

Reg. No. :

Code No. : 22987 E

Sub. Code : SABA 11

B.B.A.(CBCS) DEGREE EXAMINATION,
APRIL 2019.

First Semester

Business Administration – Allied

ENVIRONMENT OF BUSINESS

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

_____ means the proportion of a nation population living in urban areas.

- (a) Privatization (b) Globalization
(c) Urbanization (d) Liberalization

The _____ is an introduction to the constitution and contains its basic philosophy.

- (a) Preamble (b) Society
(c) Process (d) Service

The era of deregulation liberalization begins in-

- (a) 1950 - 51 (b) 1980
(c) 1991 (d) 1960

4. Identification of companies' technological assets that may provide _____ in new businesses.
- (a) Opportunities (b) Development
(c) Failure (d) Authority
5. Businesses represent the organized efforts of enterprises to supply _____ with goods and services.
- (a) Producers (b) Consumers
(c) Intermediaries (d) Suppliers
6. Which of the following modern business is dynamic?
- (a) Mass production
(b) Mass marketing
(c) Mass sales
(d) Mass purchase
7. _____ refers to the system of moral principles and rules of conduct applied to business.
- (a) Business culture (b) Business ethics
(c) Business (d) Society
8. The following statement with respect to culture is false.
- (a) Culture is enduring
(b) Culture is changing
(c) Culture is evolved among the members of a society.
(d) Culture is determined by national boundaries.

9. _____ is also called government which implements whatever is decided by the parliament.

- (a) Legislature (b) Executive
(c) Judiciary (d) Public

10. In India liberalization and privatization began from _____.

- (a) 1991 (b) 1971
(c) 1981 (d) 1947

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) Explain the factors affecting business environment.

Or

(b) Articulate the importance micro environment in a business.

12. (a) Brief about the impact of culture in business.

Or

(b) Discuss the importance of traditional value of a business.

13. (a) Explain the core objectives of Social responsibility towards business.

Or

(b) Describe the advantages of business ethics.

14. (a) Brief about industrial policy.

Or

(b) Describe the importance of import of technology for a business.

15. (a) Explain the merits of Privatization.

Or

(b) Give any two reasons for growth of globalization.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Elaborate environmental analysis of business.

Or

(b) Explain the role and importance of macro environment.

17. (a) Discuss the impact of foreign culture.

Or

(b) Explain the role played by the sub culture for the development of business.

18. (a) Discuss the responsibility of customer towards the society.

Or

(b) Explain the role of government towards the business.

19. (a) Explain about the tangible outcomes of industrial policy 1991.

Or

(b) Discuss the impact of technological changes in business.

20. (a) Differentiate privatization and liberalization.

Or

(b) Elaborate the merits and demerits of globalization.

Code No. : 22204 E Sub. Code : JMBA 11/
SMBA 11

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2019.

First Semester

Business Administration – Main

COMMERCIAL CORRESPONDENCE

(For those who joined in July 2016 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The word communication is derived from the Latin word
- (a) communis
 - (b) commun
 - (c) comis
 - (d) none

2. upward communication is the another aspect of
- (a) vertical communication
 - (b) lateral communication
 - (c) formal communication
 - (d) upward communication
3. Barriers caused in the process of encoding and decoding is _____ barrier.
- (a) Psychological
 - (b) semantic
 - (c) organizational
 - (d) personal
4. Making your customer to buy your product can be done through
- (a) Clear
 - (b) Courteous
 - (c) Coherent
 - (d) Persuasion
5. _____ makes a reader to know immediately what the message is all about.
- (a) Subject line
 - (b) Salutation
 - (c) Reference
 - (d) Attention line

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

Answer should not exceed 250 words.

11. (a) Explain the importance of Communication.

Or

- (b) Explain the process of communication.

12. (a) Why do sellers refuse to execute orders?

Or

- (b) What are the points to be remember to draft an enquiry letter?

13. (a) Explain the occasions where complaint letters are drafted.

Or

- (b) What are the hints to be followed in collection letter?

14. (a) What do you mean by Semantic Barriers?

Or

- (b) Explain organisational Barriers.

6. _____ is used if the letter is intended to be read by the members of the company or department.

- (a) Attention line
 (b) Subject line
 (c) body of the letter
 (d) complementary close

7. DUN is also called _____.

- (a) Enquiry letter (b) Circular letter
 (c) Claim letter (d) Collection letter

8. Trade reference will be applicable for _____ customers.

- (a) Prospective (b) Existing
 (c) Trade (d) All the above

9. The aim of _____ letter is to convey the same message to all.

- (a) Sales (b) Collection
 (c) Circular (d) All the above

10. Which one comes under 3 P's of a sales letter?

- (a) Prospect (b) Place
 (c) Promotion (d) Price.

15. (a) Write down the 3P's of sales letter.

Or

(b) Write down the forms of deposits in a bank.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Explain the functions of communication.

Or

(b) Explain the principles of communication.

17. (a) Describe the terms mostly used in quotations.

Or

(b) Elaborate on the structure of Business letter.

18. (a) Explain the external barriers.

Or

(b) Elaborate on modern form of communication.

19. (a) You have received wrong quantity of paints from Nippon Paints. Draft a complaint letter to replace the order.

Or

(b) Draft a sales letter on behalf of Vivo camera phone for today's youth.

20. (a) Draft a warning letter to lazy customer who has not respond to any of your letters you have send as several reminders.

Or

(b) Write a letter to Head office for recommending a loan for your sound customer.

Code No. : 22743 E Sub. Code : JMBA 21/ SMBA 21

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2019.

Second Semester

Business Administration — Main

BUSINESS ORGANIZATION

(For those who joined in July 2016 Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

- _____ is a organised system for the exchange of goods between the members of the industrial world.
 - sales
 - marketing
 - selling
 - commerce

- A business organisation is an open _____.
 - Dynamic system
 - Adaptive system
 - Production system
 - Closed system
- The term "Business" means _____.
 - trades
 - occupations
 - professions
 - all the above
- Every partner may be required contribute a sum of _____ in partnership.
 - work
 - money
 - time
 - creative
- A company is _____ person.
 - an artificial
 - an intelligent
 - an individual
 - an educated
- _____ is formed under a special Act of the legislature.
 - public corporation
 - private company
 - board
 - multi national company

7. All business operations rest on _____.
- (a) profit (b) organisation
(c) information (d) communication
8. A company can be incorporated under the _____ Act.
- (a) Company (b) Industrial
(c) Labour (d) All the above
9. _____ refers to any document which consist of public subscribe.
- (a) voting (b) membership
(c) prospectus (d) share
10. Credit societies derives their resources from share capital subscribed by _____.
- (a) members (b) employees
(c) employers (d) public

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words each.

