



2. Statistics may be called the science of counting
  - (a) Webster
  - (b) Bowley
  - (c) Boddington
  - (d) Cowden
  
3. Classification of data by attributes is called
  - (a) Quantitative classification
  - (b) Chronological classification
  - (c) Qualitative classification
  - (d) Geographical classification
  
4. Which measure of Central tendency takes into account the magnitude of scores?
  - (a) Median
  - (b) Range
  - (c) Mode
  - (d) Mean
  
5. If the quartile range is 24 then the quartile deviation is
  - (a) 48
  - (b) 12
  - (c) 24
  - (d) 72
  
6. The Scatter in a series of values about the average is called
  - (a) Central tendency
  - (b) Dispersion
  - (c) Skewness
  - (d) Symmetry

7. The slope of the regression line of  $Y$  on  $X$  is also called the
- (a) Correlation Co-efficient of  $X$  on  $Y$
  - (b) Correlation Coefficient of  $Y$  on  $X$
  - (c) Regression Coefficient of  $X$  on  $Y$
  - (d) Regression Coefficient of  $Y$  on  $X$
8. An event in the probabilities that will never be happened is called as
- (a) Unsure event
  - (b) Sure event
  - (c) Possible event
  - (d) Impossible event
9. The Index number are used to measure seasonal and cyclical variations in \_\_\_\_\_
- (a) Wholesale
  - (b) Relatives
  - (c) Commodities
  - (d) Time series
10. The graph of time series is called
- (a) Histogram
  - (b) Straight line
  - (c) Historigram
  - (d) Ogive

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 characteristics of Statistics.

Or

- (b) Explain the merits of Collection of Data.

12. (a) Calculate the mode

Marks :	0-19	20-39	40-59	60-79	80-99
No.of students :	5	20	35	20	12

Or

- (b) State the requisites of a good average.

13. (a) The means and standard deviation values for the number of runs of two players A and B are 55 ; 65 and 4.2 ; 7.8 respectively. Who is the more consistent player?

Or

- (b) What is meant by Co-efficient of range?

14. (a) 8 bowlers and 10 batsmen are available. How many cricket teams consisting of 5 bowlers can be formed?

Or

- (b) Calculate the co-efficient of correlation between Expenditure on Advertisement in Rs.'000 (X) and Sales in Rs. Lakhs (Y) after allowing a time lag of two months.

Mon	Jan	Feb	Mar	Apr	May
X	40	45	47	50	53
Y	75	69	65	64	70
June	July	Aug	Sep	Oct	June
X	60	57	51	48	45
Y	71	75	83	90	92

15. (a) Explain the General problems in the construction of Index numbers.

Or

- (b) Explain the uses of Time Series Analysis.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Write an essay about the meaning and scope of Statistics.

Or

- (b) What are the different types of diagrams used in the presentation of data?

17. (a) What are the advantages and limitations of H.M [Harmonic Mean].

Or

- (b) Find the first and third quartiles for the data given below:

$x$ : 20 21 22 23 24 25 26 27 28

$f$ : 8 10 11 16 20 25 15 9 6

18. (a) Calculate mean deviation about median by direct method and short cut method.

Weight (kg) above : 40 45 50 55 60 65 70

No.of workers : 83 80 70 55 26 9 2

Or

- (b) Distinguish between Mean Deviations and standard Deviations.

19. (a) Calculate Pearson's Coefficient of Correlation from the following data using 44 and 26 respectively as the origin of  $x$  and  $y$ .

$x$ : 43 44 46 40 44 42

$y$ : 29 31 19 18 19 27

$x$ : 45 42 38 40 42 57

$y$ : 27 29 41 30 26 10

Or

(b) A bag contains 7 red and 5 white balls. 4 balls are drawn at random. What is the probability that

(i) all of them are red and

(ii) two of them are red and two white?

20. (a) It is stated that Marshall-Edgeworth index number is a good approximation to the ideal number verify, using the following data:

	2000		2001	
Commodity	Price	Quantity	Price	Quantity
A	2	74	3	82
B	5	125	4	140
C	7	40	6	33

Or

(b) Explain the seasonal variations in a time series. What are the methods of extract there variations?

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2. Management is the art and science of decision making and leadership \_\_\_\_\_
  - (a) Harold Koontz      (b) Donald J.Clough
  - (c) Louis Allan      (d) Terry
  
3. Planning is the \_\_\_\_\_
  - (a) Primary/First functions of the manager
  - (b) The last function of the manager
  - (c) both (a) and (b)
  - (d) None of the options are correct
  
4. Making decisions on the basis of experience, feelings and accumulated judgement is called as
  - (a) Decision making
  - (b) Structural problems
  - (c) Intuitive decision making
  - (d) None of the above
  
5. Organizational objectives are achieved at the optimum level is \_\_\_\_\_
  - (a) Harmony of objectives
  - (b) Maximum individual contribution
  - (c) Unity of command
  - (d) Appropriate techniques

6. \_\_\_\_\_ is the decision making body of an organization?
- (a) Decentralization
  - (b) Administration
  - (c) Functional organization
  - (d) Leadership
7. Managing Director is the position of \_\_\_\_\_ level of management in a large company.
- (a) Top
  - (b) Middle
  - (c) Lower
  - (d) Middle and Lower
8. The basic role of strategy is to provide \_\_\_\_\_
- (a) Setting procedures
  - (b) Direction for action
  - (c) Direction for motivation
  - (d) Direction for control
9. Control function of management cannot be performed without:
- (a) Planning
  - (b) Organizing
  - (c) Staffing
  - (d) Motivation

10. Which one of the following is a step of controlling?

- (a) Assessing personnel required
- (b) Taking corrective action
- (c) Assessing environment
- (d) Taking disciplinary action

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 functions of management.

Or

(b) Is Management an Art of Science – Discuss.

12. (a) State the important of policies in management.

Or

(b) What is meant by planning premises?

13. (a) Write a short note on formal organization.

Or

(b) State the advantages of training.

14. (a) What is the difference between job enrichment and job enlargement?

Or

- (b) Explain the types of leadership.

15. (a) Explain the essentials of effective budgeting system.

Or

- (b) Discuss the non-budgetary control techniques.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss the evaluation of management.

Or

- (b) Briefly examine the contribution of F.W. Taylor.

17. (a) Discuss the steps involved in planning process.

Or

- (b) Explain the problem in decision making.

18. (a) Explain the various types of organization.

Or

(b) Explain the method of departmentalization.

19. (a) Discuss the foundations of individual behaviour.

Or

(b) Discuss the various kinds of motivations.

20. (a) Explain the various steps involved in control process.

Or

(b) Explain the factors affecting productivity.

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(8 pages)

Reg. No. : .....

**Code No. : 10409 E      Sub. Code : AMBA 31**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Third Semester

Business Administration – Core

FINANCIAL ACCOUNTING

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Debtors account is a \_\_\_\_\_  
(a) personal account    (b) real account  
(c) nominal account    (d) cash account
  
2. Cash account opening balance will appear in \_\_\_\_\_  
(a) credit                      (b) outside  
(c) debit                        (d) inside

3. Trial balance is prepared to find out the
  - (a) profit or loss
  - (b) financial position
  - (c) arithmetical accuracy of the accounts
  - (d) competitive strength
  
4. Trading account is prepared to find out
  - (a) gross profit or loss
  - (b) net profit or loss
  - (c) financial position
  - (d) competitive position
  
5. The main objective of providing depreciation is
  - (a) to calculate true profit
  - (b) to calculate financial position
  - (c) to calculate tax burden
  - (d) to reduce profit
  
6. Under the diminishing balance method depreciation is calculated on \_\_\_\_\_.
  - (a) original value
  - (b) written down value
  - (c) scrap value
  - (d) market value
  
7. Non trading organisations
  - (a) Exist for the welfare of society
  - (b) Are set up as charity institutions
  - (c) Do not have profit motive
  - (d) All of the above

8. Limitations of receipts and payment account
- (a) It is not able to find surplus and deficit of the organizations
  - (b) It does not account income and expenses on accrual basis
  - (c) It does not differentiate capital and revenue receipts and payments
  - (d) All of the above
9. IFRS are developed by the
- (a) European Union
  - (b) Financial Accounting Standards Board
  - (c) International Accounting Standards Board
  - (d) International Monetary Fund
10. Expand ICAI
- (a) The Institute of Cost Accountants of India
  - (b) The Institute of Cost Analysts of India
  - (c) The Institute of Chief Accountants of India
  - (d) The Institute of Chartered Accountants of India

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 nature of financial accounting.
- Or
- (b) Discuss the limitations of financial accounting.



12. (a) How will you prepare trial balance?

Or

(b) Prepare Trading Account of Mr. Raju for the year ending 31<sup>st</sup> March 2020.

	Rs.
Stock of good on 1.4.2010	25,000
Stock of good on 31.3.2008	47,500
Purchase - Cash	1,19,500
Sales - Cash	1,66,000
Returns to Suppliers	2,500
Returns by customers	2,500

13. (a) A company purchased Machinery for Rs.1,00,000. Its installation costs amounted to Rs.10,000. It's estimated life is 5 years and the scrap value is Rs.5,000. Calculate the amount of depreciation.

Or

(b) What are merits and demerits of written down value method?

14. (a) Briefly explain the steps in the preparation of Receipt and Payment Account.

Or

(b) Discuss the procedure adopted to prepare the Balance Sheet for non trading organisation.

15. (a) Briefly explain the benefits of Indian accounting standards.

Or

- (b) Describe the need for convergence towards Global Standards.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Elucidate the principles of accounting

Or

- (b) Enter the following transactions in the cash book with discount cash and bank columns and show the balance.

- 1-1-2001 Cash in hand Rs.250 and at bank Rs.10,650.  
1-1-2001 Sold goods for cash and banked the proceeds Rs.5,700  
2-1-2001 Received a cheque from Govind for Rs.775 in full settlement of his account for Rs.790.  
3-1-2001 Sent Govind's cheque to bank for collection.  
6-1-2001 Bought goods and paid by cheque Rs.5,000.  
10-1-2001 Paid rent for the month of November by cheque Rs.500  
15-1-2001 Received a cheque for commission earned from Mr. Kalidas of Dharwar and sent the same to bank for collection Rs.600.  
20-1-2001 Bought postage stamp Rs.50.

17. (a) What is trading account? What are its uses?

Or

(b) From the following balances are extracted from the books of M/s. Aditya and Co. on 31<sup>st</sup> December 2013. Prepare a Trading and Profit and Loss a/c for the year ended and a balance sheet as at that date:

Particulars	Debit Rs.	Particulars	Credit Rs.
Carriage outwards	580	Capital	7,160
Commission	320	Creditors	7,860
Carriage inwards	320	Commission	160
Wages	1,120	Bills Payable	1,200
Purchase	15,600	Sales	20,000
Insurances	440	Returns outwards	200
Rent and taxes	440		
Cash at Bank	1,900		
Returns inwards	520		
Stationery	180		
Interest on capital	280		
Stock on 1 <sup>st</sup> Jan 2003	400		
Bills receivable	1,800		
Sundry debtors	12,000		
Trade expenses	80		
Office furniture	400		
Cash in hand	200		
Total	<u>36,580</u>	Total	<u>36,580</u>

18. (a) Discuss the causes and importance of depreciation.

Or

- (b) Raj and Co. purchased a fixed asset on 1.4.2000 for Rs.2,50,000. Depreciation is to be provided @10% annually according to the Straight line method. The books are closed on 31<sup>st</sup> March every year. Pass the necessary journal entries, prepare Fixed asset Account and Depreciation Account for the first three years.
19. (a) From the following details prepare Receipts and Payments Account for the Swaraj Club for the year ended December 31,2012 were: Entrance fees Rs.300; Membership fees Rs.3,000; Donation for club pavilion Rs.10,000; foodstuff sales Rs.1,200; Salaries and wages Rs.1,200; Purchase of foodstuff Rs.800; Construction of club pavilion Rs.11,000; General expenses Rs.600; Rent and taxes Rs.400; Bank charges Rs.160.

Cash in hand on January 1<sup>st</sup> \_ Rs.200

Cash in hand on January 1<sup>st</sup> – Rs.200  
Cash in hand on December 31<sup>st</sup> – Rs.350  
Cash in bank on January 1<sup>st</sup> – Rs.400  
Cash in bank on December 31<sup>st</sup> – Rs.590

Or

- (b) Explain the steps in the Preparation of Income and Expenditure Account.

20. (a) Explain the procedure for issuing Indian accounting standards.

Or

(b) Discuss the uses of International Financial Reporting Standards.

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2. Which of the following is/are the key features of organization?
- (a) Social invention      (b) Accomplishing goals  
(c) Group efforts      (d) All of these
3. At the norming stage, the team is involved in defining \_\_\_\_\_
- (a) goals      (b) roles  
(c) relations      (d) all of the above
4. Feature(s) of Maslow's need hierarchy theory is (are)
- (a) Theory of human motives  
(b) Classifies basic human needs in a hierarchy  
(c) Theory of human motivation  
(d) All of the above
5. " \_\_\_\_\_ are social inventions for accomplishing goals through group effort".
- (a) Management      (b) Organization  
(c) Leadership      (d) Behavior
6. The group formed by an organization to accomplish narrow range of purposes within a specified time
- (a) formal group      (b) task group  
(c) interest group      (d) functional group

7. Organizational culture includes
- (a) organizational rituals and ceremonies
  - (b) norms shared by the teams
  - (c) commonly used language
  - (d) all of the above
8. Culture \_\_\_\_\_ are words, gestures and pictures or other physical objects that carry a particular meaning with the culture.
- (a) Symbols
  - (b) Logos
  - (c) Both (a) and (b)
  - (d) None of the above
9. OD process is based on \_\_\_\_\_ which begins with a known problem.
- (a) Action research model
  - (b) Lewin's model
  - (c) Larry Griener's model
  - (d) Leavitt's model
10. Some of the major benefits of the OD interventions are
- (a) Improved job satisfaction, improved productivity, improved team work
  - (b) Improved culture only
  - (c) Improved climate only
  - (d) Improved behaviour only



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 goals of organizational?

