs. 20 each. Calculate cost of debt capital if the issue is at a premium of 10%. Ignore tax.
- 17 Y Ltd. has issued 10,000 equity shares of Rs.100 each and 7,000, 10% debentures of Rs. 100 each. The operating profit of the Company during the year is Rs. 6,00,000. Compute financial leverage.
- 18 B Ltd. gives the following details. Compute operating, financial and combined leverage. Sales of Rs. 80,00,000 ; Variable cost of Rs. 50,00,000 ; Fixed cost of Rs. 12,00,000 ; 10% debt of Rs. 60,00,000 and Equity capital of Rs. 90,00,000.
- 19 The cost of equity of a Company has been worked out as 22%. The personal income tax rate is 30%. Assuming that dividend received is subject to tax and the cost of investment including brokerage is 2%, determine cost of retained earnings of the Company.
- 20 A firm has sales of Rs. 20,00,000, variable cost of Rs. 14,00,000, and fixed cost of Rs. 4,00,000 and debt of Rs. 10,00,000 at 10% rate of interest. Compute operating, financial and combined leverage.

(8 × 2 = 16 marks)

Part C

III. Short Essay or Paragraph Questions. Answer any six questions from eight questions in 150 to 200 words :

- 21 Describe the need and determinants of working capital in a business.
- 22 What do you understand by the pay-back period method ?
- 23 Describe the aims of finance function.
- 24 Why are capital budgeting decisions more important ?
- 25 B Ltd. issues 2000 equity shares of Rs. 100 each at a premium of 12%. The Company has been paying 22% dividend to equity share holders for the past five years and expects to maintain the same in the future also. Compute the cost of equity capital. Will it make any difference if the market price of equity share is Rs. 160 ?
- 26 A project requires Rs. 30,000 as initial investment and it will generate an annual cash flow of Rs. 6,000 for ten years. Calculate the payback period.

- 27 X Ltd wants to raise an amount of Rs. 20,00,000 as a part of an expansion plan. The Company collects Rs. 10,00,000 by issuing equity shares and Rs. 10,00,000 by issuing 8% debentures. Assuming the equity capitalisation rate as 10%. Calculate the overall cost of capital under Net Income approach.
- 28 A Company has earnings before interest and taxes of Rs. 3,00,000. It expects a return on its investment at a rate of 12.5 %. Find out the total value of the firm according to the Miller-Modigliani theory.

(6 × 4 = 24 marks)

Part D

IV. Essay Questions. Answer any *two* questions in 600 to 800 words each :

- 29 Southern Enterprises is an all equity firm and furnishes the following information :
- Expected EBIT Rs. 1,00,000.
Interest rate in the market-6%.
Equity capitalisation rate (No debt is used)-10%.
Assuming perfect market conditions and the firm raises a debt of Rs. 7,50,000.
Find out :
- (a) Value of the firm.
 - (b) Value of equity.
 - (c) Leveraged cost of equity.
- 30 Critically examine the various methods of capital expenditure proposals. Discuss their advantages and limitations.
- 31 What do you understand by capital budgeting ? Why is capital budgeting important to management ?

(2 × 15 = 30 marks)

C 80796

(Pages : 3)

Name.....

Reg. No.....

FOURTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS—UG)

B.B.A.

BBA IVB 06—FINANCIAL MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

I. Objective Type Questions. Answer all *ten* questions :

(A) Fill up the blanks :

- 1 The cost of debenture is _____ as compared to shares.
- 2 A firm follows a constant dividend pay-out ratio, if the earning increase by 20 percent then dividend will be _____.
- 3 Shares of face value of Rs. 10 are 80% paid up. The company declares a dividend of 50%, amount of dividend per share is _____.
- 4 Trading on equity also known as _____.
- 5 Profitability index is also known as _____.

(B) State whether the following statements are True or False :

- 6 EBIT is also known as operating profits.
- 7 Dividend is compulsorily payable to preference shareholders.
- 8 In India, dividends can be paid only out of profits.
- 9 All equity plan and Debt-equity plan have no indifference level of EBIT.
- 10 MM model deals with irrelevance of dividend decision.

(10 × 1 = 10 marks)

Part B

II. Short Answer Questions. Answer any *eight* questions from ten in two or three sentences each :

- 11 What is traditional approach of financial management ?
- 12 What is systematic risk ?
- 13 What do you mean by mutually exclusive project ?
- 14 What is arbitrage process ?
- 15 Explain various cost associated with inventory management.

Turn over

- 16 AB Ltd issues 10,000, 10% Debentures of Rs. 10 each and realises Rs. 95,000 after allowing 5% commission to brokers. The debenture redeemed after 10 years. Calculate the effective cost of debt before tax.
- 17 The daily demand for a mechanical part is about 25 units, Every time an order is placed, a fixed cost of Rs. 25 is incurred. The daily holding cost per unit is 40 paise, determine the economic lot size.
- 18 Project cost Rs. 5,00,000 and yield annually a profit of Rs. 80,000 after depreciation at 12% p.a. but before tax of 50% calculate payback period.
- 19 X Ltd. issues equity share of Rs. 100 each at a premium of 20%. Floatation cost including underwriting commission is Rs. 5 per share. The company expects to pay initial dividend Rs. 20 per share and it has estimated that the dividend rate will grow by 5%. Find the cost of equity.
- 20 A firm has annual sales of 1,000 unites. The selling price per unit is Rs. 200. Variable cost per unit is Rs. 50. Fixed cost amounted to Rs. 1,00,000. Calculate operating leverage.