11. (a) Explain the various categories of manufacturing industries.
- Or
- (b) Write a short note on processing industry.

12. (a) State the clauses contain in partnership agreement.

Or

- (b) Explain the effects of Non-Registration Partnership.

13. (a) What is meant by Limited Liability? Explain.

Or

- (b) State the concept of chartered companies.

14. (a) Explain about the evidentiary value of minutes.

Or

- (b) What are Articles of Association? How can they be altered?

15. (a) Write a short note on co-operative store.

Or

- (b) Explain the uses of Co-operative Sector enterprises.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words each.

16. (a) What are the different types of Trade? Explain them.

Or

- (b) Discuss the objectives of a Modern Business.

17. (a) Point out the factors governing the choice of a business organisation for any commercial enterprise.

Or

- (b) Describe the advantages and limitations of Joint Family Business.

18. (a) Explain the characteristics of Joint Stock Company.

Or

- (b) When does a private company become a public company? Discuss.

19. (a) What are the different types of resolutions which may be passed in the meeting of shareholders?

Or

- (b) What are the requisites of a valid meeting? Explain.

20. (a) Highlight the distinguishing features of co-operative sector enterprises.

Or

- (b) Explain the importance of multinational companies in economics development.

(6 pages)

Reg. No. :

Code No. : 22206 E

Sub. Code : JMBA 21/
SMBA 21

B.B.A (CBCS) DEGREE EXAMINATION,
NOVEMBER 2019.

Second Semester

Business Administration – Main

BUSINESS ORGANIZATION

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ Industries concerned with turning primary or semi-finished product into finished goods.
- (a) Construction (b) Manufacturing
- (c) Analytical (d) Processing

2. _____ is called external trade.
- (a) Retail trade (b) import
(c) export (d) international trade
3. Organization of every business is based on _____ forms.
- (a) Legal (b) procedure
(c) Service (d) Illegal
4. The shares are generally _____.
- (a) transferable (b) restricted
(c) credit (d) money
5. A public corporation enjoys freedom in _____
- (a) Administration
(b) Finance
(c) Management
(d) All the above
6. The memorandum has to be signed by at least _____ in private company.
- (a) 7 subscribers
(b) 2 subscribers
(c) 5 subscribers
(d) 10 subscribers

7. Article of association is relating to _____.
- (a) rules (b) regulations
(c) bye-laws (d) All the above
8. _____ is the first meeting of the shareholders of a public company.
- (a) Statutory meeting
(b) Board meeting
(c) Shareholder meeting
(d) General meeting
9. The co-operation activities improve their members _____ condition.
- (a) Economic
(b) Social
(c) Wealth
(d) Cultural
10. A corporation controls its production in more than one country is called _____.
- (a) MNC
(b) Foreign companies
(c) FDI
(d) MFA

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words each.

11. (a) Explain the concept of Business.

Or

(b) What are the different forms of business organization?

12. (a) State the dual role of Principal and Agent.

Or

(b) Write a note on Unlimited Liability.

13. (a) Explain the concept of promotion of a company.

Or

(b) What are the objectives of private companies?

14. (a) State the content of Agenda.

Or

(b) Explain the uses of Minutes.

15. (a) Briefly explain objectives of Co-operative sector enterprises.

Or

(b) Explain the features of Co-operative sector enterprises.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words each.

16. (a) Explain the essentials of a successful business.

Or

- (b) Discuss the features of an ideal form of Business Organisation.

17. (a) Explain the distinguished characteristics of sole proprietorship.

Or

- (b) Write a essay on Registration of partnership.

18. (a) What are the alternative forms of Organisation to run a public enterprise?

Or

- (b) What are the contents of prospects? Discuss them.

19. (a) What are the different types of company meeting? Explain.

Or

- (b) Highlight the concept of Alterations of memorandum and articles.

20. (a) Explain the role of Multinational Companies in India.

Or

(b) What are the merits and demerits of the Co-operative sector enterprises?

(6 pages)

Reg. No. :

Code No. : 22470 E

Sub. Code : SABA 11

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2019.

First Semester

Business Administration – Allied

ENVIRONMENT OF BUSINESS

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. Which one of the following is the main objective of a business firm?
 - (a) to provide goods
 - (b) to earn profits
 - (c) to increase sales
 - (d) all the above

2. Economic environment is affected by various _____ forces.
- (a) political (b) legal
(c) economic (d) technological
3. Culture is a sum total of _____.
- (a) believes (b) values
(c) customs (d) all the above
4. Proper understanding of culture is very important for _____.
- (a) product development
(b) promotion
(c) human resource management
(d) all the above
5. Social responsibility of business refers to _____
- (a) fulfilling mere statutory requirement
(b) moral obligations of business
(c) both (a) and (b)
(d) none of these
6. Business ethics deals with the code of conduct of the _____.
- (a) general public (b) working class
(c) business class (d) political leaders

7. Government regulations on business can be in the form of _____.
- (a) procedure
 - (b) inductive and coercive
 - (c) policies
 - (d) rules
8. The expansion of MRTP act is _____.
- (a) Maintenance and Restrictive Trade Practices
 - (b) Monopolies and Restrictive Trade Practices
 - (c) Malpractice and Restrictive Trade Practices
 - (d) Migration and Restrictive Trade Practices
9. _____ represents the increasing integration of world economy.
- (a) Privatization
 - (b) Globalization
 - (c) Liberalization
 - (d) Acquisition
10. _____ is the most traditional method of entering foreign market.
- (a) Exporting
 - (b) Strategic alliance
 - (c) Joint venturing
 - (d) Merger

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) Briefly explain the internal environment of business.

Or

- (b) What are the characteristics of business?

12. (a) Explain the impact of culture on business.

Or

- (b) How do you make business ethical?

13. (a) What are the social responsibilities of business towards its Government?