Or

(b) What forms the basis for OB structure?

12. (a) Differentiate learned and inherited characteristics.

Or

(b) Name any three learning theories.

13. (a) What are the characteristics of type A personality?

Or

(b) What do you mean by group dynamics? Explain.

14. (a) What is organizational culture? Briefly explain.

Or

(b) Why is organizational culture powerful?

15. (a) Give meaning and importance of organizational development intervention.

Or

- (b) What is the Burke-Litwin model of organizational performance and change?

PART C — (5 × 8 = 40 marks)

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

16. (a) Why should every manager study the discipline of OB?

Or

- (b) Can you briefly tell three important characteristics of OB?

17. (a) Briefly write on the contributions of Taylor and Elton Mayo for OB.

Or

- (b) How does the personality affect the behavior of the person, how do you apply personality concept in organization?

18. (a) Compare and contrast the different types of organization.

Or

- (b) Light up the influence of both formal and informal groups in an organization.

19. (a) "In any organization, it is very vital to create and sustain the culture" - Substantiate the statement.

Or

- (b) Explain the various types of organizational cultures with examples.

20. (a) What is action research in organizational development?

Or

- (b) What are the four categories of OD intervention? Describe any one intervention and the merits and demerits with reference to an organization. Briefly describe the organization you are referring to.
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Reg. No. : .....

**Code No. : 10411 E      Sub. Code : AMBA 33**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Third Semester

Business Administration – Core

**BUSINESS MATHEMATICS**

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The points (2, 2), (3, 3) and (5, 5) lie on a line defined by the equation \_\_\_\_\_.

(a)  $x + y = 0$

(b)  $y = 2x$

(c)  $y = 3x$

(d)  $x - y = 0$

2. Find the slope of the line defined by  $y - x = 5$
- (a) 1                                      (b)  $\frac{1}{4}$   
(c)  $-1/2$                                 (d)  $5 + x$
3. If  $X = \{1, 2, 3, 4, 5\}$  and  $Y = \{2, 4, 5, 6, 8\}$  then  $Y - X$  equals to
- (a)  $\{4, 5\}$                                 (b)  $\{1, 6\}$   
(c)  $\{6, 8\}$                                 (d)  $\{1, 3\}$
4. If  $A = \{1, 2, 3, 4\}$  and  $B = \{4, 5, 6, 7\}$  then  $A \cup B$  should be
- (a)  $\{2, 3, 4, 5, 6, 7\}$                     (b)  $\{1, 2, 3, 4, 5, 6, 7\}$   
(c)  $\{4\}$                                       (d)  $\{1, 2, 3, 5, 6, 7\}$
5. If  $y = 2/x^3$  then  $dy/dx =$
- (a)  $2/3$                                       (b)  $-6/x^{-4}$   
(c)  $2x$                                         (d)  $3x^2$
6. If  $y = \frac{x^5 + x^2 + x}{x^2}$ , then  $dy/dx =$
- (a)  $6x + x^2$                                 (b)  $6x + 3x^2$   
(c)  $3x^2 - 1/x^2$                               (d)  $7x^6 + 3/2x^{1/2}$

7. If  $y = x^4 + 3x^2 + 6x - 2$ , then  $d^2y/dx^2 =$
- (a)  $3(6x^2 + 1)$                       (b)  $6(2x^2 + 1)$
- (c)  $4(2x^2 + 1)$                       (d)  $2(2x^2 + 1)$
8. If the total cost 'C' for making  $x$  units of a product is  $C = 150 + 5x + 0.01x^2$ , find the total cost of making 101 units.
- (a) 750                                      (b) 700
- (c) 757.01                                  (d) 707.01
9. If A and B are square matrices then  $(AB)'$  =
- (a)  $B' A'$                                   (b)  $A'B$
- (c)  $AB'$                                     (d)  $A'B'$
10. If  $\begin{vmatrix} x & 3 \\ 8 & 3 \end{vmatrix} = 0$ , then value of  $x$  is
- (a) 3    (b) 8
- (c) 24                                         (d) 0

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) If a taxi fare ( $y$ ) is Rs. 2 minimum plus 75 paise per kilometer, write the equation connecting the fare and the kilometers travelled ( $x$ ).

Or

- (b) Find the equation of the straight line which rates intercepts  $a$  and  $3a$  in the co-ordinate axes and passes through the point  $(3, -4)$ .

12. (a) Construct the profit function 'p' which is equal to  $R - C$ , where  $R$  and  $C$  are the revenue and cost functions  $R = pq$   $C = u + vq$ ,  
 $q = a - bp$

Or

- (b) Find  $A \times B$  :
- (i) If  $A = \{1, 2, 3\}$  and  $B = \{2, 4\}$
- (ii) If  $A = (a, b, c)$  and  $B = \{x, y, z\}$ .

13. (a) Find the differential co-efficients of the following :

(i)  $\frac{x^3 - x^2 - x}{\sqrt{x}}$

(ii)  $\frac{x^5 + x^2 + x}{x^2}$ .

Or

- (b) Let  $y = 3x - 6$ . Find :

(i) The elasticity

(ii) The elasticity if  $x = 8$ .

14. (a) Evaluate :

(i)  $\int \left( x + \frac{1}{x} \right) dx$

(ii)  $\int \frac{2x - 3}{6x^2} dx$ .

Or

- (b) Investigate the maxima and minima for following :

(i)  $y = x^3 - 3x + 1$

(ii)  $y = x \log x$ .



15. (a) Find the inverse of :

(i)  $\begin{bmatrix} 2 & -3 \\ 4 & -6 \end{bmatrix}$

(ii)  $\begin{bmatrix} 0 & 1 \\ 1 & 6 \end{bmatrix}$ .

Or

(b) If  $A = \begin{bmatrix} 1 & -3 & 2 \\ 2 & 1 & -3 \\ 4 & -3 & 1 \end{bmatrix}$   $B = \begin{bmatrix} 1 & 4 & 1 & 0 \\ 2 & 1 & 1 & 1 \\ 1 & -2 & 1 & 2 \end{bmatrix}$

$C = \begin{bmatrix} 2 & 1 & -1 & -2 \\ 3 & -2 & -1 & -1 \\ 2 & 5 & -1 & 0 \end{bmatrix}$  Find AB and AC.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) A company estimates that when its sales is Rs. 60,000 its variable expense will be Rs. 30,000 for a fixed expense of Rs. 10,000. Find the break-even point what is the profit when the sales is Rs. 50,000.

Or

(b) The total factory cost ( $y$ ) of making  $x$  units of a product is given by  $y = 5x + 300$ , and 75 units are made. Find :

- (i) The fixed cost
- (ii) The variable cost
- (iii) The total cost
- (iv) The variable cost per unit
- (v) Average cost per unit and
- (vi) The marginal cost.

17. (a) In a survey of 1000 customers the number of people that buy the various goods of coffee seeds were found to be as follows :

A Grade only – 180, A grade but not B grade – 230

A grade and C grade – 80, A grade – 260

C grade – 480, C and B grade – 80, None of the these grades – 240

- (i) How many buy B grade coffee seeds?
- (ii) How many buy C grade, if and only if they do not buy B grade and
- (iii) How many buy the C and B grades but not the A grade?

Or

- (b) A firm employs  $x$  machine operators at an hourly wage rate of Rs. 2 and  $y$  supervisors at an hourly wage rate of Rs. 3. If  $w$  is total hourly wage rate. Find the functional relationship between  $x$ ,  $y$  and  $w$ .

18. (a) (i) Find the elasticity of the demand function

$$p = f(q) = -2q^2 + 18 \text{ for } q = 1, 2$$

- (ii) Show that the elasticity of demand function  $p = f(q) = \frac{100}{q}$  is unity for every value of  $q$ .

Or

(b) Differentiate with respect to  $x$

(i)  $y = \frac{1}{(7 - 3x - x^2)^2}$

(ii)  $y = \log\left(\frac{6 + 7x}{7 + 8x^2}\right)$

(iii)  $y = x^2 e^{-2x}$ .

19. (a) Explain :

- (i) Advertising Badge F model and
- (ii) Simple inventory model.

Or

(b) A manufacturer can sell  $x$  items per month at a price of  $p = 300 - 2x$  rupees. Producing  $x$  units costs the manufacturer  $y$  rupees where  $y = 20x + 1000$ . How much production will yield maximum profits?

20. (a) Solve :

$$4x + 2y + 3z = 35$$

$$x + 3y + 2z = 45$$

$$2x + y + 5z = 28$$

Or

(b) Find the Rank of :

$$\begin{bmatrix} 1 & -2 & 0 & 1 \\ 2 & -1 & 1 & 0 \\ 3 & -3 & 1 & 1 \\ -1 & -1 & -1 & 1 \end{bmatrix}$$

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Reg. No. : .....

**Code No. : 10412 E      Sub. Code : AMBA 34**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Third Semester

Business Administration – Core

INTERNATIONAL BUSINESS MANAGEMENT

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which is the application of knowledge in redefines the boundaries of global business?  
(a) Cultural Values      (b) Society  
(c) Economy              (d) Technology

2. Capitalist, communist and mixed are the type of \_\_\_\_\_
- (a) Cultural attitudes
  - (b) Social system
  - (c) Economic system
  - (d) Political system
3. A growing economic interdependence among countries, as reflected in the increased cross-border flow of \_\_\_\_\_.
- (a) Goods and services
  - (b) World economy
  - (c) Capital
  - (d) Both (a) and (b)
4. The non-tariff barriers are
- (a) Product standards
  - (b) Proliferation
  - (c) Product adaptation
  - (d) Both (a) and (b)
5. A financial services deal covering more than 95% of trade in banking and \_\_\_\_\_.
- (a) Insurance
  - (b) Securities
  - (c) Financial Information
  - (d) All of the above

6. Which payment method most often used in International Trade which offers the exporter best assurance of being paid for the products sold internationally?
- (a) Letter of Credit      (b) Bill of Lading  
(c) Open Account      (d) Drafts
7. IMF stands for
- (a) International Monetary Fund  
(b) International Management Foundation  
(c) Indian Monetary Fund  
(d) Indian Management Foundation
8. Ultimately \_\_\_\_\_ was replaced by the \_\_\_\_\_ on 1<sup>st</sup> jan 1995.
- (a) GATT, WTO      (b) WTO, GATT  
(c) GATS, WTO      (d) IMF, GATT
9. Bretton Woods conference led to the formation of \_\_\_\_\_.
- (a) World Trade Organization  
(b) United Nations Organization  
(c) International monetary fund  
(d) General Agreement on Trade and Tariffs



10. Comparative Cost Trade Theory is given by
- (a) Heckscher Ohlin
  - (b) David Ricardo
  - (c) Gottfried Haberler
  - (d) Adam Smith

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What is mean by international business? Explain that differentiate international business from domestic business.

Or

- (b) What is market? Explain modes of entering in potential market.

12. (a) Enumerate the significance of 'trade blocs' of international business.

Or

- (b) Elicit the impact of 'Bilateral and multilateral Trade law' on 'globalization of business'.

13. (a) Analyse the nature of international business environment with examples.

Or

- (b) What do you understand 'export finance'? Explain the features of export finance.

14. (a) Explain the Scope of global business.

Or

- (b) State and explain the types of 'non traffic barriers'.

15. (a) Briefly describe the 'Dispute settlement Procedure' under world trade organization.

Or

- (b) Describe the sources of finance for international business.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Write an essay on the economic, legal and political environment of international business.

Or

- (b) Write an essay on the political risk and global business.

17. (a) Explain in detail about 'Foreign Direct Investments' and various measures that are taken by India Government for promoting FDI.

Or

- (b) Problems and Solutions of Export Promotion Measures in India – Discuss.

18. (a) Analyze the important highlight of 'EXIM' policy in India and in what extent, the objectives of the policy have been achieved?

Or

- (b) Explain the trend of international business environmental in India.

19. (a) Examine the steps involved to upgrade domestic business into international business.

Or

- (b) Write a note on any two financial institutions. Discuss its merits and demerits.

20. (a) Explain the role of bargaining power in managing negotiations in international business.

Or

(b) Critically analyze the determinants of international investment decisions. What different strategies could a firm follow in this respect?

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Reg. No. : .....

**Code No. : 10413 E      Sub. Code : AMBA 41**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fourth Semester

Business Administration – Core

**COST AND MANAGEMENT ACCOUNTING**

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Overhead cost is the total of
  - (a) all indirect costs
  - (b) all direct costs
  - (c) all direct and indirect costs
  - (d) all specified cost

2. Which one of the following is not considered for preparation of cost sheet?
- (a) Factory cost
  - (b) Goodwill written off
  - (c) Selling cost
  - (d) Labour cost
3. Margin of Safety is the difference between
- (a) planned sales and planned profit
  - (b) actual sales and break-even sales
  - (c) planned sales and actual sales
  - (d) planned sales and planned expenses
4. Break - even point occurs at 40% of total capacity, margin of safety will be \_\_\_\_\_
- (a) 40%
  - (b) 60%
  - (c) 70%
  - (d) 20%
5. Return on investment is a \_\_\_\_\_
- (a) turnover ratio
  - (b) long term solvency ratio
  - (c) short term solvency ratio
  - (d) profitability ratio

6. Inventory or stock turnover ratio is also called\_\_\_\_\_
- (a) stock velocity ratio
  - (b) debtors velocity ratio
  - (c) creditors velocity ratio
  - (d) working capital turnover ratio
7. Increase in working capital is \_\_\_\_\_
- (a) Source of funds
  - (b) Loss from operation
  - (c) Application of funds
  - (d) Funds from operation
8. In the context of Cash Flow Statement, the term “Fund” refers to
- (a) Working capital
  - (b) Cash and cash equivalents
  - (c) Total Resources
  - (d) Marginal Resources

9. The budget which usually takes the form of budgeted profit and loss account and balance sheet is known as
- (a) Flexible budget
  - (b) Master budget
  - (c) Cash budget
  - (d) Purchase budget
10. One of the most important tools in cost planning is
- (a) direct cost
  - (b) indirect cost
  - (c) cost sheet
  - (d) managerial costing

PART B — (5 × 5 = 25 marks)

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

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

Or

- (b) What is cost sheet? Explain.