(8 × 2 = 16 marks)

Part C

III. Short Essay or Paragraph questions. Answer any six questions from eight in 150 or 200 words :

- 21 Explain the functions of financial management.
- 22 State the factors determining the cost of capital.
- 23 Discuss the limitations of capital budgeting.
- 24 Discuss the factors affecting dividend policy of the firm.
- 25 CD Ltd. has annual sales of Rs. 25,00,000, variable cost of Rs. 15,00,000, fixed cost Rs. 5,00,000. It has issued 12% Debentures of Rs.20,00,000. Calculate composite leverage.
- 26 A project will cost Rs. 4,00,000. Its expected life would be 5 years. The company expects earnings before depreciation and tax as follows :

1st year Rs. 1,00,000, 2nd Year Rs. 1,00,000, 3rd Year Rs. 1,50,000, 4th and 5th year Rs. 2,00,000 each.

Assuming corporate tax rate is 30% and depreciation on straight line method, calculate ARR.

- 27 The following data are available for XYZ Ltd :

Earnings per share	...	Rs. 3.00
Internal Rate of Return	...	15%
Cost of Capital	...	12%

If Walters's valuation model holds, what will be the price per share when dividend pay-out ratio is 50%.

- 28 MNP Ltd. has a net operating income Rs. 5,00,000. It has 10% debentures of Rs. 20,00,000. The cost of equity capital has been estimated at 15%. Compute the value of the firm according to net income approach.

(6 × 4 = 24 marks)

Part D

IV. Essay Questions. Answer any *two* questions in 600 to 800 words each :

- 29 What do you mean by working capital ? State the factors affecting working capital requirements of a business.
- 30 Discuss the traditional approach of capital structure.
- 31 Narmada Ltd. Consider the purchase of one machine. Suggest whether the machine is profitable on the basis Net Present Value basis :

	Cash flows	Present value factor @16%
Original cost	25,565	
Profit after tax : Year : 1	687	0.862
2	1,687	0.743
3	2,687	0.641
4	3,687	0.551
5	4,687	0.476

Expected rate of return of the company is 16%. Expected life of the machine five years and have will not have any salvage value.

(2 × 15 = 30 marks)

C 80797

(Pages : 4)

Name.....

Reg. No.....

FOURTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS—UG)

B.B.A.

BBA IVC 04—MANAGEMENT SCIENCE

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

Each question carries 1 mark.

1. The model in which one set of properties is used to represent other set of properties are called _____.
(a) Iconic model. (b) Physical model.
(c) Analogue model. (d) Mathematical model.
2. If one event happens to be the beginning event of two or more activities, it is defined as _____.
(a) Burst event. (b) Merge event.
(c) Successor event. (d) Predecessor event.
3. _____ is a position in the pay off matrix where the maximum of row minima coincide with the minimum of column maxima.
(a) Saddle point. (b) Pay-off.
(c) Strategy. (d) Optimum point.
4. From the following which one is not a transportation problem method :
(a) North west corner method. (b) Least cost method.
(c) Hurwics alpha criterion. (d) Vogels approximation method.
5. When a decision maker chooses from among several possible options whose possibilities of occurrence can be stated, he is said to take :
(a) Decision under risk. (b) Decision under certainty.
(c) Decision under uncertainty. (d) All the above.
6. Set of rules or alternative course of action available to the player in advance is known as _____.
(a) Pay-off. (b) Value.
(c) Criterion. (d) Strategy.

Turn over

7. A solution which satisfies all the constraints is known as :
- (a) Feasible solution. (b) Optimal solution.
(c) Linearity. (d) None of the above.
8. That portion of total float that can be used by an activity without delaying any succeeding activity is known as _____.
- (a) Independent float. (b) Free float.
(c) Interfering float. (d) Slack.
9. The maximization or minimization of quantity is the :
- (a) Goal of management science.
(b) Decision for decision analysis.
(c) Constraint of operations research.
(d) Objective of linear programming.
10. Operations research simply helps in improving _____ of the solution but does not in a perfect solution
- (a) Quality. (b) Clarity.
(c) Function. (d) All the above.

(10 × 1 = 10 marks)

Part II (Short Essay Questions)

*Answer any eight questions.
Each question carries 2 marks.*

11. What is Pay-off ?
12. What are the errors in network construction ?
13. What are the advantages of a model ?
14. What are the features of a game ?
15. What is expected value of perfect information ?
16. What is a transportation problem ?
17. What is a dummy activity ?
18. Define LPP.
19. What are the different phases in network techniques.
20. What are the time estimates associated with PERT ?

(8 × 2 = 16 marks)

Part III

Answer any six questions.
Each question carries 4 marks.

21. Discuss the phases in OR.
22. Explain the rules in the construction of network diagram.
23. What are assumptions of LPP ?
24. Describe the decision making process.
25. What are the choices available to decision maker in situations of uncertainty ?
26. Formulate LPP.

An animal feed Company must produce at least 200 kg of mixture consisting of ingredients x_1 and x_2 daily. x_1 costs Rs. 3 per kg and x_2 , Rs. 8 per kg. No more than 80 kg of x_1 can be used and at least 60 kg of x_2 must be used.

27. Construct a network diagram :

Activities	Preceding activities
A	-
B	-
C	A
D	A
E	B, c
F	B, c
G	B, c
H	D, E
I	F
J	F
K	G
L	H, I
M	H, I
N	J, K, L

28. A company has factories at F_1 , F_2 and F_3 which supply warehouses at W_1 , W_2 and W_3 . Weekly factory capacities are 200, 160 and 90 units respectively. Weekly warehouse requirements are 180, 120, and 150 units respectively, unit shipping costs in Rs. are as under :

Factory	Warehouse			Supply
	W_1	W_2	W_3	
F_1	16	20	12	200
F_2	14	8	18	160
F_3	26	24	16	90
Demand	180	120	150	350

Determine the optimum distribution for this company to minimize shipping cost.