Or

- (b) Write a short note on the nature of business ethics.

14. (a) What are the objectives of industrial policy?

Or

- (b) Explain the limitations of industrial policy 1991.

15. (a) What are the different ways of privatization?

Or

(b) State the features of globalization.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Describe the various elements of business environment.

Or

(b) Explain the competitive environment of business.

17. (a) Briefly explain the inter relation between business and culture.

Or

(b) Discuss the impact of caste and communities on business.

18. (a) Do you think that clean environment and economic development are inconsistent? Discuss.

Or

(b) Explain the various models of social responsibility.

19. (a) Describe the role of Government in regulating business.

Or

(b) What are the objectives of licensing policy? Explain.

20. (a) Explain the merits and demerits of liberalization.

Or

(b) Describe the different stages of globalization.

(6 pages)

Reg. No. :

Code No. : 22741 E Sub. Code : JMBA 11/
SMBA 11

B.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2019.

First Semester

Business Administration – Main

COMMERCIAL CORRESPONDENCE

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ is the process of translating symbols in ideas and interpreting the message.
(a) Encoding (b) Decoding
(c) Feedback (d) None of these
2. _____ is an effort to influence the attitudes, feelings or beliefs of others.
(a) persuasion (b) perception
(c) brain storming (d) feed back

3. Which of the following is an essential feature of a business letter?
(a) promptness (b) accuracy
(c) courtesy (d) all the above
4. _____ is an order with incomplete information.
(a) defective order
(b) effective order
(c) summative order
(d) none of these
5. When the buyer purchases goods at his own risk and the seller has no responsibility towards Him, it is denoted by _____.
(a) Bailment (b) Pledge
(c) Caveat emptor (d) Contract
6. An effective circular letter must have _____.
(a) catchy words
(b) attractive lay out
(c) interesting sentences
(d) all the above

7. The best collection system must aim at _____.

- (a) prompt collection
- (b) minimum incidental expenses
- (c) retaining the customer
- (d) all the above

8. The three P's of a sales letter are _____.

- (a) Prospect, package and product
- (b) Prospect, price and promotion
- (c) Prospect, product and proposition
- (d) None of these

9. Which of the following is a safe custody service rendered by banks?

- (a) lockers
- (b) safe custody savings account
- (c) both (a) and (b)
- (d) none of these

10. Banks collect _____ from members of the public and make them available to business men and others who need funds.

- (a) cheque (b) demand draft
- (c) deposits (d) interest

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) State the features of communication.

Or

(b) Explain the role of language in effective communication.

12. (a) Explain any five important terms used in offers and quotations.

Or

(b) Give some important guidelines for drafting letters intimating cancellation of an order.

13. (a) What points should be considered while drafting an adjustment letter?

Or

(b) Write a circular letter announcing the opening of a branch in a city.

14. (a) State the do's and don'ts of writing a collection letter.

Or

(b) How is a sales letter superior to a salesman?

15. (a) What are the services rendered by a bank to its customers?

Or

- (b) Write a letter to your bank to get you necessary information about the credit standing of a firm desirous of operating a credit account with you.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the main objectives of communication.

Or

- (b) Briefly explain the barriers of effective communication.

17. (a) Describe the format of a business letter.

Or

- (b) Explain the different types of order.

18. (a) Draft a suitable reply to a customer who has complained about the poor service of the computers supplied by you.

Or

- (b) Draft a circular letter announcing a clearance sale.

19. (a) Explain the various stages of collection series.

Or

- (b) Write a sales letter to promote Induction Stove for kitchen.

20. (a) In the capacity of a branch manager, write a letter to the Head Office recommending a loan to a customer.

Or

- (b) Prepare a job application for the post of a Bank Clerk.
-

(6 pages)

Reg. No. :

Code No. : 22988 E

Sub. Code : SABA 21

B.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2019.

Second Semester

Business Administration — Allied

OFFICE MANAGEMENT

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following storage systems would be most suitable for a client register of a large organization?
 - (a) Electronic
 - (b) Image based
 - (c) Microfilm
 - (d) Paper based

2. A photocopying machine is _____
 - (a) an high-speed digital printing system designed mainly for high-volume photocopying and printing.
 - (b) a multifunctional system/electronic device.
 - (c) an electronic duplicator that fuses a reproduced image to plain bond paper.
 - (d) none of the above
3. photocopying machines can perform all of the functions except _____
 - (a) It allows mass replications of an original document
 - (b) Enlargement and reduction
 - (c) Copying on both sides of the sheet of paper
 - (d) They can print up to 120 pages per minute
4. How should bulk mail be prepared for posting?
 - (a) Bundles must only be tied with string
 - (b) Envelopes are bundled in groups of 100
 - (c) Only DL size envelopes should be used
 - (d) Envelopes are address side up and facing the same way

5. What type of mail requires proof of delivery?
- (a) Express Post (b) international post
(c) Key post (d) Registered post
6. You have been given a twelve-page document primed on A4 paper. You are printed to produce a double sided booklet that when folded will be A4 size. How many sheets of paper do you need for each booklet?
- (a) Three A3 (b) Three A5
(c) six A3 (d) six A4
7. your stationary order was incorrectly filled. Which document would you use to compare with the order form to identify the discrepancies?
- (a) Credit note (b) Delivery docket
(c) Receipt (d) Tax Invoice
8. In an office, for safety reasons it is important to:
- (a) Make sure that the windows are kept open throughout the day
(b) Say good morning to your colleagues in the morning
(c) Keep the office temperature at a low level, no matter what the weather.
(d) Keep all emergency exits, stairs and walkways clear of any obstruction

9. To run an effective filing system you should;
- (a) Avoid saving unnecessary documents.
(b) Keep all filing cabinet doors closed at all times
(c) Drink lots of coffee when filing away paperwork
(d) Make sure that all cables in the office are hidden and not exposed
10. To properly receive process, file and report all official documents, you should;
- (a) Keep a copy of every document the company has ever produced, no matter how trivial it is.
(b) Have an effective Document Management system.
(c) Photocopy all documents and then take one copy home for safekeeping.
(d) Run an effective Diary Management system.

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the duties of an front office manager.

Or

- (b) Elaborate the qualities of a manager.

12. (a) Explain about office environment.
Or
(b) Discuss the physical conditions of the office.