12. (a) A company estimates that next year it will earn a profit of Rs.50,000. The budgeted fixed costs and sales are Rs.2,50,000 and Rs.9,93,000 respectively. Find out the break-even point for the company.

Or

- (b) The standard time and rate for unit, component "Z" are given below:

Standard hours per unit 15

Standard rate Rs. 4 per hour

The actual data and related information are as under:

Planned production 1,200 units

Actual production 1,000 units

Actual hours 15,300 hours

Actual rate 3.90 per hours

Calculate Labour Cost Variance

13. (a) From the following balance sheet of a company, you are required to prepare a common size Balance Sheet

Liabilities	Rs.	Assets	Rs.
Share Capital	1,31,6000	Cash	54,000
Fixed liabilities	4,50,000	Debtors	4,40,000
Sundry creditors	84,000	Stock	2,00,000
Other liabilities	1,56,000	Prepaid expenses	22,000
		Bills receivables	20,000
		Fixed Assets	12,70,000
	<u>20,06,000</u>		<u>20,06,000</u>

Or

- (b) From the following balance sheet of Aditya Limited calculate current ratio and liquid ratio

	Rs.		Rs.
Share Capital	30,000	Fixed assets	16,500
Creditors	8,000	Cash	1,000
Bills Payable	2,000	Book debts	6,000
Provision for Tax	3,500	Bills receivables	2,000
		Stock	17,500
		Pre paid expenses	500
	<u>43,500</u>		<u>43,500</u>

14. (a) What is cash flow statement? Explain.

Or

(b) After taking on to consideration the under mentioned items, ABC Limited made a net profit of Rs.1,00,000 for the year ended 31<sup>st</sup> December 2013.

Loss on sale of machinery	10,000
Depreciation on building	4,000
Depreciation on machinery	5,000
preliminary expenses written off	5,000
provision for taxation	10,000
goodwill written off	5,000
Gain on sale of buildings	8,000

Find out cash from operation.

15. (a) What is master budget? Explain.

Or

(b) Briefly explain the uses of budgets.

PART C — (5 × 8 = 40 marks)

Answer any THREE questions,  
choosing either (a) or (b).

16. (a) Discuss the differences between financial accounting and management accounting.

Or

(b) Prepare cost sheet from the following particular in the book of B.

Raw material purchased = Rs. 1, 20,000

Paid freight charges = Rs 10,000

Wages paid to laborers = Rs 35,000

Directly chargeable expenses = Rs 25,000

Factory on cost = 20% of prime cost

General and administrative expenses = 4% of factory cost

Selling and distribution expenses = 5% of production cost

Profit 20% on sales

	Opening Stock	Closing Stock
Raw Material	15,000	20,000
Work in progress	17,500	24,000
Finished goods	20,000	27,500

17. (a) Explain the applications of variance analysis.

Or

(b) From the following details find out (i) Profit Volume Ratio (ii) B.E.P. (iii) Margin of safety.

Sales Rs. 1,00,000

Total cost Rs. 80,000

Fixed cost Rs. 20,000

Net profit Rs. 20,000

18. (a) Explain the techniques of financial statement analysis.

Or

- (b) From the following balance sheet, compute the following ratio
- (i) Current ratio
  - (ii) Liquid ratio
  - (iii) Proprietary ratio
  - (iv) Debt equity ratio
  - (v) Current assets to working capital ratio

Balance Sheet as on 31<sup>st</sup> December 2012

Liabilities	Rs.	Assets	Rs.
Equity share capital	2,00,000	Plant and machinery	2,00,000
10% Preference share capital	1,00,000	Land and building	2,00,000
20% Debentures	1,00,000	Stock	1,50,000
Reserves and Surplus	1,00,000	Debtors	50,000
Loan (long term)	50,000	Cash	1,00,000
Creditors	1,00,000		
Bank overdraft	50,000		
	<hr/>		<hr/>
	7,00,000		7,00,000

19. (a) Explain the steps in preparation of cash flow statement.

Or

- (b) Prepare a Funds Flow statement from the following particulars.

Liabilities	2012	2013	Assets	2012	2013
Share Capital	4,00,000	5,75,000	Plant	75,000	1,00,000
Creditors	1,06,000	70,000	Stocks	1,21,000	1,36,000
Profit and loss account	14,000	31,000	Debtors	1,81,000	1,70,000
			Cash	1,43,000	2,70,000
	<u>5,20,000</u>	<u>6,76,000</u>		<u>5,20,000</u>	<u>6,76,000</u>

20. (a) A company is expecting to have Rs. 25,000 cash in hand on 1st April 2003 and it requires you to prepare an estimate of cash position in respect of three months from April to June 2003, from the information given below:

	Sales	Purchase	Wages	Expenses
	Rs.	Rs.	Rs.	Rs.
February	70,000	40,000	8,000	6,000
March	80,000	50,000	8,000	7,000
April	92,000	52,000	9,000	7,000
May	1,00,000	60,000	10,000	8,000
June	1,20,000	55,000	12,000	9,000

Additional Information:

- (i) Period of credit allowed by suppliers - two months.
- (ii) 25 % of sale is for cash and the period of credit allowed to customer for credit sale one month.
- (iii) Delay in payment of wages and expenses one month.
- (iv) Income Tax Rs. 25,000 is to be paid in June 2003.

Or

- (b) Thomas Engineering Co. Ltd. Manufactures two articles X and Y. Its sales department has three divisions: West, South and East. Preliminary sales budgets for the year ending 31<sup>st</sup> December 2003. Based on the assessments of the divisional executives:

Product X: West 40,000 units: South 1,00,000 units and East 20,000 units

Product Y : West 60,000 units: South 8,00,000 units and East Nil

Sales Price X Rs. 2 and Y Rs. 3 in all areas.

Arrangements are made for the extensive advertising of product X and Y and it is estimated that West division sales will increase by 20,000 units. Arrangements are also made to advertise and distribute product Y in the Eastern area in the second half of 2003 when sales are expected to be 1,00,000 units. Since the estimated sales of the South division represented an unsatisfactory target, it is agreed to increase both the estimates by 10 %.

Prepare a sales budget for the year to 31<sup>st</sup> December 2003.

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(6 pages)

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**Code No. : 10414 E      Sub. Code : AMBA 42**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fourth Semester

Business Administration — Core

MARKETING MANAGEMENT

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The ————— concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.  

(a) production	(b) selling
(c) marketing	(d) holistic marketing

2. Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer's decision process?
- (a) information search
  - (b) purchase
  - (c) evaluation of alternatives
  - (d) post purchase
3. Income, education and occupation are major segmentation variables in which category?
- (a) Geographic                      (b) Behavioral
  - (c) Demographic                    (d) Psychographic
4. Positioning is what a manufacturer does to the \_\_\_\_\_
- (a) product                          (b) media
  - (c) quality                          (d) mind of prospect
5. Products that are relatively inexpensive and are purchased frequently with minimal effort can be classified as \_\_\_\_\_ products.
- (a) specialty                        (b) convenience
  - (c) unsought                        (d) augmented

6. \_\_\_\_\_ refers to the information a consumer has stored in their memory about a product or service.
- (a) cognitive dissonance
  - (b) product knowledge
  - (c) product research
  - (d) marketing research
7. Which of the following is also referred to as mark-up pricing?
- (a) Cost price                      (b) Cost plus pricing
  - (c) Marginal pricing              (d) Discount pricing
8. \_\_\_\_\_ sells to the customers or consumers.
- (a) Wholesaler                      (b) Retailer
  - (c) Broker                              (d) Drop-shipper
9. If the aim of the promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of \_\_\_\_\_ in the promotional mix.
- (a) Personal selling              (b) Advertising
  - (c) Sales promotion              (d) Publicity

10. The promotion "P" of marketing is also known as \_\_\_\_\_
- (a) product differentiation
  - (b) distribution
  - (c) cost
  - (d) marketing communication

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 marketing.
- Or
- (b) What are the elements of buying?
12. (a) What are the characteristics of niche marketing?
- Or
- (b) Mention the most common position errors that should be avoided.
13. (a) What are the attributes added to a product in order to differentiate it from its competitor?
- Or
- (b) State the different types of brands.

14. (a) Explain the basic policies recognized for pricing.

Or

- (b) List out the services rendered by a retailer.

15. (a) Explain the basic purpose of sales promotion.

Or

- (b) What are the quantitative objectives of personal selling?

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 benefits of holistic marketing.

Or

- (b) Discuss the factors that influence consumer behaviour.

17. (a) Describe the various strategic options of marketing identified by market segmentation.

Or

- (b) Explain the different approaches to positioning of a product.

18. (a) Discuss the factors that influence a change in product mix.

Or

- (b) State the advantages of product life cycle.

19. (a) Explain the different kinds of pricing.

Or

- (b) Describe the factors that affect the choice of distribution channel.

20. (a) Discuss the objectives of advertising.

Or

- (b) Explain the different types of word of mouth marketing.
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(7 pages)

Reg. No. : .....

**Code No. : 10415 E      Sub. Code : AMBA 43**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fourth Semester

Business Administration – Core

HUMAN RESOURCE MANAGEMENT

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. As a \_\_\_\_\_ the HR manager settles the disputes between employees and employer.  
(a) Counselor                      (b) Change agent  
(c) Spokesman                      (d) Mediator

2. Which one of the following is an essential quality required by a HR manager?
- (a) Discriminating skill (b) Controlling skill  
(c) Role of conscience (d) Planning skill
3. Deciding the number and type of human resources is known as \_\_\_\_\_.
- (a) HRM (b) HRP  
(c) HRD (d) HCM
4. A written statement of qualification, traits, physical and mental characteristics that an individual should possess to perform a job refers to \_\_\_\_\_.
- (a) Job design (b) Job description  
(c) Job specification (d) Job supervision
5. The upward movement of an employee in the organizational hierarchy with greater responsibility, authority and status with out any increase in salary is known as \_\_\_\_\_.
- (a) Demotion (b) Up-gradation  
(c) Vertical promotion (d) Dry promotion



6. Transferring of executives from one job to another to another and from department to department in a systematic manner is called as \_\_\_\_\_.
- (a) Multiple management
  - (b) Job rotation
  - (c) Coaching
  - (d) Training
7. The internal reward that an employee achieves from completing their tasks or projects successfully refers to \_\_\_\_\_.
- (a) Intrinsic reward      (b) Extrinsic reward
  - (c) Fringe benefit      (d) Incentive
8. Which of the following ways contribute towards improving quality of work?
- (a) Quality circles
  - (b) Management by objectives
  - (c) Suggestion system
  - (d) All of the above

9. The process of negotiating between management and workers respected by their representatives for determining mutual agreement on the conditions of work is known as \_\_\_\_\_.
- (a) Collective bargaining
  - (b) WPM
  - (c) QWL
  - (d) WLB
10. Any differences of opinion between employers and employees or between employees and workmen is known as \_\_\_\_\_.
- (a) Grievance
  - (b) Industrial dispute
  - (c) Punishment
  - (d) Demotion

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 fundamental principles of HRM.

Or

- (b) State the significance of HRM.

12. (a) What are the steps involved in the process of human resource planning?

Or

(b) Explain the various external sources in modern method of recruitment.

13. (a) Discuss the various off-the-job methods of training.

Or

(b) What are the problems faced with promotion?

14. (a) What are the different types of compensation?

Or

(b) How do you classify incentive scheme?

15. (a) What are the prerequisites of a Grievance procedure?

Or

(b) Explain the various aspects of discipline.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the various functions of Human Resource Management.

Or

- (b) What are the qualities required by a HR manager? Describe.

17. (a) Discuss the characteristics of a good job description.

Or

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

18. (a) Explain the objectives of performance appraisal.

Or

- (b) State the various reasons for career planning.

19. (a) Discuss the major reasons for job stress.

Or

- (b) Mention the causes of workplace violence.

20. (a) Describe the different types of punishments.

Or

(b) Explain the functions of collective bargaining.

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(6 pages)

Reg. No. : .....

**Code No. : 10416 E      Sub. Code : AMBA 44**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fourth Semester

Business Administration – Core

PRODUCTION AND OPERATION MANAGEMENT

(For those who joined in July 2020 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 are not the characteristics of Operations?
  - (a) Fixed out put capacity
  - (b) Continuous improvement
  - (c) Customer Needs
  - (d) Customer feedback

2. In \_\_\_\_\_ type of production system, products are produced for stocks not for orders.
- (a) Intermittent            (b) Job  
(c) Continuous            (d) Batch
3. Fixed position layout would be most appropriate in which of the following cases?
- (a) Fast food restaurant  
(b) Gourmet restaurant  
(c) Doctor's office  
(d) Construction of bridge
4. Which of the following is an external factor of location facilities?
- (a) Technology            (b) Capacity  
(c) Economic            (d) Financial position
5. Which scheduling technique should be employed when due date are important for a job order?
- (a) Master Scheduling  
(b) Backward Scheduling  
(c) Forward Scheduling  
(d) Loading

6. The typical time horizon for aggregate planning is \_\_\_\_\_.
- (a) 3-18 months            (b) Less than a month  
(c) Up to 3 months        (d) Over 1 year
7. Methods study is concerned with the reduction of unproductive \_\_\_\_\_ element.
- (a) Micro motion            (b) Time  
(c) Work                      (d) Fatigue
8. Time based maintenance consists of periodical \_\_\_\_\_.
- (a) Monitoring              (b) Servicing  
(c) Scheduling              (d) Repairing
9. The major strength of MRP is its capability \_\_\_\_\_.
- (a) To minimize labour hours used in production  
(b) For timely and accurate re-planning  
(c) To maximize production throughout  
(d) To reduce lead times



10. Which of the following does not deal with the aspects of material management?
- (a) Codification of material
  - (b) Store management
  - (c) Materials handling
  - (d) Material Requirement planning

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 scope of production management.

Or

- (b) Explain the advantages of continuous production system.