(6 × 4 = 24 marks)
Turn over

Part IV (Long Essays)

Answer any two questions.
Each question carries 15 marks.

29. For a project given below find : (a) Expected time for each activity ; (b) EST, EFT, LST, LFT for activities ; (c) Critical path ; (d) Float.

Task	:	A	B	C	D	E	F	G	H	I	J	K
Least time	:	4	5	8	2	4	7	8	4	3	5	6
Greatest time	:	6	9	12	6	10	15	16	8	7	11	12
Most likely time	:	5	7	10	4	7	8	12	6	5	8	9

30. Solve LPP graphically :

$$\text{Maximize } Z = 80X_1 + 120X_2$$

$$\text{subject to } X_1 + X_2 \leq 9$$

$$X_1 \geq 2$$

$$X_2 \geq 3$$

$$20X_1 + 50X_2 \leq 360$$

$$X_1, X_2 \geq 0.$$

31. A super bazar must decide on the level of supplies it must stock to meet the needs of its customers during Diwali days. The exact number of customers is not known, but it is expected to be one of the 4 categories, 300, 350, 400 or 450 customers. Four levels of supplies are thus suggested with level j being ideal (from the view point of incurred costs) if the number of customers falls in category j . Deviations from the ideal level results in additional costs either because extra supplies stocked needlessly or because demand cannot be satisfied. The table below provides these costs in thousands of rupee :

Customer category	Supplies level			
	A ₁	A ₂	A ₃	A ₄
E ₁	7	12	20	27
E ₂	10	9	10	25
E ₃	23	20	14	23
E ₄	32	24	21	17

Apply Laplace principle

(2 × 15 = 30 marks)

D 41925

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Name.....

Reg. No.....

FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2018

(CUCBCSS—UG)

BBA IV C 04—MANAGEMENT SCIENCE

Complementary

Time : Three Hours

Maximum : 80 Marks

Part I

*Answer all ten questions.
Each question carries 1 mark.*

1. OR provides solution only if the elements are :
 - (a) Quantified.
 - (b) Qualified.
 - (c) Feasible.
 - (d) Optimal.
2. The best use of linear programming technique is to find an optimal use of :
 - (a) Money.
 - (b) Man power.
 - (c) Machine.
 - (d) All of the above.
3. In linear programming problem if all constraints are less than or equal to, then the feasible region is :
 - (a) Above lines.
 - (b) Below the lines.
 - (c) Unbounded.
 - (d) None of the above.
4. Any activity which does not consume either any resource or time is called _____ activity.
 - (a) Predecessor.
 - (b) Successor.
 - (c) Dummy.
 - (d) End.
5. An event which represents the beginning of more than one activity is known as _____ event.
 - (a) Merge.
 - (b) Net.
 - (c) Burst.
 - (d) None of the above..
6. While solving an LP problem, infeasibility may be removed by :
 - (a) Adding another constraint.
 - (b) Adding another variable.
 - (c) Removing a constraint.
 - (d) Removing a variable.
7. _____ is the duration by which an activity can be delayed without delaying the project
 - (a) Slack.
 - (b) Total float.
 - (c) Free float.
 - (d) Independent float.

Turn over

8. If a decision theory problem has 3 decision alternatives and 4 states of nature, the number of payoffs in that problem will be :
- (a) 3. (b) 4.
(c) 12. (d) 64.
9. While using Hurwicz criterion, the coefficient of realism ?
- (a) Represents the degree of optimism.
(b) Represents the degree of pessimism.
(c) Is the probability of state of nature.
(d) None of the above.
10. When total supply is equal to total demand in a transportation problem, the problem is ?
- (a) Balanced. (b) Unbalanced.
(c) Degenerate. (d) None of the above.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any eight questions.
Each question carries 2 marks.*

11. Define Operations Research.
12. Define waiting line model or queueing model.
13. Where we use linear programming ?
14. Give two applications of linear programming ?
15. What is main objective of network analysis ?
16. What are the main network techniques ?
17. Define Pessimism (maximin or Minimax) criterion.
18. Define game theory ?
19. Give three methods used to find out initial feasible solution of a transportation problem ?
20. Define transportation problem ?

(8 × 2 = 16 marks)

Part III (Short Essays)

*Answer any six questions.
Each question carries 4 marks.*

21. Explain the different operations research models.

22. A Post office requires different numbers of employees on different days of the week. Union rules state each employee must work 5 consecutive days and then receive two days off..

	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Sun.
Staff Needed :	17	13	15	19	14	16	11

Formulate the problem as a linear programming problem to find the minimum number of employees needed.

23. Draw a network diagram from the following activities :

Activity :	1-2	1-3	1-4	2-5	3-5	4-6	5-6
Time deviation :	2	4	3	1	6	5	7

24. A grocery receives its weekly supply of eggs every Thursday morning. This shipment just last until the following Thursday when a new shipment is received. Any eggs left unsold by Thursday are destroyed. Egg sell for \$10 per hundred and cost \$8 per hundred. The weekly demand for eggs at this grocery varies from week to week. From past experience, the following probability distribution is assigned to weekly demand :

Demand (hundreds of eggs) :	10	11	12	13	14
Probability :	0.1	0.2	0.4	0.2	0.1

This pattern of demand remains stable throughout the year and the demand for eggs is not seasonal, and the trend is flat. How many eggs should be ordered for delivery every Thursday ?

25. For the following transportation problem, obtain initial feasible solution by Vogel's Approximation method :

Origin	Destination				Availability
	1	2	3	4	
1	10	8	11	7	20
2	9	12	14	6	40
3	8	9	12	10	35
Requirement	16	18	31	30	95

26. Explain different criteria of decision making under uncertainty ?

27. A television dealer finds that the cost of a TV in stock for a week is Rs. 30 and the cost of a unit shortage is Rs. 70. For one particular model of television the probability distribution of weekly sales is as follows :

Weekly Sales :	0	1	2	3	4	5	6
Probability :	0.10	0.10	0.20	0.25	0.15	0.15	0.05

How many units per week should the dealer order ? Also, find EVPI ?