13. (a) Explain the objectives of filing.
Or
(b) Describe the advantages of mailmerge.

14. (a) Brief about types of index.
Or
(b) Describe the office forms used now days in the office.

15. (a) Explain the objective of MIS.
Or
(b) Illustrate office appliances.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Elaborate functions of an office.
Or
(b) Explain the functions of an office manager.

17. (a) Discuss the importance of office layout.
Or

- (b) Differentiate open office and private office.

18. (a) Discuss the advantages and decentralized mail handling.

Or

- (b) Explain the filing procedure and maintenance of an office.

19. (a) Explain about the Essentials and merits of indexing.

Or

- (b) Discuss the objectives and advantages of forms.

20. (a) Illustrate the factors in selecting office machines.

Or

- (b) Elaborate the components of MIS.

(6 pages)

Reg. No. :

Code No. : 22743 E Sub. Code : JMBA 21/
SMBA 21

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2019.

Second Semester

Business Administration — Main

BUSINESS ORGANIZATION

(For those who joined in July 2016 Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ is a organised system for the exchange of goods between the members of the industrial world.
- (a) sales
 - (b) marketing
 - (c) selling
 - (d) commerce

2. A business organisation is an open _____.
- (a) Dynamic system (b) Adaptive system
 - (c) Production system (d) Closed system
3. The term "Business" means _____.
- (a) trades (b) occupations
 - (c) professions (d) all the above
4. Every partner may be required contribute a sum of _____ in partnership.
- (a) work (b) money
 - (c) time (d) creative
5. A company is _____ person.
- (a) an artificial (b) an intelligent
 - (c) an individual (d) an educated
6. _____ is formed under a special Act of the legislature.
- (a) public corporation
 - (b) private company
 - (c) board
 - (d) multi national company

7. All business operations rest on _____.
- (a) profit (b) organisation
(c) information (d) communication
8. A company can be incorporated under the _____ Act.
- (a) Company (b) Industrial
(c) Labour (d) All the above
9. _____ refers to any document which consist of public subscribe.
- (a) voting (b) membership
(c) prospectus (d) share
10. Credit societies derives their resources from share capital subscribed by _____.
- (a) members (b) employees
(c) employers (d) public

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words each.

11. (a) Explain the various categories of manufacturing industries.
- Or
- (b) Write a short note on processing industry.

12. (a) State the clauses contain in partnership agreement.

Or

- (b) Explain the effects of Non-Registration Partnership.

13. (a) What is meant by Limited Liability? Explain.

Or

- (b) State the concept of chartered companies.

14. (a) Explain about the evidentiary value of minutes.

Or

- (b) What are Articles of Association? How can they be altered?

15. (a) Write a short note on co-operative store.

Or

- (b) Explain the uses of Co-operative Sector enterprises.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words each.

16. (a) What are the different types of Trade? Explain them.

Or

- (b) Discuss the objectives of a Modern Business.

17. (a) Point out the factors governing the choice of a business organisation for any commercial enterprise.

Or

- (b) Describe the advantages and limitations of Joint Family Business.

18. (a) Explain the characteristics of Joint Stock Company.

Or

- (b) When does a private company become a public company? Discuss.

19. (a) What are the different types of resolutions which may be passed in the meeting of shareholders?

Or

- (b) What are the requisites of a valid meeting? Explain.

20. (a) Highlight the distinguishing features of co-operative sector enterprises.

Or

- (b) Explain the importance of multinational companies in economics development.

Code No. : 22472 E Sub. Code : SABA 31

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2019.

Third Semester

Business Administration — Allied

ADVERTISING

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The Advertisement is specifically used for _____
- (a) Facing competition
 - (b) Creating goodwill
 - (c) Banning new entrants
 - (d) All the above

2. Television Advertising includes _____
- (a) Audio
 - (b) Visual
 - (c) Print medium
 - (d) Audio and visual
3. The method of arriving at a budget for advertisement based on competitors is known as _____
- (a) Objective and task method
 - (b) Percentage of sales
 - (c) Affordable method
 - (d) Competitive parity method
4. The very oldest form of media of Advertisement is _____
- (a) Newspaper
 - (b) Films
 - (c) Radio
 - (d) Television
5. The size of advertisement depends on _____.
- (a) Advertising fund
 - (b) Type of media
 - (c) Frequency of advertisement
 - (d) All the above

6. AIDA stands for _____
- (a) Allocation, Interest, Dependency, Aids
 - (b) Attention, Interest, Desire, Action
 - (c) Always, Inspire, Depth, Application
 - (d) None of the above
7. Mass communication media include _____
- (a) Radio
 - (b) Television
 - (c) Newspaper
 - (d) All the above
8. Any paid form of non-personal communication is called as _____
- (a) Publicity
 - (b) Advertising
 - (c) Personal selling
 - (d) Sales promotion
9. Which of the following is not outdoor advertising media?
- (a) Wall posters
 - (b) Neon signs
 - (c) Balloons
 - (d) T.V. advertising
10. Advertisement copy should be _____
- (a) Simple
 - (b) Difficult
 - (c) Brief
 - (d) Elaborate

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the objectives of advertising.

Or

- (b) Explain the term advertising.

12. (a) Discuss the merits and limitation of newspaper advertising.

Or

- (b) Short notes on "Product Advertising".

13. (a) State the types of print media advertising.

Or

- (b) State the limitation of magazine Advertising.

14. (a) Explain the terms of Advertising copy.

Or

- (b) What are the essentials of an effective copy?

15. (a) What is advertising Budget?

Or

(b) Advertising expenditure is an Investment.
Do you Agree?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the various functions of Advertising.

Or

(b) Describe the importance of advertising.

17. (a) State the role of advertising.

Or

(b) Explain the classification of advertising media.

18. (a) Describe the elements of advertising copy.

Or

(b) Discuss the role of T.V. advertising in Modern Indian Economy.

19. (a) Explain the various stages Involved in setting of Advertising objectives.

Or

- (b) Explain the various methods of Advertising Budget.

20. (a) Explain the direct Advertising and indirect Advertising?

Or

- (b) State the objectives of Advertising media.
-

(6 pages)

Reg. No. :

Code No. : 22457 E

Sub. Code : SMBA 32

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2019.