12. (a) State the reasons for the relocation of an existing plant.

Or

- (b) What are the disadvantages of product layout?

13. (a) Explain the different types of capacity.

Or

- (b) Describe the functions involved in production control.

14. (a) What are the major components of work study?

Or

- (b) Explain the various areas of maintenance.

15. (a) Mention the functional areas of materials management.

Or

- (b) What are the benefits of JIT inventory?

PART C — (5 × 8 = 40 marks)

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

16. (a) Describe the relationship between Production and Marketing functions.

Or

- (b) Explain the characteristics of Intermittent production.

17. (a) Discuss the factors governing plant location according to Weber's theory of industrial location.

Or

- (b) State the characteristics of an efficient layout.

18. (a) Discuss the objectives of PPC.

Or

(b) Describe the techniques used for aggregate planning.

19. (a) Discuss the procedure for method study.

Or

(b) Describe the various losses caused due to breakdown.

20. (a) Explain the procedural steps involved in MRP.

Or

(b) Discuss the various applications of ABC analysis.

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Reg. No. : .....

**Code No. : 10417 E      Sub. Code : AMBA 51**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fifth Semester

Business Administration - Core

FINANCIAL MANAGEMENT

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Basic objective of financial Management is
  - (a) Maximisation of profits
  - (b) Maximisation of shareholders wealth
  - (c) Ensuring financial discipline in the organization
  - (d) None of these

2. In time value of money, nominal rate is \_\_\_\_\_.
- (a) Not shown on timeline
  - (b) Multiplied on timeline
  - (c) Shown on timeline
  - (d) Dividend on timeline
3. The \_\_\_\_\_ is the minimum required rate of return that will maintain the value of a firm's equity shares.
- (a) Capital structure      (b) Cost of capital
  - (c) Leverage              (d) Equity share
4. Overall cost of capital can be denoted as \_\_\_\_\_.
- (a) Weighted Average Cost of Capital
  - (b) Composite Cost of Capital
  - (c) Both (a) and (b)
  - (d) Cost of equity
5. Depreciation is included in costs in case of \_\_\_\_\_.
- (a) Pay-back method
  - (b) Accounting rate of return method
  - (c) Net Present value method
  - (d) Profitability Index method

6. While evaluating capital investment proposals, the time value of money is considered in case of \_\_\_\_\_.
- (a) Discounted cash flow method
  - (b) Non-discounted cash flow method
  - (c) Net Present value method
  - (d) IRR method
7. According to the \_\_\_\_\_ model, the dividend decision is irrelevant.
- (a) MM
  - (b) Walter
  - (c) Gordon
  - (d) XY
8. In retention growth model, payout ratio is subtracted from one to calculate \_\_\_\_\_.
- (a) Present value ratio
  - (b) Future value ratio
  - (c) Retention ratio
  - (d) Growth ratio
9. The rate of return on investment \_\_\_\_\_ with the shortage of working capital.
- (a) Falls
  - (b) Constant
  - (c) Going
  - (d) Change

10. Receivables management deals with \_\_\_\_\_.
- (a) Receipts of raw materials
  - (b) Creditors management
  - (c) Debtors collection
  - (d) Inventory management

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Examine the Nature of Financial Management.

Or

- (b) Explain the Time value of Money.

12. (a) A Company issues Rs. 10,00,000 10% redeemable debentures at a discount of 5%. The costs of floatation amount to Rs. 30,000. The debentures are redeemable after 5 years. Calculate before tax and after tax cost of debt assuming a tax rate of 50%.

Or

- (b) A company has earnings before interest and taxes of Rs. 1,00,000. It expects a return on its investment at a rate of 12.5%. You are required to find out the total value of the firm according to the MM theory.

13. (a) There are two projects X and Y. Each project requires an investment of Rs. 20,000. You are required to rank these projects according to the pay-back period from the following :

Years	Project X	Project Y
1	1,000	2,000
2	2,000	4,000
3	4,000	6,000
4	5,000	8,000
5	8,000	—

Or

- (b) A project requires an investment of Rs. 5,00,000 and has a scrap value of Rs. 20,000 after five years. It is expected to yield profits after depreciation and taxes during the five years amounting to Rs. 40,000, Rs. 60,000, Rs. 70,000, Rs. 50,000 and Rs. 20,000. Calculate the ARR on the investment.



14. (a) Discuss Walter model of share valuation vis-à-vis dividend policy.

Or

- (b) The earnings per share of Nadal Ltd. are Rs.15 and the rate of capitalization applicable to the company is 12%. The productivity of earnings  $\otimes$  is 12%. Compute the market value of the company's share if the payout is

- (i) 20% and  
(ii) 50%.

15. (a) Explain the different types of working capital.

Or

- (b) From the following particulars calculate the economic order quantity (EOQ) :

Annual usage – 4,000 units

Cost of material per unit – Rs. 20

Cost of placing and  
receiving one order – Rs. 40

Annual Carrying cost of  
one unit – 10% of inventory  
value

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Describe the objectives of financial management in detail.

Or

- (b) Discuss about the concept of Time value of Money.

17. (a) A firm has the following capital structure and after tax costs for the different sources of funds used :

Sources	Amount	Proportion	After tax cost
Debt	Rs. 15,00,000	25%	5%
Preference capital	Rs. 12,00,000	20%	10%
Equity capital	Rs. 18,00,000	30%	12%
Retained earnings	Rs. 15,00,000	25%	11%
	<hr/>		
	60,00,000	100	

You are required to compute the Weighted Average Cost of Capital.

Or

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

18. (a) A company has an investment opportunity costing Rs. 40,000 with the following expected net cash flow after taxes and before depreciation.

Year	Net Cash flow Rs.
1	7,000
2	7,000
3	7,000
4	7,000
5	7,000
6	8,000
7	10,000

Year	Net Cash flow Rs.
8	15,000
9	10,000
10	4,000

Using 10% as the cost of capital determine the following Net Present value at 10% discount factor.

Or

(b) Explain the importance of Capital Budgeting.

19. (a) The earnings per share of company are Rs. 8 and the rate of capitalization applicable to the company is 10%. The company has before it an option of adopting a payout ratio of 25%. Using walter model formula of dividend payout, compute the market value of the company share if the productivity of retained earnings is
- (i) 15%
  - (ii) 10% and
  - (iii) 5%.

Or

(b) Discuss the different types of dividend policy.

20. (a) Briefly explain the Determinants of Working Capital.

Or

(b) Write an essay about the various techniques in inventory management.

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(6 pages)

Reg. No. : .....

**Code No. : 10418 E      Sub. Code : AMBA 52**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fifth Semester

Business Administration – Core

ENTREPRENEURSHIP DEVELOPMENT

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Knowledge + Skill + Traits = \_\_\_\_\_.  
(a) Innovation                      (b) Skill  
(c) Competency                      (d) Creativity
  
2. Social attitude is one of the important problems of  
a \_\_\_\_\_ Entrepreneur.  
(a) Drone                              (b) Business  
(c) Women                              (d) Adoptive

3. The MSME Development Act came into force in \_\_\_\_\_.
- (a) 2005                      (b) 2006  
(c) 2010                      (d) 2001
4. \_\_\_\_\_ phase involves assessment as to how far the objectives of EDP are achieved.
- (a) Post - Training        (b) Training  
(c) Pre - Training        (d) All the above
5. \_\_\_\_\_ can be defined as a specifically evolved work plan to achieve a specific objective within a specific period of time.
- (a) Idea generation  
(b) Opportunity Scanning  
(c) Project  
(d) Strategy
6. The main objective of preparing a project report is \_\_\_\_\_.
- (a) to appraise a project and lend  
(b) to anticipate future problems and solve them  
(c) to assess the cost source of finance  
(d) all of the above

7. Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) was set up by Government of India and which of the following bank
- (a) RBI (b) NABARD  
(c) SIDBI (d) MUDRA
8. The MUDRA banks were set up under the \_\_\_\_\_ scheme and it will provide its services to small entrepreneurs outside the services area of regular banks, by using last miles agents.
- (a) Jan-Gana Yojana  
(b) Atalbihari Vitta Yojana  
(c) Pradhan Mantri MUDRA Yojana  
(d) None of these
9. Capital investment subsidy was introduced in \_\_\_\_\_.
- (a) 1973 (b) 1971  
(c) 1972 (d) 1970
10. The initial capital that is required to obtain loans from the financial institutions is called \_\_\_\_\_.
- (a) Seed capital (b) Incentive  
(c) Subsidy (d) None of these



PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Describe the types of Entrepreneurs.

Or

- (b) Explain the difference between Entrepreneur and Manager.

12. (a) Explain the objectives of EDP.

Or

- (b) Write short note on “SIDCO”.

13. (a) Determine the objectives of Business plan.

Or

- (b) Discuss the features of Capital budgeting.

14. (a) What is Venture Capital? Explain its Characteristics.

Or

- (b) Write short notes on “PMRY”.

15. (a) Explain the main causes for Sickness of small business units.

Or

- (b) What are the rehabilitation measures in small business?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What is Entrepreneurship? Distinguish between Entrepreneur and Entrepreneurship.

Or

- (b) Discuss the concept of Entrepreneurship.

17. (a) Discuss the various phases of EDP.

Or

- (b) Explain the functions of DIC.

18. (a) Elaborate the different sources of product for business ideas.

Or

- (b) Describe the contents of a Project report.

19. (a) Distinguish between Angel investors and venture capitalists.

Or

- (b) Explain the need for institutional support to small industries.

20. (a) Identify the five steps to effective monitoring and evaluation of small business.

Or

- (b) Case study :

Shella has a degree in robotics and she loves to design products. She started her career in robotics which uses high end technology in all her products. Her job profile included travelling a lot also. Whenever she travelled she noticed that disabled people have difficulty in maneuvering their wheelchair from one place to another because in some places ramp is not provided and there is no way they can walk up the stairs. She came up with an idea of a wheelchair which can be used on stairs easily. She decided to quit her job and start her own company. She realized that her idea was the first stage in the process of innovation.

Identify the concept and explain the steps in its process.

(6 pages)

Reg. No. : .....

**Code No. : 10419 E      Sub. Code : AMBA 53**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fifth Semester

Business Administration – Core

MANAGEMENT INFORMATION SYSTEM

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. To become an effective MIS department must state its \_\_\_\_\_.  
(a) Objective                      (b) Goals  
(c) Mission                        (d) Profit

2. The major drawbacks in decision making by MIS is difficult due \_\_\_\_\_ for business problems.
- (a) Rules                      (b) Structure  
(c) Conditions                (d) Strategy
3. The \_\_\_\_\_ system is used to serve the operational level of an organization.
- (a) Transaction                (b) Information  
(c) Data                        (d) Executive
4. Meaningful set of data are \_\_\_\_\_.
- (a) Data set                    (b) Details  
(c) Information                (d) All the above
5. Decision support system usually \_\_\_\_\_.
- (a) Serve managers interested in Weekly, monthly and yearly results, not day-to-day activities
- (b) Help managers make decisions that are unique, rapidly changing, and not easily specified in advance
- (c) Provide managers with a generalized computing and telecommunications capacity that can be applied to changing array of problems
- (d) Perform and record the daily routine transactions necessary to the conduct of business

6. The human order take can be bypassed when using a(n) \_\_\_\_\_.
- (a) Office automation system
  - (b) Management information
  - (c) Transaction processing system
  - (d) Decision support system
7. \_\_\_\_\_ is the process of recording, classifying and summarizing the financial activities of an organization.
- (a) Planning                      (b) Managerial
  - (c) Accounting                      (d) Diagnosis
8. The \_\_\_\_\_ management consists of recruit, placement and development of employees.
- (a) Marketing                      (b) Finance
  - (c) Payroll                      (d) Human resource
9. Choose the incorrect property of the data warehouse
- (a) Volatile
  - (b) Time variant
  - (c) Subject-oriented
  - (d) Collection from heterogeneous sources

10. CRM is about \_\_\_\_\_.
- (a) Acquiring the right customer
  - (b) Motivating employees
  - (c) Instituting the best processes
  - (d) All of the above

PART B — (5 × 5 = 25 marks)

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

11. (a) How are feedback and control more useful in the system concept?

Or

- (b) Write down the limitations of MIS.

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

Or

- (b) Define : Information. What are the attributes of information? Explain.

13. (a) Compare MIS and DSS.

Or

- (b) Describe the capabilities of executive support system.

14. (a) What are the important functions financial information system?

Or

- (b) Explain various inputs and outputs of marketing information system and their usefulness.

15. (a) What is CRM? Explain the benefits and challenges of CRM.

Or

- (b) Define Artificial intelligence. Explain the various applications of artificial intelligence.

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 structure of MIS based on physical components.

Or

- (b) What are the major levels of management found in an enterprise? Comment briefly on the main functions performed at various levels of management.



17. (a) Discuss the different levels of management.

Or

(b) Explain the process of generation of information.

18. (a) What is an expert system? Explain the benefits of expert system.

Or

(b) Discuss the roles and activities involved in information system.

19. (a) Discuss about the functional areas of human resources.

Or

(b) Explain the security issues relating to information system.

20. (a) What is cloud computing? Explain pros and cons of cloud computing.

Or

(b) What is super beam? Discuss.

(6 pages)

Reg. No. : .....