28. Explain decision tree ?

(6 × 4 = 24 marks)
Turn over

Part IV (Long Essays)

*Answer any two questions.
Each question carries 15 marks.*

29. Solve graphically the following LPP :

$$\text{Maximize } Z = 3X_1 + 2X_2$$

Subject to the constraints :

$$2X_1 + X_2 \leq 1$$

$$X_1 \leq 2$$

$$X_1 + X_2 \leq 3$$

$$X_1, X_2 \geq 0.$$

30. Find the Optimum solution to the following TP :

Origin	Destination			Availability
	A	B	C	
1	50	30	220	1
2	90	45	170	3
3	250	200	50	4
Requirement	4	2	2	

31. A small maintenance project consists of the following Jobs whose precedence relationships are given below :

Job	:	1-2	1-3	2-3	2-5	3-4	3-6	4-5	4-6	5-6	6-7
Duration	:	15	15	3	5	8	12	1	14	3	14
(days)											

- (1) Draw an arrow diagram.
- (2) Find the total float for each activity.
- (3) Find the critical path and the project duration.

(2 × 15 = 30 marks)

C 1040

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Name.....

Reg. No.....

SIXTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, MARCH 2021

(CUCBCSS—UG)

B.B.A.

BBA VIB 15—WORKING CAPITAL MANAGEMENT (FINANCE SPECIALISATION)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. Which of the following is not a motive to hold cash ?
 - a) Transaction Motive.
 - b) Precautionary Motive.
 - c) Capital Investment.
 - d) None of the above.
2. Baumol's Model of Cash Management attempts to :
 - a) Minimise the holding cost.
 - b) Minimization of transaction cost.
 - c) Minimization of total cost.
 - d) Minimization of cash balance.
3. Which of the following is not an element of credit policy ?
 - a) Credit Terms.
 - b) Collection Policy.
 - c) Cash Discount Terms.
 - d) Sales Price.
4. Which of the following is not a technique of receivables management ?
 - a) Funds Flow Analysis.
 - b) Ageing Schedule.
 - c) Days sales outstanding.
 - d) Collection Matrix.
5. Receivables Management deals with :
 - a) Receipts of raw materials.
 - b) Debtors collection.
 - c) Creditors Management.
 - d) Inventory Management.

Turn over

Fill in the blanks :

6. A _____ is a financial institution, which renders services relating to the management and financing of sundry debtors that arises from credit sales.
7. Net working capital is the excess of current assets over _____.
8. _____ is also known as short term cash forecasting.
9. Length of _____ cycle influences the amount of working capital.
10. When credit policy is liberalised, sales will be _____.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 20.

11. What is hard core working capital ?
12. What do you mean by over drafts ?
13. What is economic order quantity ?
14. What is trade credit ?
15. What do you mean by commercial paper ?
16. What do you mean by retained earnings ?
17. Define receivables.
18. What are Preference Shares ?
19. What is Baumol's model of cash management ?
20. What is permanent working capital ?

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

Answer at least four questions.

Each question carries 8 marks.

All questions can be attended.

Overall Ceiling 32.

21. State the importance of the working capital of a concern.
22. Explain the different concepts of working capital.
23. What are the factors determining the cash needs ?

24. What are the objectives of receivables management ?
25. What are the points to be considered by the financial manager for an effective working capital financial plan ?
26. What are the motives behind holding cash ?
27. Explain the methods for accelerating cash inflows.
28. Calculate the Economic Order Quantity (EOQ) from the following particulars :

Annual usage	:	10,000 units
Cost of materials per unit	:	Rs. 2
Cost of placing and receiving one order	:	Rs. 50
Annual carrying cost of one unit	:	8% of inventory value

(4 × 8 = 32 marks)

Section D (Essay Questions)

Answer any one question.

The question carries 18 marks.

29. Explain the determinants of working capital.
30. What are the sources of working capital requirements ?
31. From the following estimates, calculate the average amount of working capital required :

a) Average amount locked up in stocks :

Stock of materials	...	10,000
Stock of finished goods	...	12,500

b) Average credit given :

Local sales-3 weeks credit	...	1,04,000
Export sales-6 weeks credit	...	3,12,000

c) Lag in payment for :

Purchases-3 weeks	...	78,000
Wages- 2 weeks	...	2,27,500

Add 10% to provision for contingencies.

(1 × 18 = 18 marks)

C 80089

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Name.....

Reg. No.....

SIXTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, MARCH 2020

(CUCBCSS—UG)

B.B.A.

BBA VIB 15—WORKING CAPITAL MANAGEMENT (FINANCE SPECIALISATION)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

*Answer all ten questions.
Each question carries 1 mark.*

Choose the correct answer :

1. What are the aspects of working capital management ?
 - (a) Inventory management.
 - (b) Receivable management.
 - (c) Cash management.
 - (d) All of the above.
2. The Transaction Motive for holding cash is for :
 - (a) Safety Cushion.
 - (b) Daily Operations.
 - (c) Purchase of Assets.
 - (d) Payment of Dividends.
3. Which of the following is not considered by Miller-Orr Model ?
 - (a) Variability in cash requirement.
 - (b) Cost of transaction.
 - (c) Holding cost.
 - (d) Total annual requirement of cash.
4. Ageing schedule incorporates the relationship between :
 - (a) Creditors and Days Outstanding.
 - (b) Debtors and Days Outstanding.
 - (c) Average Age of Directors.
 - (d) Average Age of All Employees.
5. EOQ is the quantity that minimizes :
 - (a) Total Ordering Cost.
 - (b) Total Inventory Cost.
 - (c) Total Interest Cost.
 - (d) Safety Stock Level.