Third Semester

Business Administration – Main

BUSINESS LAW

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Agreement enforceable by law at the option of one or more parties is called
 - (a) Void Contract
 - (b) Quasi Contract
 - (c) Valid
 - (d) Voidable

2. Consideration must move at the desire of the
- (a) Promisee (b) Third Party
(c) Bailee (d) Promiser
3. Influencing party user his position to obtain unfair advantage is called
- (a) Coersion
(b) Indue influence
(c) Mistake
(d) Misrepresentation
4. Mistake of law of foreign country is a mistake of fact and the contract is said to be
- (a) Void (b) Illegal
(c) Unlawful (d) Voidable
5. Every illegal agreement in _____
- (a) Immoral (b) Unlawful
(c) Voidable (d) Valid
6. When all or some of the terms are cancelled in a contract it is called
- (a) Alteration
(b) Rescission
(c) Novation
(d) Waiver

7. Contract of indemnity involves _____ parties.
- (a) One (b) Two
(c) Three (d) Any number
8. If there is no consideration between 'boiler' and 'bailee' it is
- (a) Void bailment
(b) Voidable bailment
(c) Gratuitous bailment
(d) Beneficial bailment
9. In a sale, _____ in the goods is transferred from seller to buyer.
- (a) Title (b) possession
(c) Property (d) Value
10. When a partner agrees to share his profits with third person he is called as
- (a) Partner in profits only
(b) Sleeping partner
(c) Sub partner
(d) Nominal partner

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) When does an 'offer' come to an end?

Or

(b) Illustrate five type of person with whom contract is void.

12. (a) Brief the meaning of Coersion and its effects.

Or

(b) Distinguish between fraud and misrepresentation.

13. (a) By whom the contracts be performed?

Or

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

14. (a) Spell out the rights of a bailor.

Or

(b) How could you revoke a continuing guarantee?

15. (a) Distinguish 'Sub agent' and Substituted Agent.

Or

- (b) How could the goods be classified?

PART C — (5 × 8 = 40 marks)

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

16. (a) Illustrate the elements of a valid contract.

Or

- (b) Brief the rules regarding 'consideration'.

17. (a) Spell out the way 'undue influence' is effected and its effects.

Or

- (b) Illustrate the elements of 'fraud' and its consequences.

18. (a) Who can demand performance and when performance be effected?

Or

- (b) How can the contract be discharged by agreement of consent ?

19. (a) Distinguish between a contract of 'indemnify' and guaranteed.

Or

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

20. (a) Enlist the rights of an unpaid seller.

Or

- (b) Narrate the duties of a partner.
-

(8 pages)

Reg. No. :

Code No. : 22978 E Sub. Code : SMBA 22

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2019.

Second Semester

Business Administration – Main

BUSINESS MATHEMATICS

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The distance between the points $(-3, 3)$ and $(5, 9)$ is
- (a) 2
(b) 6
(c) 10
(d) 8

2. The slope of the line joining the points $(-2, 3)$ and $(8, -5)$ is
- (a) $\frac{4}{5}$ (b) $-\frac{4}{5}$
(c) $\frac{5}{4}$ (d) $-\frac{5}{4}$
3. $\frac{d}{dx}(\sqrt{x}) =$
- (a) \sqrt{x} (b) $\frac{1}{\sqrt{x}}$
(c) $\frac{2}{\sqrt{x}}$ (d) $\frac{1}{2\sqrt{x}}$
4. $\frac{d}{dx}(\log x) =$
- (a) 1 (b) $\frac{1}{x}$
(c) $\log x$ (d) $\log 1$
5. If a function $y = f(x)$ has a minimum at $x = a$, then $\frac{dy}{dx} =$
- (a) 0 (b) 1
(c) -1 (d) infinite

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

Answer should not exceed 250 words.

6. At the point of inflexion, $\frac{d^2y}{dx^2} =$
- (a) 0 (b) 1
(c) a positive (d) a negative
7. The simple interest earned by Rs. 6,000 at 15% p.a. in 2 years is
- (a) Rs. 900 (b) Rs. 1800
(c) Rs. 3600 (d) Rs. 3000
8. An annuity payable unconditionally for a fixed number of periods is called _____
- (a) Annuity due (b) Immediate annuity
(c) Annuity certain (d) Deferred annuity
9. If $A = \begin{pmatrix} 2 & 3 \\ -1 & 4 \end{pmatrix}$ and $B = \begin{pmatrix} 5 & -2 \\ -1 & 6 \end{pmatrix}$, then $A - B =$
- (a) $\begin{pmatrix} -3 & 1 \\ 0 & +2 \end{pmatrix}$ (b) $\begin{pmatrix} -3 & 5 \\ -2 & 2 \end{pmatrix}$
(c) $\begin{pmatrix} 3 & 1 \\ 0 & 2 \end{pmatrix}$ (d) $\begin{pmatrix} -3 & 5 \\ 0 & -2 \end{pmatrix}$
10. If $AX = B$, then $X =$
- (a) AB (b) BA^{-1}
(c) $A^{-1}B$ (d) $A^{-1}B^{-1}$

11. (a) Find the point of intersection of the lines $5x + 2y = 11$ and $x - 3y = 9$.

Or

- (b) The total factory cost y of making x units of a product is given by $y = 5x + 300$. If 75 units are produced, find:

- (i) the fixed cost
(ii) the variable cost
(iii) the total cost
(iv) the average cost per unit
(v) the marginal cost.

12. (a) Find: $\frac{d}{dx} \left(e^x + x^2 + \frac{1}{x} \right)$.

Or

- (b) Find: $\frac{d}{dx} \left(\frac{1}{2x+5} \right)$.

13. (a) Examine the cost function $y = 10 - 2x + x^2$ for maximum or minimum.

Or

- (b) Write the steps by step procedure to find the maxima and minima of a function of one variable.

14. (a) Find the principal which yields simple interest of Rs. 77 in 8 years at $3\frac{1}{2}$ % per annum.

Or

- (b) Find the compound interest on Rs. 8,000 for 3 years if interest is payable half yearly at the rate of 8% p.a.

15. (a) If $A = \begin{pmatrix} 2 & 3 \\ -1 & 1 \end{pmatrix}$ and $B = \begin{pmatrix} 1 & 0 & 2 \\ -2 & 3 & 1 \end{pmatrix}$, find AB .