**Code No. : 10420 E      Sub. Code : AMBA 54**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fifth Semester

Business Administration – Core

INTRODUCTION TO BUSINESS ANALYTICS

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. \_\_\_\_\_ analytics provides insight into the past by describing or summarizing data.
  - (a) Diagnostic
  - (b) Predictive
  - (c) Descriptive
  - (d) Prescriptive

2. \_\_\_\_\_ using facts, metrics and data to guide strategic business decisions that aligns with your goals, objectives and initiatives.
- (a) Decision making process
  - (b) Business analytics
  - (c) Data analysis
  - (d) Data-driven decision-making
3. \_\_\_\_\_ is the process of organizing data into categories that make it easy to retrieve, sort and store for future use.
- (a) Data visualization    (b) Data classification
  - (c) Data quality            (d) Data coding
4. \_\_\_\_\_ is widely used today for protecting data in transit in a variety of applications such as data transfer on the Internet and on cellular phone networks.
- (a) Encryption
  - (b) Data mining
  - (c) Internet Security
  - (d) Architectural security

5. A subset of a sample space and probability is usually calculated with respect to an event is
- (a) Sample space            (b) Random experiment  
(c) Event                      (d) Relative Frequency
6. \_\_\_\_\_ parameter defines the range of the continuous distribution.
- (a) Scale                      (b) Shape  
(c) Location                  (d) Interval
7. LP model is based on the assumptions of \_\_\_\_\_.
- (a) Proportionality        (b) Additivity  
(c) Certainty                (d) All of the above
8. The set of solutions to the problem that satisfies all the constraints is
- (a) Binding constraints  
(b) Non-binding constraint  
(c) Slack variable  
(d) Feasible region
9. The measurement of data, the collection of information, analysis and reporting of Internet data for the purposes of optimizing and understanding web usage is \_\_\_\_\_.
- (a) Big data                    (b) Web analytics  
(c) Social analytics        (d) Data analytics

10. \_\_\_\_\_ is the size of the data that an organization holds.

- (a) Volume
- (b) Velocity
- (c) Variety
- (d) Veracity

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 types of business analytics.

Or

(b) Discuss the steps of data driven decision making.

12. (a) Bring out the importance of Data quality.

Or

(b) Bring out the main part of the Histogram.

13. (a) Discuss the various terminologies in probability theory.

Or

(b) State the properties of Normal Distribution.

14. (a) List some of prescriptive analytics problems.

Or

(b) Explain the steps are used in graphical method.

15. (a) What is the financial analytics? State its importance.

Or

(b) Discuss the need of social media analytics.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Why is Predictive Analytics Important?

Or

(b) Enumerate the framework for data-driven decision making.

17. (a) Discuss the various methods handling the missing data has been developed.

Or

(b) Explain the various charts used in visualization of data.

18. (a) Discuss the three axioms of probability.

Or

(b) Briefly explain various forms of Binomial Distribution.

19. (a) Explain the Linear Programming Problem (Lpp) Terminologies.

Or

(b) Discuss the steps in formulating a problem as Linear Programming Problem (LPP).

20. (a) Discuss the advantages and disadvantages of Marketing Analytics.

Or

(b) Explain the Tools used in big data analytics.

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(6 pages)

Reg. No. : .....

**Code No. : 10421 E      Sub. Code : AEBA 51**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fifth Semester

Business Administration

Major Elective – RETAIL MANAGEMENT

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. \_\_\_\_\_ is the sum of all activities associated with selling services or goods directly to final customers for non-business personal use.
  - (a) Retailing
  - (b) Wholeselling
  - (c) Logistics
  - (d) None of the above



2. The large stores which sell different types of products under one roof in different departments is \_\_\_\_\_.
- (a) Direct selling            (b) Super market  
(c) Chain store                (d) Departmental store
3. A retailer's \_\_\_\_\_ is the key to its ability to attract customers.
- (a) Location                    (b) Promotion system  
(c) Pricing system            (d) Store personnel
4. Supermarket is a kind of \_\_\_\_\_.
- (a) Wholesale                 (b) Distributor  
(c) Dealer                      (d) Retail store
5. For \_\_\_\_\_ retailers a store's physical layout is an important in creating a retail experience.
- (a) Store Based                (b) Non-store based  
(c) Public based               (d) Private based
6. \_\_\_\_\_ refers to the design on an environment through visual communication, lights, colour, scent, etc.,
- (a) Theme  
(b) Visual merchandising  
(c) Planograms  
(d) Atmospherics

7. Supply chain management includes \_\_\_\_\_.
- (a) Transportation      (b) Distribution  
(c) Material handling    (d) All the above
8. \_\_\_\_\_ is a set of actions taken by supply chain partners to plan and communicate tasks to meet customer demand while reducing cost.
- (a) Collection, Planning Forecasting and Replenishment  
(b) Collaborative, Planning, Forecasting and Replenishment  
(c) Collaborative, Planning, Forecasting and Retail  
(d) Coordinative, Planning, Forecasting and Replenishment
9. \_\_\_\_\_ is important to increase the sales of a retail store.
- (a) Promotion              (b) Channels  
(c) Transportation        (d) Machine
10. Any non-paid communication to promote an organization or its products and services in public media is \_\_\_\_\_.
- (a) Sales Promotion      (b) Publicity  
(c) Advertising            (d) Public Relations

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 functions of retailer.

Or

- (b) What are the problems of organized retailing in India?

12. (a) Explain the process of strategic retail planning.

Or

- (b) Discuss about the site selection analysis.

13. (a) What are the influencing factors to retail store layout?

Or

- (b) Write short note on visual merchandising.

14. (a) Narrate the objectives of Supply chain Management.

Or

- (b) Bring out the disadvantages of CPFR.

15. (a) Explain the functions of retail logistics.

Or

(b) Write a comprehensive note on Retail promotion strategies.

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 Indian organize retail market.

Or

(b) Discuss the types of retailing format.

17. (a) Explain the factors influencing retail choice of location.

Or

(b) Discuss the advantages and disadvantages of urban location.

18. (a) Explain the tools used in visual merchandising.

Or

(b) Discuss the principles of logistics in retail.

19. (a) Describe the factors affecting a retail supply chain.

Or

(b) Explain the process of CPFR.

20. (a) Explain about emerging trends in retailing.

Or

(b) Discuss the advantages and disadvantages of online retailing.

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(6 pages)

Reg. No. : .....

**Code No. : 10422 E      Sub. Code : AEBA 52**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fifth Semester

Business Administration – Major Elective

**FINANCIAL SERVICES**

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Functions of financial services exclude \_\_\_\_\_.

- (a) Mobilization of savings
- (b) Allocation of fund
- (c) Specialized services
- (d) Collection of tax

2. Financial service companies exclude \_\_\_\_\_.
- (a) Commercial banks
  - (b) Insurance companies
  - (c) Sole proprietorship
  - (d) Credit rating agencies
3. The term \_\_\_\_\_ refers financial investment in a highly risky and growth oriented venture with the objective of earning a high rate of return.
- (a) Venture Capital
  - (b) Merchant banking
  - (c) Leasing
  - (d) None of these
4. \_\_\_\_\_ capital is provided for early manufacturing and marketing expense.
- (a) Startup capital
  - (b) Seed capital
  - (c) First round financing
  - (d) Second round financing
5. Which of the following is not a fund based financial service?
- (a) Credit rating agencies
  - (b) Venture capital
  - (c) Consumer credit
  - (d) Factoring

6. All merchant bankers must have minimum net worth of \_\_\_\_\_.
- (a) 5 Crore                      (b) 1 Crore  
(c) 10 Crore                      (d) 20 Crore
7. \_\_\_\_\_ includes all asset based financing plans offered to individuals to help them acquire durable consumer goods.
- (a) Trade credit                      (b) Cash credit  
(c) Hire purchase                      (d) Consumer credit
8. Modern activities exclude
- (a) Personal advisory services  
(b) Managing the capital issues  
(c) Assisting mergers and acquisitions  
(d) Capital restructuring
9. Which among the following are the types of mutual funds?
- (a) Equity funds                      (b) Debt funds  
(c) Hybrid funds                      (d) All of the above



10. Which among the following is not a correct statement?
- (a) Hedge funds are not mutual funds
  - (b) Hedge funds can be sold to public
  - (c) Investors in mutual funds must pay various fees and expenses
  - (d) Mutual funds provide economies of scale to investment decisions

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Describe the objectives of financial services.

Or

- (b) List out the constituents of a financial services market.

12. (a) Explain briefly the features of a hire purchase contract.

Or

- (b) Bring down the different types of factoring.

13. (a) Explain the steps in stock trading.

Or

- (b) Briefly explain about the features of credit rating.

14. (a) Mention the significance of Mutual Funds.

Or

(b) Explain the process of securitization.

15. (a) What are the essential qualities of merger and acquisitions analyst?

Or

(b) Mention the common reasons for business failure.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Construct the growth of financial services in India.

Or

(b) Discuss the players of financial markets.

17. (a) Distinguish between factoring and forfeiting.

Or

(b) Define Financial Lease. Explain about the advantages of financial lease.

18. (a) Discuss in detail the various functions performed by merchant banker in India.

Or

- (b) Enumerate the essential functions of the Stock Exchange.

19. (a) Investing Securities through Mutual funds is a better choice than direct investment. Examine the statement.

Or

- (b) Mention the different types of mutual funds.

20. (a) Give in detail conditions laid down by SEBI pertaining to pre-issue obligations.

Or

- (b) Give a brief account of funding of a scheme of merger or takeover through employees stock option scheme.

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(6 pages)

Reg. No. : .....

**Code No. : 10423 E      Sub. Code : AEBA 53**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fifth Semester

Business Administration – Major Elective

TRAINING AND DEVELOPMENT

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The cognitive domain hierarchy of learning starts with
  - (a) Knowledge
  - (b) Receiving
  - (c) Perception
  - (d) Motivation

2. This learning objective “Develop a lesson plan or outline” is, at the highest level, primarily under the \_\_\_\_\_ domain and the \_\_\_\_\_ level.
- (a) Cognitive – synthesis
  - (b) Psychomotor – guided response
  - (c) Cognitive – comprehension
  - (d) Receiving – responding
3. Training is most effective in resolving
- (a) Skill gaps                      (b) Attitudinal problems
  - (c) Poor motivation              (d) Attendance issues
4. Which one of the following is benefit of training?
- (a) Increased productivity
  - (b) Reduced accidents
  - (c) Reduced supervision
  - (d) All of the above
5. Training within the industry scheme imparts training in
- (a) Job instructions              (b) Job rotation
  - (c) Job method                      (d) On job training

6. The following is not a on the job training method
- (a) Understudies
  - (b) Job rotation
  - (c) Management by Objectives
  - (d) Case study method
7. Which item is not an example of an indirect training cost?
- (a) Overtime
  - (b) Increases scrap
  - (c) Room and food charges
  - (d) Low productivity
8. \_\_\_\_\_ is widely used for human relations and leadership training.
- (a) Business games      (b) Role playing
  - (c) Case study method   (d) Job rotation
9. Which of the following is a technique of evaluation?
- (a) Longitudinal or time series analysis
  - (b) Transfer validity
  - (c) Inter organizational validity
  - (d) None of the above

10. Which of these is a hindrance to effective training?
- (a) Career planning workshop
  - (b) Aggregate spending on training is inadequate
  - (c) Mentoring
  - (d) Career counselling

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Mention the challenges fulfilled by training and development.

Or

- (b) Explain the concept of out bound learning method.

12. (a) State any five advantages of training need assessment.

Or

- (b) Bring down the difference between training and development.

13. (a) Give the role of trainer in Group Discussion method.

Or

- (b) List out the merits and demerits of case study method.

14. (a) Briefly explain the constraints in designing training programme.

Or

- (b) Highlight the factors to be considered for developing a training programme.

15. (a) Describe the types of costs associated with training.

Or

- (b) Construct the objectives of evaluation of training.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Elucidate the concept of learning.

Or

- (b) Explain the principles of learning.

17. (a) How is the Indian corporate companies being affected by the current trend of issues related to training and development? Explain.

Or

- (b) Explain the different forms of training.



18. (a) Enumerate the incident method of training.

Or

(b) Describe in detail the various method of assessing training needs.

19. (a) Explain the steps involved in designing training programme.

Or

(b) Explain the concept of desired behavior.

20. (a) Examine the training evaluation criteria.

Or

(b) Illustrate the different types of evaluation instrument.

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(6 pages)

Reg. No. : .....

**Code No. : 10424 E      Sub. Code : AABA 21/  
AASL 21**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Second Semester

Business Administration/Shipping and Logistics  
Management – Allied

MANAGERIAL ECONOMICS

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. \_\_\_\_\_ for a product is a statement of the relation between the quantity supplied and all factors affecting that quantity.
  - (a) market demand function
  - (b) production function
  - (c) market supply function
  - (d) all of the above

2. In economics "Market" means:
  - (a) A physical place to buy and sell goods/services
  - (b) A Mechanism to exchange goods/services for a consideration
  - (c) Local area market only
  - (d) None of the above
  
3. The basic economic problem is the problem of
  - (a) Abundance of resources
  - (b) Scarcity of resources
  - (c) Human Resources
  - (d) None of the above
  
4. Want satisfying power of commodity is called
  - (a) demand                      (b) utility
  - (c) satisfaction                (d) consumption
  
5. The market with a single producer
  - (a) perfect competition
  - (b) monopolistic competition
  - (c) oligopoly
  - (d) monopoly

6. In Perfect competition products are:
- (a) Heterogeneous
  - (b) Homogeneous
  - (c) Differentiated
  - (d) None of the above
7. Inflation is:
- (a) a decrease in the overall level of economic activity
  - (b) an increase in the overall level of economic activity
  - (c) an increase in the overall price level
  - (d) a decrease in the overall price level
8. Selling at a lower price in export market and at a higher price at home market is called
- (a) export subsidy
  - (b) dumping
  - (c) price cut
  - (d) all the above
9. If savings exceed investment then:
- (a) National income rises
  - (b) National income falls
  - (c) National income is not affected
  - (d) None of the above
10. \_\_\_\_\_ profit is the difference between total revenue and total explicit and implicit cost.
- (a) Marginal Profit
  - (b) Gross Profit
  - (c) Net Profit
  - (d) None of the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What are the responsibilities of a managerial economist in relation to business?

Or

- (b) What are the major determinants of demand?

12. (a) Explain the Cobb-Douglas production function.

Or

- (b) What are the exemptions of the law of diminishing utility?

13. (a) What are the difference between monopoly and perfect competition?

Or

- (b) Explain different pricing strategy for new product.

14. (a) What is inflation and the causes of inflation?

Or

- (b) Explain the types of foreign exchange market.