Turn over

Fill in the blanks :

6. _____ function includes a firm's attempts to balance cash inflows and outflows.
7. Cash is one of the components of _____.
8. EOQ is a technique of _____ management.
9. When credit policy is tightened, sales will be _____.
10. _____ refers to the level of inventory at which the total inventory cost is minimum.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of the ten questions in two or three sentences.

Each question carries 2 marks.

11. What is working capital ?
12. What is hedging approach ?
13. What is inventory ?
14. What do you mean by net concept of working capital ?
15. What is inventory management ?
16. What is receivables management ?
17. What are accrued expenses ?
18. What is operating cycle ?
19. What is regular working capital ?
20. What is aggressive approach ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

Each question carries 4 marks.

21. What are the different types of working capital ?
22. What are the benefits of holding inventories ?
23. Explain Miller-Orr cash management model.
24. What are the costs of maintaining receivables ?

25. Describe the objects of working capital in a business.
26. Describe the need of working capital in a business.
27. What are the benefits of receivables ?
28. The Annual consumption is 80,000 units, Cost to place one order is Rs. 1,200, Cost per unit is Rs. 50 and carrying cost is 6 % of Unit cost. Find Economic Order Quantity (EOQ).

(6 × 4 = 24 marks)

Part IV (Essay Questions)*Answer any two out of the three questions in about 800 words.**Each question carries 15 marks.*

29. Give a lucid account of the various sources of working capital available to a firm.
30. What are the factors that determine the working capital requirements of a business ?
31. From the following estimates, calculate the average amount of working capital required :

	Rs.
(a) Average amount locked up in stocks :	
Stock of materials	... 20,000
Stock of finished goods	... 25,000
(b) Average credit given :	
Local sales - 3 weeks credit	... 2,08,000
Export sales - 6 weeks credit	... 6,24,000
(c) Lag in payment for :	
Purchases - 3 weeks	... 1,56,000
Wages - 2 weeks	... 4,55,000

Add 10 % to provision for contingencies.

(2 × 15 = 30 marks)

C 80086

(Pages : 4)

Name.....

Reg. No.....

SIXTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, MARCH 2020

(CUCBCSS—UG)

B.B.A.

BBA VIB 14—INCOME TAX (FINANCE SPECIALISATION)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

Answer all ten questions.

Choose the correct answer :

1. Tax is charged on :
 - (a) Total Income.
 - (b) Income.
 - (c) Gross Total Income.
 - (d) Net Total Income.
2. Annual value of a self occupied house will be _____.
 - (a) Municipal valuation.
 - (b) Fair rental value.
 - (c) Nil.
 - (d) Standard rent.
3. When a business as a whole is let out, the income is assessed under :
 - (a) Business income.
 - (b) Income from other sources.
 - (c) Capital gains.
 - (d) Income from house property.
4. Agricultural income has been defined in _____ of the Income Tax Act.
 - (a) Section 10 (I).
 - (b) Section 2 (IA).
 - (c) Section 2 (24).
 - (d) Section 10 (IA).
5. A person satisfying none of the basic conditions but satisfying both the additional conditions :
 - (a) Resident and ordinary resident.
 - (b) Resident but not ordinary resident.
 - (c) Non-resident.
 - (d) None of the above.

Turn over

Fill in the blanks :

6. Income Tax Rules were passed in the year _____.
7. The maximum rent fixed by the Government under the Rent Control Act is called _____.
8. Profits on transfer of capital assets is assessed under the head _____.
9. The amount left after deductions under Chapter VI-A is called _____.
10. Deduction under Section 80 D is for _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight out of the ten questions in two or three sentences.

11. Who is liable to pay income tax ?
12. What do you mean by previous year ?
13. What is gratuity ?
14. What do you mean by 'set off and carry forward of losses' ?
15. What is standard rental value ?
16. What are prerequisites ?
17. Who is deemed assessee ?
18. What is capital expenditure ?
19. Who is an Assessee in default ?
20. What is partly agricultural income ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

21. Mr. X, a Russian citizen came to India for the first time on 01-04-2014 and stayed here for 2 years and left India on 01-04-2016. He again came to India on 05-06-2018 and went back to Russia on 23-12-2018. Determine his residential status for the assessment year 2019-20.
22. Who is a 'person' under Income Tax Act ?
23. What are the major objectives of taxation ?

24. List out four incomes which are neither included in total income nor is the income tax payable on them.
25. Mr. Gopan retired from a company on 31-12-2018 and his pension was fixed at Rs. 8,000 PM. He does not commute any part of his pension. Compute his taxable pension for the previous year 2018-2019 assuming the pension received on the last day of the month.
26. After serving 33 years and 9 months in a company Mr. D who is covered under the payment of Gratuity Act, retires from service on 30-11-2018. The employer pays him a gratuity of Rs. 3,00,000. His monthly salary at the time of retirement was Rs. 10,000 and HRA Rs. 1,300. You are requested to determine the amount of gratuity exempt under section 10(10) of IT Act..
27. Calculate Annual Rental Value from the following details :

Municipal Rental Value Rs. 50,000

Fair Rental Value Rs. 60,000

Actual rent Rs. 8,000 p.m.

Standard Rental Value Rs. 70,000

During the year assessee could not realise rent for 3 months.