Or

- (b) Find the Inverse of the matrix $\begin{pmatrix} 1 & -1 & 2 \\ 1 & 1 & 0 \\ 1 & 0 & -1 \end{pmatrix}$.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) (i) Find the equation of the line whose slope is $\frac{3}{2}$ and which cuts off 3 units along the y - axis.

- (ii) Find the equation of the line which passes through the points $(-3, 1)$ and $(2, -1)$.

Or

- (b) A company expects fixed costs to be Rs. 30,000 and variable cost be Rs. 42,000, when the sales is Rs. 60,000. Find:

- (i) The equation relating sales and expenses

- (ii) The break even point

- (iii) The profit when the sales is Rs. 1,20,000.

17. (a) Find $\frac{d}{dx}$ if

(i) $y = e^x \log x$

(ii) $y = \frac{2x+1}{3x-2}$.

Or

(b) The total cost C of making x units of a product is

$C = 0.00003x^3 - 0.045x^2 + 8x + 2500$. Find the marginal cost of 1000 units output.

18. (a) Investigate the maxima and minima for the function $y = x^3 - 3x + 1$.

Or

(b) A telephone company has a profit of Rs. 2 per telephone when the number of telephones in the exchange is not over 10000. The profit per telephone decreases by 0.01 paise for each telephone over 10000. Find the maximum possible profit?

19. (a) What sum of money invested at 10% per annum simple interest will amount to Rs. 1200 in 2 years?

Or

(b) Find the amount for an annuity of Rs. 2000 per year paid at the beginning of each year for 10 years allowing compound interest at 5%.

20. (a) Solve the following system of equations using matrix inversion.

$$3x + 2y + z = 16$$

$$2x + 3y + 2z = 23$$

$$5x + 2y + 2z = 21.$$

Or

(b) Find the inverse of the matrix

$$A = \begin{pmatrix} 2 & 3 & 4 \\ 3 & 5 & 6 \\ 4 & 6 & 7 \end{pmatrix}.$$

(8 pages)

Reg. No. :

Code No. : 22978 E Sub. Code : SMBA 22

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2019.

Second Semester

Business Administration – Main

BUSINESS MATHEMATICS

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The distance between the points $(-3, 3)$ and $(5, 9)$ is
- (a) 2
(b) 6
(c) 10
(d) 8

2. The slope of the line joining the points $(-2, 3)$ and $(8, -5)$ is
- (a) $\frac{4}{5}$ (b) $-\frac{4}{5}$
(c) $\frac{5}{4}$ (d) $-\frac{5}{4}$
3. $\frac{d}{dx}(\sqrt{x}) =$
- (a) \sqrt{x} (b) $\frac{1}{\sqrt{x}}$
(c) $\frac{2}{\sqrt{x}}$ (d) $\frac{1}{2\sqrt{x}}$
4. $\frac{d}{dx}(\log x) =$
- (a) 1 (b) $\frac{1}{x}$
(c) $\log x$ (d) $\log 1$
5. If a function $y = f(x)$ has a minimum at $x = a$, then $\frac{dy}{dx} =$
- (a) 0 (b) 1
(c) -1 (d) infinite

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

Answer should not exceed 250 words.

6. At the point of inflexion, $\frac{d^2y}{dx^2} =$
- (a) 0 (b) 1
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7. The simple interest earned by Rs. 6,000 at 15% p.a. in 2 years is
- (a) Rs. 900 (b) Rs. 1800
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- (a) AB (b) BA^{-1}
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Or

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(v) the marginal cost.

12. (a) Find: $\frac{d}{dx} \left(e^x + x^2 + \frac{1}{x} \right)$.

Or

- (b) Find: $\frac{d}{dx} \left(\frac{1}{2x+5} \right)$.

13. (a) Examine the cost function $y = 10 - 2x + x^2$ for maximum or minimum.

Or

- (b) Write the steps by step procedure to find the maxima and minima of a function of one variable.
14. (a) Find the principal which yields simple interest of Rs. 77 in 8 years at $3\frac{1}{2}$ % per annum.

Or

- (b) Find the compound interest on Rs. 8,000 for 3 years if interest is payable half yearly at the rate of 8% p.a.
15. (a) If $A = \begin{pmatrix} 2 & 3 \\ -1 & 1 \end{pmatrix}$ and $B = \begin{pmatrix} 1 & 0 & 2 \\ -2 & 3 & 1 \end{pmatrix}$, find AB .

Or

- (b) Find the Inverse of the matrix $\begin{pmatrix} 1 & -1 & 2 \\ 1 & 1 & 0 \\ 1 & 0 & -1 \end{pmatrix}$.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) (i) Find the equation of the line whose slope is $\frac{3}{2}$ and which cuts off 3 units along the y - axis.
- (ii) Find the equation of the line which passes through the points $(-3, 1)$ and $(2, -1)$.

Or

- (b) A company expects fixed costs to be Rs. 30,000 and variable cost be Rs. 42,000, when the sales is Rs. 60,000. Find:
- (i) The equation relating sales and expenses
- (ii) The break even point
- (iii) The profit when the sales is Rs. 1,20,000.

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(ii) $y = \frac{2x+1}{3x-2}$.

Or

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$C = 0.00003x^3 - 0.045x^2 + 8x + 2500$. Find the marginal cost of 1000 units output.

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(b) Find the amount for an annuity of Rs. 2000 per year paid at the beginning of each year for 10 years allowing compound interest at 5%.

20. (a) Solve the following system of equations using matrix inversion.

$$3x + 2y + z = 16$$

$$2x + 3y + 2z = 23$$

$$5x + 2y + 2z = 21.$$

Or

(b) Find the inverse of the matrix

$$A = \begin{pmatrix} 2 & 3 & 4 \\ 3 & 5 & 6 \\ 4 & 6 & 7 \end{pmatrix}.$$

Reg. No. :

Code No. : 22458 E

Sub. Code : SMBA 33

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2019.