15. (a) Explain innovative theory of business cycle.  
Or  
(b) Explain wealth definition of economics.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What is the significance of Demand forecasting in business decisions? Critically examine the various methods of demand forecasting.  
Or  
(b) What is mean by managerial economics and the role of managerial economics in business decision?
17. (a) Briefly discuss the kinds of elasticity of demand.  
Or  
(b) Differentiate equal product curve and Indifference curve.
18. (a) Define elasticity of demand. What are the factors influencing elasticity of demand?  
Or  
(b) Explain different methods of pricing used for different types of products.

19. (a) Describe in detail about different types of inflation with suitable examples.

Or

(b) Explain the concept of "Returns to Scale". Discuss the internal and external economics of scale.

20. (a) Explain the different concepts of national income.

Or

(b) Explain the five stages of life cycle of new products.

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(7 pages)

Reg. No. : .....

**Code No. : 10425 E      Sub. Code : AABA 31**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Third Semester

Business Administration – Allied

**BUSINESS LAW**

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which is not the mode of discharge of contract?
  - (a) Performance of contract
  - (b) Lapse of time
  - (c) Breach of contract
  - (d) Injunction



2. The bailment of goods as security for payment of a debt or performance of a promise
  - (a) Pledge
  - (b) Lien
  - (c) Agency
  - (d) Bailment
  
3. In which kind of partnership one partner has unlimited liability and other partner have limited liability?
  - (a) Partnership-at-will
  - (b) Limited liability partnership
  - (c) General partnership
  - (d) Particular partnership
  
4. Which types of partnership have no agreement in terms of the duration of partnership?
  - (a) Partnership-at-will
  - (b) Limited partnership
  - (c) General partnership
  - (d) Particular partnership
  
5. A person who raises a concern about wrongdoing within an organization is called
  - (a) Promoter
  - (b) Whistle Blower
  - (c) Inside Trader
  - (d) Auditor

6. An association of persons carrying on any business for profits shall be termed as illegal association when the number of persons exceed
- (a) 10
  - (b) 50
  - (c) 100
  - (d) 20
7. Which of the following forum can reappoint the same person as its member?
- (a) National commission
  - (b) State commission
  - (c) District commission
  - (d) None of the above
8. Within how many days does the opposite party have to answer after they are informed about the complaint
- (a) 30
  - (b) 5
  - (c) 20
  - (d) 15
9. GST is a comprehensive tax regime covering
- (a) Goods
  - (b) Services
  - (c) Both goods and services
  - (d) Goods, services and imports

10. What is time of supply of goods, in case of supplier opting for composition levy under section 10 of the CGST Act 2017?
- (a) Date of issue of invoice
  - (b) Date of receipt of consideration by the supplier
  - (c) Latter of (a) and (b)
  - (d) Earlier of (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) Discuss briefly the history, object and scope of the Indian Contract Act, 1872.

Or

- (b) Critically discuss the consequences of absence of consent and free consent.

12. (a) Discuss briefly the modes of dissolution of partnership firm.

Or

- (b) Why is it important to have a partnership deed in writing?

13. (a) Discuss the importance of Annual General meeting in company.

Or

- (b) Discuss the grounds of compulsory winding-up of a company with reference to statutory provisions.

14. (a) Explain the terms 'Consumer' and 'service' under the Consumer Protection Act, 1986. Give suitable illustrations.

Or

- (b) Discuss the nature of a complaint to be filed under the Act, fees to be paid and the role of a lawyer, under the Consumer Protection Act, 1986.

15. (a) What is input tax credit? Explain various provisions to claim credit under GST and its utilization.

Or

- (b) Discuss the provisions regarding payment of taxes under GST.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) When a contract is said to have been breached? Explain various remedies available to both the aggrieved party and the party which has breached the contract.

Or

- (b) The Indian Contract Act, 1872 contains explicit provisions under which certain agreements are expressly declared as void agreements. Briefly discuss such void agreements.

17. (a) A and B enter into a partnership by a written agreement providing that the partnership is to be dissolved by mutual agreement only. Discuss whether a partnership is “Partnership at will”.

Or

- (b) “A” and “B” are the partners of a firm. A was caught by the police when he was indulged in gambling. B filed a petition in the court of law for dissolution of firm – Discuss.

18. (a) Discuss the doctrine of *Ultra-vires* and explain the consequences of an ultra-vires transaction.

Or

(b) Discuss the power of company law Tribunal under the companies act, regarding prevention of oppression and mismanagement.

19. (a) Discuss the composition and functions of the Central Consumer Protection Council.

Or

(b) Public utility services laws in India requires a reformation in this era of liberalization, in the interest of consumers. Give your suggestions how and where these reformations are required with suitable examples

20. (a) Distinguish between composite supply and mixed supply. Explain in the context of CGST Act 2017, the liability on composite and mixed supplies.

Or

(b) Elaborately discuss about the highlights of Constitutional (101st Amendment) Act, 2017 with respect to Goods and Service Tax.

(6 pages)

Reg. No. : .....

**Code No. : 10426 E      Sub. Code : AABA 41**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fourth Semester

Business Administration – Allied

RESEARCH METHODOLOGY

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Which of the following does not correspond to characteristics of research?
  - (a) Research is not passive
  - (b) Research is systematic
  - (c) Research is not a problem-oriented
  - (d) Research is not a process

2. The process not needed in experimental research is \_\_\_\_\_.
- (a) Controlling
  - (b) Observation
  - (c) Reference collection
  - (d) Manipulation and replication.
3. Research problem is selected from the standpoint of \_\_\_\_\_.
- (a) Social relevance
  - (b) Financial support
  - (c) Researcher's interest
  - (d) Availability of relevant literature
4. How can we enhance the research objective?
- (a) By making it more valid
  - (b) By making it more reliable
  - (c) By making it more impartial
  - (d) All of the above



5. The main problem in questionnaire is \_\_\_\_\_.
- (a) Accessible to Diverse Respondent
  - (b) Greater Anonymity
  - (c) Shows an inability of respondent to provide information
  - (d) None of these
6. Which technique is generally followed when the population is finite?
- (a) Systematic Sampling Technique
  - (b) Purposive Sampling Technique
  - (c) Area Sampling Technique
  - (d) None of the above
7. \_\_\_\_\_ are the types of Data Analysis Methods.
- (a) Descriptive analysis
  - (b) Exploratory analysis
  - (c) Diagnosis analysis
  - (d) All of the above
8. Which of the numbers below might SPSS report as 10.574 E-05?
- (a) 0.00010574
  - (b) 10.569
  - (c) 1057400.0
  - (d) 0000.10574

9. The last stage of research process is \_\_\_\_\_.
- (a) review of literature
  - (b) research design
  - (c) report writing
  - (d) data analysis
10. Appendix to the report includes \_\_\_\_\_.
- (a) Questionnaires
  - (b) Sample information
  - (c) Mathematical derivations
  - (d) All of the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) State the significance of research.

Or

- (b) Write a note on Census survey.

12. (a) Why hypotheses are set in research?

Or

- (b) Explain the different types of variables.

13. (a) What do you mean by sampling errors?

Or

(b) State the merits of pilot study.

14. (a) Describe the importance of data analysis in research.

Or

(b) Explain Chi-square test.

15. (a) What is a Technical report? Explain.

Or

(b) Explain the APA Format in writing references.

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 applications of research in business.

Or

(b) Enumerate the features of Qualitative research.

17. (a) Discuss the role of research questions.

Or

(b) Describe the steps involved in developing a research design.

18. (a) Explain the Scaling techniques.

Or

(b) Briefly explain the Non-probability sampling methods.

19. (a) Explain some of the Statistical tools used for analysis of data.

Or

(b) Describe the uses of SPSS in data analysis.

20. (a) Explain the steps involved in drafting a research report.

Or

(b) Discuss about the layout of a research report.

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(6 pages)      **Reg. No. : .....**

**Code No. : 10444 E Sub. Code : AMSL 41**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fourth Semester

Shipping and Logistics Management — Core

INTRODUCTION TO SHIPPING

(For those who joined in July 2020 onwards)

Time : Three hours      Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Sea transport means carriage between the Port of
  - (a) loading and discharge
  - (b) distribution
  - (c) transfer
  - (d) sending

2. PSC stands for
  - (a) Port State Control
  - (b) Post Stand Control
  - (c) Port Ship Control
  - (d) None of the above
  
3. There are ————— no. of charters related with shipping.
  - (a) 2    (b) 3
  - (c) 5    (d) none of the above
  
4. A time-bound agreement as opposed to a voyage charter.
  - (a) Time charter                  (b) Voyage charter
  - (c) Demise charter                  (d) None of the above
  
5. A ————— is a ship designed to transport or store liquids or gases in bulk.
  - (a) tanker                                  (b) container
  - (c) storage                                  (d) bag
  
6. CPP
  - (a) Clean Petroleum Products
  - (b) Carry Petroleum Product
  - (c) Contain Petroleum Product
  - (d) None of the above

7. The term used for loading or unloading of heavy cargo is
- (a) Rigging                      (b) Slinging  
(c) Carnage                      (d) Forced discharge
8. Ship owner called
- (a) the owner of a ship  
(b) captain  
(c) sailor  
(d) none of the above
9. Maritime law torts is a term covering cases where
- (a) injury  
(b) damage  
(c) loss  
(d) all the above
10. The head quarter of shipping corporation of India is located at \_\_\_\_\_ .
- (a) Chennai                      (b) Mumbai  
(c) Delhi                          (d) Kolkata

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What do you mean by ship registration?

Or

- (b) What is port State control and its function?

12. (a) What is dry cargo ships?

Or

- (b) What is time charter rate?

13. (a) What is a Type 1 tanker?

Or

- (b) What is tanker charter party?

14. (a) How do you become a chartered shipbroker?

Or

- (b) What is sale and purchase market in shipping?

15. (a) What are the circumstances when the agent is personally liable?

Or

- (b) Which is the regulation governing Indian shipping?



PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) State the advantages and disadvantages of sea transport for international trade.

Or

- (b) How do you prepare for port state control?

17. (a) What are the elements of charter?

Or

- (b) What makes a good charter?

18. (a) What are the different types of tanker ships and their purposes?

Or

- (b) What are the advantages of containerization in shipping?

19. (a) What are the duties of ship owners?

Or

- (b) What are the different types of ports in shipping?

20. (a) What is the maritime law of India?

Or

(b) What laws are related to maritime law?

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(6 pages)

Reg. No. : .....

**Code No. : 10445 E      Sub. Code : AMSL 42**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fourth Semester

Shipping and Logistics Management — Core

PORT AND TERMINAL MANAGEMENT

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The logistics is derived from the ————— words.  
(a) Greek                      (b) Latin  
(c) Spanish                    (d) American
  
2. EDI stands for  
(a) Electronic Data Interface  
(b) Electronic Data Interchange  
(c) Electronic distribution Intermediary  
(d) Electronic Documentation Interchange

3. The logistical component of logistics mission
  - (a) reflect the vision of top management
  - (b) deal with basic services required for delivering of goods
  - (c) refers to the value-added services offered
  - (d) reflects the ability of firm to exploit market
  
4. The original sailing vessel were replaced by steam boats in
  - (a) the early 1800s      (b) the late 1800s
  - (c) the early 1900s      (d) the late 1990s
  
5. VLCC are those vessels with dead weight
  - (a) less than 200000 dwt
  - (b) exceeding 200000 dwt
  - (c) above 300000 dwt
  - (d) above 500000 dwt
  
6. The opening of Suez canal saved \_\_\_\_\_ nautical miles.
  - (a) 4000                      (b) 4500
  - (c) 5000                      (d) 5500

7. Indian companies including ship agents can operate as MTS on obtaining license from
- (a) The ministry of commerce
  - (b) The chamber of commerce
  - (c) The DGFT
  - (d) The DG of shipping
8. All the major ports are administered under the provisions of the major port and trust Act
- (a) 1950                      (b) 1956
  - (c) 1963                      (d) 1965
9. The autonomous public sector undertaking under the ministry of railway is
- (a) ICD                      (b) CFS
  - (c) CONCOR                (d) CWC
10. The outcome of internally integrated business function was
- (a) aggressive preaching skill
  - (b) price based competition
  - (c) customer value and harmonious relation
  - (d) increased productivity, profitability and market share

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What is meant by intermodal connectivity of ports?

Or

- (b) What are the types of intermodal terminals?

12. (a) What are the reasons for privatization in port?

Or

- (b) What are the port performance indicators?

13. (a) Explain briefly about ISPS code.

Or

- (b) Explain the various berths in port.

14. (a) Explain in detail about green field projects in port.

Or

- (b) Write a short note on Hinterland.

15. (a) List out the elements of dock safety.

Or

- (b) What are the forums for promoting health and safety in ports?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss the role of ports for economic development in India.

Or

- (b) Discuss factors affecting the development of a port.

17. (a) Explain the largest terminal operators in the world.

Or

- (b) "Ports and terminals are major takers of natural disaster" - Comment.

18. (a) Explain the different types of containers in India.

Or

- (b) Explain the organization structure adopted in ports with example.

19. (a) Describe berth reservation schemes in India.

Or

- (b) What are the various methods and equipments used in Cargo Handling?

20. (a) Difference between confiscate and seized.

Or

(b) What are the requirements to be met by ships calling ISPS compliant ports?