28. Enumerate the classes of receipts deemed to be profit and gains of business or profession under Section 41.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

29. Explain the allowances which are fully taxable.
30. Mr. Mahadev is the owner of a house. The municipal value of the house is Rs. 18,000. Municipal tax charged on the house was Rs. 4,000. He let out it for a rent of Rs. 2,000 p.m. He incurred the following expenses during the previous year :

Insurance premium ... Rs. 1,000

Repairs of the house ... Rs. 3,000

Interest on loan taken to repair the house ... Rs. 4,000

Compute the income from house property.

Turn over

31. From the following information, compute the taxable income under the head salaries of Mr. M for the Assessment Year 2019-2020 :

- (a) Salary Rs. 10,000 PM.
- (b) D.A. Rs. 1,500 PM.
- (c) Bonus equal to one month's salary.
- (d) Children Education Allowance Rs. 300 PM (For two Children).
- (e) Hostel allowance Rs. 400 PM (For one Child).
- (f) Entertainment allowance Rs. 450 PM.
- (g) Travelling allowance Rs. 800 P M. Actual expense Rs. 6,750.
- (h) Fixed medical allowance Rs. 200 PM.

(2 × 15 = 30 marks)

C 1037

(Pages : 4)

Name.....

Reg. No.....

SIXTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, MARCH 2021

(CUCBCSS—UG)

B.B.A.

BBA VIB 14—INCOME TAX (FINANCE SPECIALISATION)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

*Answer all questions.
Each question carries 1 mark.*

Choose the correct answer :

1. Annual value of a self-occupied house will be :
 - (a) Municipal valuation.
 - (b) Fair Rental Value.
 - (c) Municipal value or FRV whichever is more.
 - (d) Nil.
2. In the case of a person resident in India, agricultural income from abroad is :
 - (a) Not taxable.
 - (b) Fully taxable.
 - (c) Taxable in some cases.
 - (d) Partly exempt from tax.
3. State which of the following income is exempted :
 - (a) Dearness Allowance.
 - (b) Foreign Allowance.
 - (c) City Compensatory Allowance.
 - (d) Medical Allowance.
4. For income tax purpose, house means :
 - (a) Dwelling house.
 - (b) Building for office use.
 - (c) Godown.
 - (d) All of these.
5. Interest on _____ securities is always grossed up.
 - (a) Tax free commercial.
 - (b) Less tax commercial.
 - (c) Government.
 - (d) Tax free government.

Fill in the blanks :

6. Income from buying and selling of house property is taxable under the head _____.
7. Loss from speculation business can be carried forward up to _____ years.

Turn over

8. Land becomes long term capital asset when held for more than _____.
9. Gift in cash up to Rs. _____ is not taxable.
10. Income tax in India is a _____ tax.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)*Answer at least five questions.**Each question carries 4 marks.**All questions can be attended.**Overall Ceiling 20.*

11. When does a H.U.F. become a non-resident ?
12. What is unabsorbed depreciation ?
13. What is unrealized rent ?
14. What is MMR ?
15. What is a capital asset ?
16. What do you mean by tax evasion ?
17. What is statutory provident fund ?
18. What is gross total income ?
19. What is cost inflation index ?
20. Mention any four items of allowances which are fully taxable.

(5 × 4 = 20 marks)

Section C (Short Essay Questions)*Answer at least four questions.**Each question carries 8 marks.**All questions can be attended.**Overall Ceiling 32.*

21. Explain the treatment of encashment of earned leave.
22. How will you compute long term capital gains ?
23. What are the deductions allowed in computing income from house property ?
24. Explain the incidence of tax liability.
25. Mr. Arun, an Indian citizen, left India for the first time on 31st May 2015 and came back on 15th May 2018. He again left India on 10th June 2019 and came back on 14th January 2020. He is living in India since then. Determine his residential status during the previous year 2019-2020.

26. Mr. Madhu retired from service on 31st January 2020 after serving for 27 years and 5 months. His monthly remuneration at the time of retirement was Rs. 21,000, consisting of the following :

Basic Pay	... Rs. 10,000
Dearness Allowance	... 50% (forming part of pay)
Bonus	... Rs. 2,000
Commission	... Rs. 1,000
Travelling Allowance	... Rs. 3,000

At the time of retirement, he was given death cum retirement gratuity Rs. 2,20,000. Find out the taxable amount of gratuity for the year 2019-2020, if Mr. Madhu was an employee covered under Gratuity Act of 1972.

27. Mr. Ramachandran is the owner of a house which is let out during the previous year 2019-20. Following is the details of the house :

Fair Rental Value	... Rs. 1,36,000 per year
Actual Rent	... Rs. 4,000 per month
Municipal valuation	... Rs. 40,000 per year
Standard Rent	... Rs. 38,000 per year
Municipal tax is 10% of municipal valuation	
Ground rent and collection charges	... Rs. 6,000
Interest on loan for construction	... Rs. 12,000
Compute income from house property.	

28. Compute the taxable capital gain for the previous year 2019-20 from the following information of Mr. Kamal.

(a) Cost of acquisition of residential house in 2012-13	... Rs. 3,48,000
(b) Sale consideration on 1st June 2019	... Rs. 16,00,000
(c) Cost of acquisition of new house on 30th July 2019	... Rs. 3,00,000

Cost Inflation Index in 2012-13 and 2019-20 were 200 and 289 respectively.

(4 × 8 = 32 marks)

Section D (Essay Questions)

*Answer any one question.
The question carries 18 marks.*

29. Explain the various deductions allowable from Gross Total Income.

Turn over

30. Mrs. Aneesa is an Assistant Professor in a college. The details of her income for the previous year 2019-2020 are given below :

Basic salary	..	7,60,000
Income tax deducted from salary	..	72,000
Dearness allowance	..	36,000
Education allowance for two children (expenses Rs. 10,000)	..	5,000
Hostel allowance for one child (expenses Rs. 18,000)	..	7,200
House rent allowance	..	12,000
Allowance for research (expenses Rs. 5,500)	..	8,000

She contributes 10% of her salary to a statutory provident fund to which the college also makes a matching contribution. She gets reimbursed of Rs. 13,000 being expenses incurred on medical treatment of her daughter in a private clinic.