Third Semester

Business Administration — Main

FINANCIAL ACCOUNTING

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Book-keeping is mainly concerned with:
 - (a) Preparation of financial statements
 - (b) Recording financial data relating to business operations in books of accounts
 - (c) Summarising the recorded data
 - (d) Interpreting the data for internal and external end users

2. In this system of accounting, entries are made only when cash is received:
- (a) Cash accounting
 - (b) Double entry system
 - (c) Inflation system
 - (d) Deflation system
3. Two methods of preparing a trial balance are:
- (a) Financial method and total method
 - (b) Total method and normal method
 - (c) Balance method and financial method
 - (d) Balance method and total method
4. Which of the following is an example of business liability?
- (a) Land
 - (b) Cash
 - (c) Buildings
 - (d) Creditors
5. Under the diminishing balance method depreciation it:
- (a) Increases every year
 - (b) Decreases every year
 - (c) Remain constant every year
 - (d) First increases and then decreases

6. Process of becoming out of date or obsolete is termed as:
- (a) Physical deterioration
 - (b) Depletion
 - (c) Amortization
 - (d) Obsolescence
7. Rent expense of a non-profit organization paid in advance. Which of the following is the correct classification of rent?
- (a) Expense
 - (b) Liability
 - (c) Equity
 - (d) Asset
8. Which of the following is to be recorded in an income and expenditure account?
- (a) Purchase of a fixed asset
 - (b) Capital expenditure incurred on a fixed asset
 - (c) Profit on the sale of a fixed asset
 - (d) Sale of a fixed asset
9. Capital can be obtained by preparing:
- (a) Cash book
 - (b) Debtors A/c
 - (c) Creditors A/c
 - (d) Statement of affairs

10. Net worth of an organization means the excess of its total assets over total:

- (a) Expenses (b) Incomes
(c) Liabilities (d) Both (a) and (b)

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Detail the importance of Accounting in Business Organization.

Or

(b) Explain the “Golden Rules of Accounting”.

12. (a) Explain the Clerical Errors in detail.

Or

(b) From the following balances extracted at the close of the year ended 31st Dec 2016, prepare Profit and Loss account of Ms.Saranya as at that date.

	Rs.		Rs.
Gross Profit	55,000	Repairs	500
Carriage on sales	500	Telephone expenses	520

Office rent	500	Interest (Dr.)	480
General expenses	900	Fire Insurance Premium	900
Discount to customers	360	Bad debts	2,100
Interest from Bank	200	Apprentice Premium (Cr.)	1,500
Travelling expenses	700	Printing and Stationary	2,500
Salaries	900	Trade Expenses	300
Commission	300		

13. (a) Write short notes on "Accumulated Depreciation"

Or

(b) An asset is purchased for Rs.1,00,000. The rate of depreciation is 10% p.a. Calculate the annual depreciation for the first two years under the Diminishing Balance Method.

14. (a) Write short notes on treatment of Donations in Non-Trading organization.

Or

(b) How do you incorporate the following in the Madura Club Balance Sheet for the year 31-3-2009.

Medal distribution fund	=	Rs. 98,400
Interest on the fund investments	=	Rs. 28,900
Medals distributed	=	Rs. 28,700
Medal distribution fund investments	=	Rs. 98,000

15. (a) Explain the Disadvantages of Single Entry System.

Or

(b) From the following data, ascertain sales made during the year by preparing Memorandum Trading Account.

	Rs.
Purchases made during 2016	4,00,000
Stock on 1-12-20 16	60,000
Stock on 31-12-2016	40,000
Wages	10,000
Rate of gross profit on cost	20%

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Detail the Types of Accounts.

Or

(b) Differentiate Single Entry System from Double Entry System.

17. (a) Discuss the Errors in Accounting.

Or

(b) Prepare Trading and Profit and Loss A/C for the year 2017 and a Balance Sheet as on that date:

	Rs.		Rs.
Salaries	5,500	Creditors	9,500
Rent	1,300	Sales	32,000
Cash	1,000	Capital	30,000
Debtors	40,000	Loans	10,000
Trade Expenses	600		
Purchases	25,000		
Advances	2,500		
Bank Balance	<u>5,600</u>		
	<u>81,500</u>		<u>81,500</u>

Adjustments:

- (i) The closing stock amounted to Rs.9,000
 - (ii) One month's salary is outstanding.
 - (iii) One month's rent has been paid in advance
 - (iv) Provide 5% for doubtful debts
18. (a) Detail the Methods of Depreciation with its pros and cons.

Or

- (b) A firm purchases a 5 years lease for Rs. 80,000 on 1st January. It decides to write off depreciation on the Annuity method, presuming the rate of interest to be 5% per annum. The annuity table shows that a sum of Rs. 18,478 should be written off every year. Show the lease account for five years. Calculations are to be made to the nearest rupee.
19. (a) Find the Difference between Receipt and Payment Account and Income and Expenditure Account.

Or

(b) The following is the Receipts and Payments account of Kandan Recreation club for the year ended 31st March 2002.

Receipts	Rs	Payments	Rs
To Balance B/d	7,000	By Salaries	28,000
To Subscriptions:		By General expenses	6,000
2000-2001 5,000		By Electricity	4,000
200 1-2002 20,000		By Books purchase	10,000
2002-2003 4,000	29,000	By Periodicals purchased	8,000
To Rent for use of conference room	14,000	By Loan repaid	20,000
To Receipts from entertainment facilities	28,000	By Balance c/d	4,000
To Sale of old magazines	2,000		
	80,000		80,000

Additional Data:

- (i) The club has 50 members, each paying Rs. 500 PA as subscription.
- (ii) Subscriptions outstanding on 31-3-2001 Rs. 6,000.

- (iii) Salaries outstanding Rs. 2,000. Salaries paid include Rs. 6,000 for 2000-01.
- (iv) On 1-4-2001, the club properties were: Building Rs. 2,00,000 Furniture and Fittings Rs. 20,000 and Books Rs. 20,000.
- (v) Provide 10% Depreciation on Building and Furniture.

Prepare Income and Expenditure Account for the year ending 31-3-2002 and a Balance Sheet on that date.

20. (a) Detail the Key Differences between Single Entry System and Double Entry System.