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(6 pages)

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

**Code No. : 10446 E      Sub. Code : AMSL 43**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fourth Semester

Shipping and Logistics Management — Core  
PRODUCTION AND OPERATIONS MANAGEMENT

(For those who joined in July 2020 onwards)

Time : Three hours                      Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. In \_\_\_\_\_ machines and other supporting services are located according to the processing sequence of the product.
  - (a) Project lay out
  - (b) Product lay out
  - (c) Combination lay out
  - (d) Process layout

2. \_\_\_\_\_ involves systematically recording, analyzing and synthesizing the times required to perform a motion.
- (a) Method study            (b) Motion study  
(c) Time study              (d) Toll study
3. \_\_\_\_\_ is defined as the combination of tasks that are required to keep a machine or part of a machine in the desirable condition.
- (a) Substitution            (b) Maintenance  
(c) Reduction              (d) Induction
4. \_\_\_\_\_ is the process of selection of path, which each part of the product will follow.
- (a) Routing                (b) Scheduling  
(c) Follow-up              (d) Dispatching
5. In an organization there may not be a formal PPC department if
- (a) work is highly repetitive in nature  
(b) planning activities are performed by the line staff  
(c) number of workmen is not very large  
(d) all of the above

6. Control should involve \_\_\_\_\_ amount of information.
- (a) Minimum                      (b) Sufficient  
(c) Maximum                      (d) Any of the above
7. What do you understand by the inspection conducted on all non rework able jobs prior to their movement to the scrap yard?
- (a) Final inspection  
(b) Endurance inspection  
(c) Functional inspection  
(d) Salvage inspection
8. The maximum output of a system in a given period is called the
- (a) Efficiency                      (b) Effective capacity  
(c) Design capacity              (d) Break-even point
9. \_\_\_\_\_ is the process of verification or correction in the equality of the product when the deviations in the quality are found to be more than expected.
- (a) Policies  
(b) Quality control  
(c) Quantity measurement  
(d) Maintenance

10. Which of the following is not a control chart for variables?
- (a)  $\bar{x}$  chart                      (b) R chart  
(c) D chart                              (d) C chart

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What are the functions operations management?

Or

- (b) List the factors influencing plant location.

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

Or

- (b) Explain the concept of time study with example.

13. (a) What are the importance of production planning and control?

Or

- (b) List the characteristics of mass production.

14. (a) Explain the importance of materials management.

Or

(b) Discuss about the JIT concept.

15. (a) List the objectives of quality control.

Or

(b) Explain acceptance sampling with example.

PART C — (5 × 8 = 40 marks)

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

16. (a) Discuss the evolution of production and operations management.

Or

(b) Discuss the issues in facility location.

17. (a) Explain the categories of allowances.

Or

(b) Describe the duties of plant maintenance engineering department.

18. (a) Elaborate the PPC process.

Or

(b) Describe various types of capacity.

19. (a) Differentiate P type inventory control system from Q type inventory control systems.

Or

- (b) Explain various steps involved in aggregate planning.

20. (a) Explain the factors affecting employee morale.

Or

- (b) Elaborate the steps involved in six sigma implementation process.
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(6 pages)

Reg. No. : .....

**Code No. : 10447 E      Sub. Code : AMSL 51**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fifth Semester

Shipping and Logistics Management – Core

**EXPORT IMPORT MANAGEMENT**

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. \_\_\_\_\_ refers to the selling and shipping of goods or services to another country.  
(a) Export                      (b) Import  
(c) Bilateral trade          (d) Domestic trade

2. Exporting in international market is very \_\_\_\_\_ due to high competition.
- (a) Easy                      (b) Challenging  
(c) Casual                      (d) Simple
3. ISO stands for
- (a) International Standardization of Organization  
(b) International Organization for Standardization  
(c) Indian Standards Organization  
(d) Indian Statistical Organization.
4. \_\_\_\_\_ is a contract under which the insurer undertakes to indemnify the insured against losses caused due to perils of the sea.
- (a) Marine insurance      (b) Export Insurance  
(c) Voyage Insurance      (d) Port Insurance
5. Inspection of the quality of exportable goods is the responsibility of
- (a) EPC  
(b) Export Inspection Council  
(c) Custom department  
(d) TFA



6. EOU means
- (a) Export Owner's Unit
  - (b) Export Outsourcing Unit
  - (c) Export Offering Unit
  - (d) Export Oriented Unit
7. Any goods deposited in a warehouse may be stored up to a period of \_\_\_\_\_.
- (a) 2 years                      (b) 6 months
  - (c) 1 year                      (d) 1.5 years
8. \_\_\_\_\_ is a status provided to those towns which produce and export goods worth a minimum value in a specific sector.
- (a) Towns of Export Excellence
  - (b) Towns of Excellence
  - (c) Towns of Great Excellence
  - (d) Excellent Towns
9. \_\_\_\_\_ means integrating the Indian economy with the world economy.
- (a) Liberlisation              (b) Privatisation
  - (c) Globalisation              (d) Exporting

10. Globalization aims to create \_\_\_\_\_ world.
- (a) Borderless                      (b) Limited  
(c) Restricted                        (d) Prohibited

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Define the term 'Export Management'.  
Explain the main features of it.

Or

- (b) Summarize the methods of exporting goods.

12. (a) Write short notes on :
- (i) Bill of Lading  
(ii) Certificate of origin.

Or

- (b) What are the objectives of ISO 9000?

13. (a) Explain the role of Clearing and Forwarding agents.

Or

- (b) Discuss the Pre-shipment inspection procedure.

14. (a) Write a note on pre-import procedure.

Or

(b) What are the common documents required for customs clearance of imports?

15. (a) Explain the term :

(i) Globalisation

(ii) WTO.

Or

(b) Write a brief note on SEZ.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain in detail the different categories of importers.

Or

(b) What is Letter of Credit? List the benefits of Letter of Credit.

17. (a) Write down the procedural steps for obtaining ISO 9000 certificate in detail.

Or

(b) Discuss the different types of Marine insurance policies.

18. (a) Describe the methods of pre-shipment inspection under export.

Or

(b) Write a note on Shipping and Customs clearance formalities for export.

19. (a) State the steps involved in importing of goods.

Or

(b) Enumerate the exchange control provisions and guidelines for imports.

20. (a) Explain the advantages and disadvantages of International trade.

Or

(b) Bring out the problems or issues in Export management.

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(6 pages)

Reg. No. : .....

**Code No. : 10448 E      Sub. Code : AMSL 52**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fifth Semester

Shipping and Logistics Management – Core

**FREIGHT FORWARDING AND PORT OPERATIONS**

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The grain capacity is \_\_\_\_\_ than the bale capacity of a ship.  
(a) Larger                      (b) Smaller  
(c) Lesser                      (d) Equal

2. \_\_\_\_\_ is often expressed in percentage value.
- (a) Green stowage      (b) Gear stowage  
(c) Broken stowage      (d) Load stowage
3. What is the full form of IMDG Code?
- (a) International Maritime Dangerous Goods  
(b) Indian Maritime Dangerous Goods  
(c) Indian Marine Dangerous Goods  
(d) International Marine Dangerous Goods
4. \_\_\_\_\_ has always remained one of the greatest dangers on bulk carriers.
- (a) Cargo Liquefaction      (b) Cargo Shift  
(c) Oxygen depletion      (d) Contamination
5. Name the gas which does not undergo chemical reactions
- (a) Nitrogen gas      (b) Hydrogen gas  
(c) Inert gas      (d) Oxygen gas
6. The primary purpose of \_\_\_\_\_ is to protect its contents from any damage that could happen during transport, handling and storage.
- (a) Labeling      (b) Placarding  
(c) Marketing      (d) Packaging

7. \_\_\_\_\_ is the process of accommodating cargo into a transport unit or a vehicle so that it will arrive to the destination in a safe and timely manner.
- (a) Cargo Storage            (b) Cargo Stowage  
(c) Stevedoring            (d) Securing
8. Which one of the following is made up of boards and arranged either horizontally, or vertically between frames?
- (a) Spar ceiling            (b) Wax ceiling  
(c) Wood ceiling            (d) Box ceiling
9. \_\_\_\_\_ is the process of organizing and coordinating the transfer of commodities across international borders on behalf of shippers and receivers.
- (a) Freight Forwarding   (b) Logistics  
(c) Marketing            (d) Shipping
10. The process of unloading of goods or products out of containers is called
- (a) Stuffing            (b) Destuffing  
(c) Direct stuffing        (d) Factory stuffing

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Write a note on Ship Bale capacity with example.

Or

- (b) Describe the term 'Mate's Receipt'.

12. (a) Mention the contents of IMDG code.

Or

- (b) List out the precautions to be taken when carrying concentrates.

13. (a) Bring out the physical characteristics of containers.

Or

- (b) Write a brief note on Deck cargo and Refrigerated cargo.

14. (a) What are the powers of inspectors under the Dock Laborers Act, 1934?

Or

- (b) Mention the properties of Cargoes.



15. (a) Summarize the concept of LCL and FCL containers.

Or

- (b) Brief the concept of Containerization.

PART C — (5 × 8 = 40 marks)

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

16. (a) What are the general precautions taken prior to loading bulk cargo?

Or

- (b) Write down the documents associated with Cargo.

17. (a) Discuss the code of safe practice for Solid Bulk Cargoes.

Or

- (b) What are the three cargo groups of the code?

18. (a) (i) Mention the classification of dangerous goods.  
(ii) Write a note on Paletisation.

Or

- (b) List out and brief the types of containers.

19. (a) Explain the principles of cargo stowage.

Or

(b) Discuss about the Indian Dock Laborers Act, 1934.

20. (a) Explain the container stuffing practices to avoid cargo damages.

Or

(b) Discuss in detail the genesis of Freight Forwarding industry.

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Reg. No. : .....

**Code No. : 10449 E      Sub. Code : AMSL 53**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fifth Semester

Shipping and Logistics Management – Core

FINANCIAL MANAGEMENT

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The primary goal of Financial management is
  - (a) Sales maximization
  - (b) Profit maximization
  - (c) Assets maximization
  - (d) Wealth maximization

2. The financial statement that provides details about the financial position is
  - (a) Balance sheet
  - (b) Income statement
  - (c) Cash flow statement
  - (d) Fund flow statement
  
3. EOQ stands for
  - (a) Economic Order Quantity
  - (b) Equipment Order Quantity
  - (c) Essential Order Quantity
  - (d) Enlist Order Quantity
  
4. Working Capital Ratio
  - (a) Working capital / Sales
  - (b) Working capital / Assets
  - (c) Current Assets / Sales
  - (d) Current Assets / Current Liabilities
  
5. Capital Structure is mentioned in the company's
  - (a) Trading account
  - (b) Profit and Loss account
  - (c) Balance sheet
  - (d) Profit and Loss appropriate account.

6. What do debentures indicate?
- (a) Long term borrowings of the company
  - (b) Short term borrowings of the company
  - (c) Director's share in the company
  - (d) Investment of equity shareholders
7. Dividend declared by a company must be paid in
- (a) 20 days                      (b) 30 days
  - (c) 32 days                      (d) 42 days
8. The word dividend is derived from Latin term
- (a) Dividendum                (b) Dividen
  - (c) Divium                      (d) Divien
9. Prepaid expenses should appear in
- (a) Assets                      (b) Liability
  - (c) Revenues                  (d) Expenses
10. Any difference in trial balance transferred to
- (a) Capital A/c                (b) Suspense A/c
  - (c) Current A/c                (d) Trade A/c

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 importance of Financial Management.

Or

- (b) Define Capital budgeting. Give its significance.

12. (a) State the differences between gross working capital and net working capital.

Or

- (b) Define current assets and current liabilities with suitable examples.

13. (a) Distinguish between Shares and Debentures.

Or

- (b) Furnish the meaning and features of debentures.

14. (a) Give a brief note on dividend policy.

Or

- (b) Write in brief any two types or forms of dividend.

15. (a) Mention the importance of Break-Even analysis.

Or

- (b) Bring out the advantages of Ratio analysis.

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 Capital budgeting techniques.

Or

- (b) (i) Write a note on the concept of Cost of capital.

- (ii) A project requires an outlay of Rs. 50,000 and yields annual cash inflow of Rs. 12,500 for 7 years. Calculate the payback period for the project.

17. (a) Discuss the various factors affecting working capital.

Or

- (b) Calculate the economic order quantity from the following information :

Consumption of materials per

annum = 10,000 kgs

Order placing cost per order = Rs.25

Cost per kg. of raw material = Rs.2

Storage costs = 4% on average  
inventory

18. (a) Explain in detail any two theories of capital structure.

Or

(b) State the advantages of debentures.

19. (a) Explain the factors affecting the dividend policy of a company.

Or

(b) Explain in detail the Modigliani and Miller (MM) approach.

20. (a) Write in detail any two types of profitability and Turnover ratios.

Or

(b) (i) Calculate the Gross Profit ratio from the following figures :

	Rs.		Rs.
Sales	1,00,000	Purchases	60,000
Sales returns	10,000	Purchases returns	15,000
Opening stock	20,000	Closing stock	5,000

(ii) A company declares dividend at 20% on its shares, each having a paid-up value of Rs. 8 and market price of Rs. 25. Calculate the dividend yield ration.



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**Code No. : 10450 E      Sub. Code : AMSL 54**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fifth Semester

Shipping and Logistics Management – Core

E – LOGISTICS

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following is not a part of Supply Chain Management?
  - (a) Supplier
  - (b) Manufacturer
  - (c) Customer
  - (d) Competitor

2. Logistics is the part of supply chain involved with the forward and reverse flow of
- (a) Goods
  - (b) Services
  - (c) Cash
  - (d) All of these
3. \_\_\_\_\_ includes flow of goods from the point of origin to the point of destination.
- (a) Logistics Management
  - (b) Material Management
  - (c) Bills of Material
  - (d) None of the above
4. \_\_\_\_\_ is the task of buying goods of right quality, right quantity, at right time and right place.
- (a) Supplying
  - (b) Purchasing
  - (c) Storing
  - (d) Scrutinizing
5. Reverse Logistics is required because
- (a) Goods are defective
  - (b) Goods are unsold
  - (c) The customer simply changes their mind
  - (d) All of the above

6. What are the elements of logistics system?
- (a) Transportation
  - (b) Inventory management
  - (c) Warehousing
  - (d) All of the above
7. Activities associated with storing and physically distribution the products to the buyers are included in which logistics
- (a) Inbound                      (b) Outbound
  - (c) 3PL                              (d) 4PL
8. Logistics grew from \_\_\_\_\_ during WORLD WAR II.
- (a) Airforce                      (b) Commerce
  - (c) Military                      (d) None of these
9. The storage and movement of goods and services from the point of \_\_\_\_\_ to point of \_\_\_\_\_.
- (a) Origin to delivery
  - (b) Origin to Consumption
  - (c) Origin to suppliers
  - (d) Origin to Manufacturers

10. In inbound logistics the interaction takes place between the \_\_\_\_\_ and \_\_\_\_\_.
- (a) Suppliers and Company
  - (b) Company and Retailer
  - (c) Supplier and Customer
  - (d) Supplier and retailer

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 meaning of E-Logistics.