On 01/04/2019, she purchased a flat for Rs. 25,00,000 for own residence but let out the same at the rate of Rs. 1,20,000 per annum. Municipal tax paid Rs. 5,000.

She sold some jewellery (personal asset) for Rs. 12,60,000, purchased in June 2018 for Rs. 10,00,000.

During the year, she paid Rs. 11,600 as insurance premium on her life policy and paid Rs. 25,000 medical insurance premium for self and husband. She contributed Rs. 5,000 to a political party and donated Rs. 20,000 by cheque, to an orphanage approved under section 80G.

Compute her total income for the Assessment Year 2020-2021.

31. Mr. Murthy retired from a bank on 31/01/2020. He gives the following particulars of his income earned during the year ended 31/03/2020 :

Salary (after deducting tax on employment 2,000 and income tax 12,000)	..	1,80,000
Own contribution to RPF	..	8,000
Pension	..	15,000
Club bills paid by the employer	..	6,000

Particulars of his other incomes during the year are given below :

His share of profit from a partnership firm	..	50,000
His share of profit from the HUF in which he is a member	..	75,000
Amount received as interest on government securities	..	1,10,000
Rent received from house property (he could not collect one month's rent)	..	33,000
Municipal taxes due for the year on above	..	3,000
Long term capital gain	..	2,40,000
Lottery winnings received during the year	..	1,40,000

Compute his total income during the previous year 2019-2020.

(1 × 18 = 18 marks)

C 1034

(Pages : 3)

Name.....

Reg. No.....

SIXTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, MARCH 2021

(CUCBCSS—UG)

B.B.A.

BBA VIB 12—OPERATIONS MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. Which of the following is not an objective of operations management ?
 - a) To reduce product quality.
 - b) To reduce cost of production.
 - c) Material cost control.
 - d) None of these.
2. Which of the following is not the objective of plant layout ?
 - a) Streamline the flow of materials through the plant.
 - b) Facilitate the manufacturing process.
 - c) Enhance materials handling cost.
 - d) None of these.
3. Which of the following is not a principle of TQM ?
 - a) Customer focus.
 - b) Continuous improvement.
 - c) Team approach.
 - d) Producer focus.
4. Which one of the following is not an objective of maintenance management ?
 - a) To reduce breakdown of machineries.
 - b) To keep the machines and other facilities in a bad condition.
 - c) To keep the plant in good working condition.
 - d) All of these.
5. A college divided on the basis of various departments is an example of which layout
 - a) Process layout.
 - b) Product layout.
 - c) Cellular layout.
 - d) Fixed layout.

Turn over

Fill in the blanks :

6. _____ involves systematically recording, analysing and synthesizing the times required to perform a motion.
7. _____ is a set of beliefs that underlines the need for the organisation to improve its operations continuously and consistently over its life time.
8. _____ charts show the process trend as time progresses.
9. _____ is an inventory system that is computer based and used to manage the manufacturing process.
10. Work study is an important technique to achieve increased _____.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

*Answer at least five questions.
Each question carries 4 marks.
All questions can be attended.
Overall Ceiling 20.*

11. Define Operations Management.
12. What is plant location ?
13. Define statistical quality control.
14. Define material handling.
15. What is plant layout ?
16. What is method study ?
17. What is assembly line layout ?
18. What is descriptive statistics ?
19. What are the consequences of poor quality ?
20. Define work study.

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

*Answer at least four questions.
Each question carries 8 marks.
All questions can be attended.
Overall Ceiling 32.*

21. What are the objectives of operations management ?
22. State the different methods of capacity planning.
23. What are the objectives of maintenance ?

24. What are the benefits of good quality ?
25. What are the phases of production planning and control ?
26. What are the merits of process layout ?
27. Discuss the importance of operation control.
28. What are the objectives of material requirement planning ?

(4 × 8 = 32 marks)

Section D (Essay Questions)

*Answer any one question.
The question carries 18 marks.*

29. What is production planning ? What are the objectives of production planning ?
30. What is total quality management ? Explain the principles and benefits of total quality management.
31. Explain the factors affecting plant location decisions.

(1 × 18 = 18 marks)

C 80083

(Pages : 3)

Name.....

Reg. No.....

SIXTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, MARCH 2020

(CUCBCSS—UG)

B.B.A.

BBA VIB 12—OPERATIONS MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

Answer all ten questions.

Each question carries 1 mark.

Choose the correct answer :

1. Which of the following is not an objective of good plant layout ?
 - a) To improve productivity.
 - b) To provide safety to employees.
 - c) To increase the number of accidents.
 - d) To provide easy supervision.
2. Which layout is to be used when goods are to be produced in a large quantity ?
 - a) Process layout.
 - b) Cellular layout.
 - c) Product layout.
 - d) Fixed layout.
3. Which of the following is an example of a supply side influence in the location decision ?
 - a) Cost of labour.
 - b) Image of location.
 - c) Labour skills.
 - d) Convenience for customers.
4. Operations Management is a _____ process.
 - a) Translation.
 - b) Transformation.
 - c) Transaction.
 - d) Transition.
5. In which technique is the actual quality examined against the standard ?
 - a) Quality Planning.
 - b) Quality Control.
 - c) Quality Assurance.
 - d) Quality Circles.

Turn over

Fill in the blanks :

6. Plant layout is a _____ of the physical facilities which are used in production.
7. _____ is the application of techniques designed to establish the time for a qualified worker to carry out a specified job at a defined level of performance.
8. _____ are major tools used in Statistical Process Control.
9. _____ is the term used to describe the set of statistical tools used by quality professionals for the purpose of quality control.
10. Work measurement is concerned with determining _____ for doing a job.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight out of the ten questions in two or three sentences.