Or

- (b) From the following particulars, prepare
 (i) Total Debtors A/C (ii) Total Creditors A/C
 (iii) Bills Receivable A/C (iv) Bills Payable A/C

On 1.1.2015	Rs.
Total Debtors	40,000
Total Creditors	15,000
Total B/R	16,000
Total B/P	6,000

Transactions during the year:

Cash received from debtors	30,000
Discount allowed to debtors	6,000
Bad debts written off	3,000
Returns inwards	5,000
Cash sales	16,000
Cash purchases	7,000
Cash received against B/R	10,000
Cash paid to suppliers	10,000
(including a payment of Rs 1000 for purchasing machine)	
Cash paid against B/P	3,000
Discount received from suppliers	600
Return outward	1,500
Bills payable dishonoured	600

On 31.12.2015

Total debtors	70,000
Total creditors	15,000
Total B/R	16,000
Total B/P	8,000

(6 pages)

Reg. No. :

Code No. : 22459 E

Sub. Code : SMBA 34

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2019.

Third Semester

Business Administration – Main

ORGANISATIONAL BEHAVIOUR

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. OB treats man as a thinking and feeling organism and so it is
 - (a) optimistic
 - (b) humanistic
 - (c) normative
 - (d) applied

2. Hawthorne Studies was conducted in _____
Electricals.
- (a) General
 - (b) Eastern
 - (c) Western
 - (d) Northern
3. That part of the attitude that deals with a persons feelings is called
- (a) Conative
 - (b) Cognitive
 - (c) Affective
 - (d) Behaviouristic
4. _____ represents totality of several interacting factors.
- (a) Motivation
 - (b) Morale
 - (c) Leadership
 - (d) Self Concept
5. The value one place on a particular outcome in Vrooms theory is
- (a) Expectancy
 - (b) Instrumentality
 - (c) Motivation
 - (d) Valence

6. Groups arising out of social interaction and group norms is called
- (a) Social groups
 - (b) Primary groups
 - (c) Informal
 - (d) Formal groups
7. Endurance is a _____ trait of leadership
- (a) Intellectual
 - (b) Cultural
 - (c) Physical
 - (d) Motivational
8. Change in set of relationship, work assignment is _____ change
- (a) Strategic
 - (b) Structural
 - (c) Stable
 - (d) Constant
9. In culture nothing is descriptive but are
- (a) environmental
 - (b) structural
 - (c) competitive
 - (d) symbolic representations
10. OD makes organisation _____ to environment
- (a) Static
 - (b) Creative
 - (c) adaptive
 - (d) Improve

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Enlist the objectives of studying organisational behaviour.

Or

- (b) Brief the findings of Hawthorne experiments.

12. (a) Specify the nature of values.

Or

- (b) How would you measure morale?

13. (a) Spell out the factors affecting perceptual selectivity.

Or

- (b) How are groups formed?

14. (a) Why Counselling is needed for workers?

Or

- (b) Specify the individual barriers to change.

15. (a) Illustrate the types of culture.

Or

(b) What are the objectives of organisational development?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) How do organisational Behaviour help the management.

Or

(b) Explain the scope of organisational Behaviour.

17. (a) Illustrate the factors that block the change of attitude.

Or

(b) Discuss the causes for human behaviour.

18. (a) Spell out the types of conflict and the reasons.

Or

(b) Detail the group decision making process.

19. (a) How to implement changes in organisations.

Or

(b) Illustrate the Counselling Process.

20. (a) Spell out the importance of organisational culture and its qualities.

Or

(b) Discuss the steps in building a team.

Reg. No. :

Code No. : 22474 E Sub. Code : SSBA 3 A

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2019.

Third Semester

Business Administration – Main

Skill Based Subject – INTRODUCTION TO BANKING

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. In executing the standing instructions, there exists a relationship of:
 - (a) Debtor and creditor
 - (b) Trustee and beneficiary
 - (c) Bailee and bailor
 - (d) Agent and Principal

2. To constitute a person as a customer:
 - (a) There must be frequency of transactions
 - (b) There must be a dealing of a banking nature
 - (c) There must be some sort of an account.
 - (d) There must be a single transaction of any nature

3. The rate of interest payable on various deposits is determined by the:
- (a) Head office of each bank
 - (b) Central Government
 - (c) Reserve Bank of India
 - (d) Indian Banks Association
4. A savings Bank A/c in the sole name of a minor can be opened provided he completes:
- (a) 10 years of age
 - (b) 12 years of age
 - (c) 15 years of age
 - (d) 21 years of age
5. Consortium advances means
- (a) A number of banks jointly finance a borrower
 - (b) A combination of term loan along with Working capital loan
 - (c) Short term loan
 - (d) a long term loan
6. The nature of charge created while advancing against LIC policies is
- (a) Lien
 - (b) Assignment
 - (c) Pledge
 - (d) Set-off
7. The banker has a lien on:
- (a) Bonds given for collection
 - (b) Bonds given for safe custody
 - (c) Bonds left by mistake
 - (d) Trustee
8. Right of a creditor to hold possession of the goods of the debtor till he discharges his debt is called:
- (a) Assignment
 - (b) Pledge
 - (c) Mortgage
 - (d) Lien

9. The important delivery channel of E-banking is
(a) Home banking (b) Telebanking
(c) Internet banking (d) Mobile banking
10. Unauthorized users accessing the private network are prevented through _____ controls.
(a) Firewall (b) Virtual
(c) RTGS (d) E-banking

PART B — (5 × 5 = 25 marks)

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

11. (a) What are the special relationship between banker and customer?
Or
(b) What are the circumstances under which banker can disclose information of customer's account?
12. (a) What do you understand by Banker's Cheque?
Or
(b) List out the essentials of valid endorsement.
13. (a) State the advantages and disadvantages of cash credit.
Or
(b) Describe the merits of granting loans.
14. (a) List out the advantages of stock exchange security.
Or
(b) List out the various features of hypothecation.

15. (a) What are the advantages of E-Banking.
Or
(b) Describe the various functions of credit card.

PART C — (5 × 8 = 40 marks)

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

16. (a) Give a detail note on the functions of bank.
Or
(b) Discuss about the nature of a banker.
17. (a) Distinguish between saving account and current account.
Or
(b) What are the essential features of a Valid Cheque? Explain.
18. (a) Explain the purpose of personal loan. And elaborate the various documents used for personal loan.
Or
(b) Elucidate the principles of sound lending.
19. (a) Discuss about the mode of charging securities.
Or
(b) Explain the features of good security.
20. (a) What is MChq? Discuss its mode of operation and advantages.
Or
(b) Discuss about the various electronic delivery channels.