Each question carries 2 marks.

11. Define maintenance.
12. What is product layout ?
13. What do you mean by material requirement planning ?
14. Define plant layout.
15. What is time study ?
16. Define quality control.
17. What is statistical quality control ?
18. What is work measurement ?
19. What are the advantages of quality management in organisation ?
20. What is work study ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

Each question carries 4 marks.

21. Explain the scope of operations management.
22. What are the objectives of good layout ?
23. What are the advantages of material requirement planning ?
24. What are the advantages of process layout ?
25. What are the merits of line layout ?

26. What are the material handling equipments ?
27. Explain the benefits of operation planning and control.
28. Discuss the steps involved in site selection.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

Each question carries 15 marks.

29. Explain the objectives of Operation Management.
30. Explain the scope and importance of work measurement.
31. What is maintenance management ? What are the types of maintenance ?

(2 × 15 = 30 marks)

C 80085

(Pages : 3)

Name.....

Reg. No.....

SIXTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, MARCH 2020

(CUCBCSS—UG)

B.B.A.

BBA VIB 13—ORGANIZATIONAL BEHAVIOUR

(2015 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

Each question carries 1 mark.

1. Organization Behaviour is not a/an :
 - (a) A separate field of study.
 - (b) Applied science.
 - (c) Normative science.
 - (d) Pessimistic approach.
2. A technique to bring changes in the entire organization, rather than focusing attention on individuals to bring changes easily :
 - (a) Organizational development.
 - (b) Organizational change.
 - (c) Organisational culture.
 - (d) Organizational conflicts.
3. In which stage of the conflict process does conflict become visible ?
 - (a) Illumination.
 - (b) Intentions.
 - (c) Behaviour.
 - (d) Cognition.
4. Which behavioural science discipline is most focused on understanding individual behaviour ?
 - (a) Sociology.
 - (b) Social psychology.
 - (c) Psychology.
 - (d) Anthropology.
5. Which of the following is not an attribute of psychological individual difference ?
 - (a) Motivation.
 - (b) Learning.
 - (c) Personality.
 - (d) Complexion.

Turn over

6. In Maslow's Need hierarchy ——— needs are shown between Esteem needs and Safety needs.
7. ——— propounded X and Y theory of motivation.
8. In ——— leadership, there is a complete centralization of authority in the leader.
9. Organisational behaviour is the study of ——— in the organisation.
10. Thematic Apperception Test (TAT) is designed to understand ——— of individual.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. What is perception ?
12. What do you mean by formal group ?
13. Define group cohesiveness.
14. What is learning ?
15. What is leadership ?
16. What is informal group ?
17. What is personality ?
18. What is motivation ?
19. What do you mean by functional group ?
20. What is an organisation ?

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.

Each question carries 4 marks.

21. Discuss the scope and importance of organisational behaviour.
22. What are the features of motivation ?
23. What are the types of group norms ?
24. What are the features of leadership ?

25. What are the qualities of successful leader ?
26. What are the benefits of organisational development programmes ?
27. What are the advantages of group cohesiveness ?
28. Explain the importance of a group.

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

Each question carries 15 marks.

29. Explain the stages of development of group.
30. Explain the McGregor Theory X and Theory Y.
31. "Money holds the key to work motivation in modern business organisation." Discuss the financial and non-financial motivators.

(2 × 15 = 30 marks)

C 31095

(Pages : 3)

Name.....

Reg. No.....

THIRD SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2017

(CUCBCSS—UG)

Core Course

BBA IIB 04—ORGANIZATIONAL BEHAVIOUR

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

Answer all ten questions.

Choose the correct answer :

1. Organization Behaviour is :

- a) An interdisciplinary approach. b) A humanistic approach.
c) Total system approach. d) All of these.

2. Which of the following is/are not job related source of stress ?

- a) Role ambiguity. b) Role overload.
c) Ethical dilemmas. d) Career concerns.

3. Which of the following theory is proposed by Clayton Alderfer ?

- a) Theory X and Theory Y. b) Hierarchy of Needs.
c) ERG Theory. d) Trait Theory.

4. Most valuable asset in an organization is :

- a) Land and building. b) Cash and bank balances.
c) Human being. d) Technology.

5. _____ is the force of action or motivation.

- a) Behaviour. b) Stimulus.
c) Perception. d) Attitude.

Fill in the blanks :

6. _____ is a relatively permanent change in behaviour that occurs as a result of experience.
7. _____ refers to the negotiation or an agreement between two groups.

Turn over

8. The terms "employee-centred" and "production-centred" to describe leader behaviour were used by _____.
9. The _____ theory was based on the premise that much human action is purposeful, in that it is directed by conscious goals.
10. A manager with good _____ can make the work place more pleasant.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight out of the ten questions in two or three sentences.

11. Define organisational behaviour.
12. What is personality ?
13. Define perception.
14. What is motivation ?
15. Define learning.
16. Define stress.
17. What do you mean by functional group ?
18. What is task group ?
19. Define group norms.
20. What is an organisation ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

21. Discuss the nature of organisational behaviour.
22. What is the importance of organisational behaviour ?
23. Discuss the various learning theories.
24. What are the qualities of a successful leader ?
25. Explain the need of a group.
26. Explain the factors which can decrease group cohesiveness.
27. What are the components of learning process ?
28. What are the different types of informal groups ?

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

29. Explain Maslow's need hierarchy theory of motivation. Discuss its importance.
30. Define leadership. Discuss the types of leadership.
31. What are the financial and non-financial motivators of an organisation ?

(2 × 15 = 30 marks)