Or

- (b) What is the need for a e-logistics in the modern business world?

12. (a) What are e-logistic documentations?

Or

- (b) State the purposes of EDI in e-logistics.

13. (a) What do you mean by global positioning system?

Or

- (b) What is Bar-Coding? State its uses in e-logistics.

14. (a) State the meaning for e-procurement.

Or

(b) Mention the need of CRM in e-logistics.

15. (a) Differentiate between B2B and B2C.

Or

(b) Draw a chart on the movement of goods in Sales Logistics.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Differentiate between forward logistics and reverse logistics.

Or

(b) Elaborate the new trends and technology in logistics during the post pandemic period.

17. (a) Explain the different method of documentations in e-logistics.

Or

(b) Compare and contrast between the internet, intranet and extranets in relation to e-logistics system.

18. (a) Elucidate the importance of advanced shipping notice in e-logistics.

Or

- (b) Explain the origin and concept of electronic signature technology that are used in e-logistics companies.

19. (a) Draw and present the application architecture of Customer Relationship Management in e-logistics.

Or

- (b) Explain the characteristics management techniques in e-logistics firm.

20. (a) Encounter the characteristics of B2C in e-logistics business.

Or

- (b) Elucidate the challenges faced by the different business firms in placing and implement the e-logistics systems.

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(6 pages)

Reg. No. : .....

**Code No. : 10451 E      Sub. Code : AESL 51**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fifth Semester

Shipping and Logistics Management

Major Elective – ENTREPRENEURSHIP  
DEVELOPMENT

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The most important function of an entrepreneur is \_\_\_\_\_.
  - (a) Risk assumption
  - (b) Managing
  - (c) Innovation
  - (d) Decision making

2. The entrepreneur who blindly follows the traditional methods of production even in spite of loss is called \_\_\_\_\_ entrepreneur.
- (a) Drone                      (b) Adoptive  
(c) Fabian                      (d) Innovative
3. Supplying machinery and equipment to small enterprises on a hire-purchase basis and assisting them in procuring government orders is the main objective of \_\_\_\_\_.
- (a) SIDO                      (b) NSIC  
(c) TCO                      (d) MSME
4. Which one of the following plays a lead role in developing small scale sector in TamilNadu?
- (a) TIIC                      (b) NMCC  
(c) NAYE                      (d) SIDCO
5. The first step in starting a small business is to find out \_\_\_\_\_.
- (a) Business idea  
(b) Source of raw material  
(c) Demand  
(d) The market



6. A proposal involving capital investment to provide goods and service is called \_\_\_\_\_.
- (a) Report                      (b) Balance sheet  
(c) Project                      (d) Circular
7. Temporary funding that helps a business to cover its costs until it can get permanent capital from equity investors or debt lenders is called \_\_\_\_\_.
- (a) Capital budgeting    (b) Seed capital  
(c) Margin money        (d) Bridge capital
8. Which of the following method of fund raising enables fundraisers to collect money from a large number of people via online platforms?
- (a) MUDRA scheme    (b) Crowd funding  
(c) Venture capital    (d) COMSE scheme
9. A steady imbalance in the debt-equity ratio and distortion in the financial position of a business unit refers to \_\_\_\_\_.
- (a) Business sickness    (b) Business growth  
(c) Business grudge    (d) Business policy
10. Industrial sickness affects not only the owners of the undertaking but also \_\_\_\_\_ at the large.
- (a) Workers                      (b) Creditors  
(c) Society                      (d) All the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What are the factors stimulating entrepreneurship?

Or

- (b) Explain the functions of an entrepreneur.

12. (a) What are the phases of entrepreneurial development programs?

Or

- (b) Discuss the functions of SIDO.

13. (a) What are the various sources of business idea?

Or

- (b) Explain the steps involved in project preparation.

14. (a) Discuss the working of seed capital assistance in small business.

Or

- (b) Describe the features of IFCI.

15. (a) What are the symptoms of industrial sickness?

Or

- (b) What are the remedial measures to overcome industrial sickness?

PART C — (5 × 8 = 40 marks)

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

16. (a) Describe the entrepreneurship development cycle.

Or

- (b) Discuss the characteristics of a successful entrepreneur.

17. (a) Explain the advantages of industrial estate.

Or

- (b) Briefly explain the various assistances given by SISIs.

18. (a) What are the factors to be considered while selecting a product?

Or

- (b) Describe the contents of a project report.

19. (a) Explain the role of SIDBI in promoting entrepreneurial development.

Or

(b) Explain the benefits of MUDRA scheme.

20. (a) Discuss the external causes of industrial sickness.

Or

(b) Make suggestions to prevent sickness in small scale industry.

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(6 pages)

Reg. No. : .....

**Code No. : 10455 E      Sub. Code : AASL 41**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fourth Semester

Shipping and Logistics Management – Allied

**BANKING AND INSURANCE**

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which bank is known as banker's bank?
  - (a) RBI
  - (b) SBI
  - (c) PNB
  - (d) NABARD

2. The relationship between a banker and customer is \_\_\_\_\_
- (a) That of a debtor and creditor
  - (b) That of a creditor and debtor
  - (c) Primarily that of a debtor and a creditor
  - (d) Both (a) and (b)
3. The document drawn by a debtor on the creditor agreeing to pay a certain sum is called \_\_\_\_\_
- (a) Cheque                      (b) Promissory Note
  - (c) Bill of Exchange        (d) Draft
4. The document which can be used only for making local payment is \_\_\_\_\_
- (a) A cheque                      (b) A bill of exchange
  - (c) A banker's cheque        (d) A draft
5. Enables people to carry out most of their banking transaction using a safe website which is operated by their respected bank is called \_\_\_\_\_
- (a) Internet Banking        (b) Tele Banking
  - (c) Mobile Banking        (d) E-Banking

6. \_\_\_\_\_ is based on the voice processing facility available with the bank computers
- (a) Internet Banking
  - (b) Tele Banking
  - (c) Mobile Banking
  - (d) All
7. IRDA stands for \_\_\_\_\_
- (a) Insurance Regulatory and Development Authority
  - (b) Industrial Development and Development Authority
  - (c) Insurance Restructuring and Development Authority
  - (d) Insurance Refinancing and Development Authority
8. Insurance is a contract of \_\_\_\_\_
- (a) Indemnity
  - (b) Surety
  - (c) Guarantees
  - (d) None of these
9. \_\_\_\_\_ insurance is a cash value policy that provides life time protection by paying a lump sum death benefits
- (a) Endowment insurance
  - (b) Term insurance
  - (c) Whole life insurance
  - (d) Life insurance

10. The General Insurance Corporation of India was formed in the year \_\_\_\_\_
- (a) 1973                      (b) 1948  
(c) 1956                      (d) 1984

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Discuss the relationship between a banker and a customer.

Or

- (b) What are the functions of Bank?

12. (a) What are the salient features of a cheque?

Or

- (b) What are the circumstances in which cheque gets dishonored by bank?

13. (a) What are the Special Features of E- Banking?

Or

- (b) Explain the types of securitization.



14. (a) Bring out the structure of Insurance business in India.

Or

- (b) List the duties of IRDA.

15. (a) What are the importances of Life insurance policies?

Or

- (b) State the benefits of Health Insurance.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain briefly the Classifications of banks.

Or

- (b) Explain various types of customers.

17. (a) Discuss the characteristics of negotiable instruments.

Or

- (b) Distinguish between cheque and bill of exchange.

18. (a) What are the benefits of mobile banking?

Or

(b) Discuss the types of mutual funds.

19. (a) Explain functions of insurance.

Or

(b) Briefly explain the history of Insurance in modern India.

20. (a) Discuss the types of Life insurance policies.

Or

(b) Differentiate between Life insurance and General insurance.

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(6 pages)

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

**Code No. : 10457 E      Sub. Code : ASSL 41**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fourth Semester

Shipping and Logistics Management

Skill Based Subject — RESEARCH METHODOLOGY

(For those who joined in July 2020 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 is the first step in starting the research process?
  - (a) Searching sources of information to locate problem
  - (b) Survey of related literature
  - (c) Identification of problem
  - (d) Searching for solutions to the problem

2. A research intends to explore the result of possible factors for the organization of effective mid-day meal interventions. Which research method will be most appropriate for this study?
  - (a) Descriptive survey method
  - (b) Historical method
  - (c) Ex-post facto method
  - (d) experimental method
  
3. Research problem is selected from the standpoint of \_\_\_\_\_
  - (a) Social relevance
  - (b) Financial support
  - (c) Researcher's interest
  - (d) Availability of relevant literature
  
4. What is the name of the conceptual framework in which the research is carried out?
  - (a) Research hypothesis
  - (b) Synopsis of research
  - (c) Research paradigm
  - (d) Research design

5. A researcher is interested in studying the prospects of a particular political party in an urban area. So, what tool should he prefer for the study?
- (a) rating scale                      (b) interview  
(c) questionnaire                    (d) schedule
6. In order to study the relationship of family size to income a researcher classifies his population into different income slabs and then takes a random sample from each slab. Which technique of sampling does he adopt?
- (a) Cluster sampling  
(b) Random sampling  
(c) Stratified random sampling  
(d) Systematic sampling
7. The process of quantifying data is referred to as \_\_\_\_\_
- (a) Typology                          (b) Diagramming  
(c) Enumeration                      (d) Coding
8. The name of variable in SPSS may have up to \_\_\_\_\_
- (a) 9 characters                      (b) 8 characters  
(c) 50 characters                      (d) 30 characters

9. A research report is a formal statement of ————  
(a) research process (b) research problem  
(c) data collection (d) data editing
10. Bibliography means ————  
(a) Foot note  
(b) Quotations  
(c) List of books referred  
(d) Biography

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 nature of research?  
Or  
(b) Discuss the various steps for action research.
12. (a) State the need of hypothesis.  
Or  
(b) Explain the qualities of research design.
13. (a) Describe the advantages of telephonic interviews.  
Or  
(b) Distinguish between pilot study and pre-testing.

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[P.T.O.]

14. (a) Discuss the three reasons to use parametric tests.

Or

- (b) How to interpret data in SPSS?

15. (a) How to write a bibliography?

Or

- (b) Discuss the qualities of a good report.

PART C — (5 × 8 = 40 marks)

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

16. (a) Enumerate the advantages and disadvantages of descriptive research.

Or

- (b) Elaborate the eleven important steps involved in the process of research.

17. (a) Elucidate the various types of research questions.

Or

- (b) Enumerate the different types of variables in a research.

18. (a) Describe the different types of interviews in research.

Or

(b) Distinguish between questionnaires and schedules.

19. (a) Elucidate the parametric and non-parametric tests for hypothesis testing.

Or

(b) Enumerate the general information about using SPSS.

20. (a) Elaborate the steps involved in drafting a research report.

Or

(b) What are the various types of research reports? Explain.

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(6 pages)

Reg. No. : .....

**Code No. : 10553 E      Sub. Code : CMBA 11/  
CMSL 11**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022

First Semester

Business Administration/ Shipping and Logistics  
Management – Core

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. \_\_\_\_\_ is known as “The father of scientific Management”
  - (a) Henry Fayol
  - (b) Robert Owen
  - (c) Fredrick W. Taylor
  - (d) Mary Parker

2. \_\_\_\_\_ is “Scalar Chain” in principles of management
- (a) The concentration of power in the hands of the authority
  - (b) ‘Communication between employees and their superiors
  - (c) Paid fair wages for the work that they carry out
  - (d) Employees work in harmony towards the same objectives
3. The first step in planning is to
- (a) Evaluate alternatives
  - (b) Set on objectives
  - (c) Determine strength and weakness
  - (d) Discussion
4. \_\_\_\_\_ encourages management to think systematically about what has happened, what is happening and what might happen.
- (a) Controlling                      (b) Organising
  - (c) Planning                         (d) MBO

5. The organisational chart describes
- (a) The company goals
  - (b) The function each person performs
  - (c) The relationship between the different departments and their personnel
  - (d) Planning activity
6. Higher management levels retains decision making authority in organisation is said to be
- (a) Centralised            (b) Decentralised
  - (c) Fragmented            (d) Work function
7. Which of the following way help in improving the communication effectiveness?
- (a) Ensuring proper feedback
  - (b) Being a good listener
  - (c) Ensuring follow up patience
  - (d) All of the above
8. Arjun as a project manager, is able to assess the true potential of his subordinates and constantly motivates them to realise their full potential. Identify the element of directing being described in the above line
- (a) Supervision            (b) Leadership
  - (c) Communication        (d) Motivation

9. The process of monitoring performance, comparing it with goals and correcting any significant deviations is known as
- (a) Controlling            (b) Leading  
(c) Organising            (d) Planning
10. Control function cannot be performed without
- (a) Planning            (b) Organising  
(c) Staffing            (d) All of the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Is management a science (or) Art? Describe.
- Or
- (b) Explain the evolution of management in detail.
12. (a) State the nature of planning.
- Or
- (b) Narrate the objectives of planning.

13. (a) Examine the different types of organisation structure.

Or

- (b) Enumerate the advantages of departmentalization.

14. (a) Discuss the different motivation techniques.

Or

- (b) Evaluate the concept difference between individual and group behaviour.

15. (a) Clarify the various process involved in controlling.

Or

- (b) Discuss the term direct control and preventive control in brief.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Describe the importance of each type of skills to lower, middle and top level management.

Or

- (b) Explain the Henry Fayol's contribution towards management.

17. (a) What are the advantages and disadvantages of controlling.

Or

- (b) “Decision making is the most pervasive functions of a manager”. Explain these by illustrating the decisions making process.

18. (a) Examine the advantages and disadvantages of delegation of authority

Or

- (b) Narrate the selection procedures while recruiting a person.

19. (a) Discuss the steps to be followed for effective communication.

Or

- (b) Evaluate the different types of leadership style.

20. (a) Clarify the use of computers and IT in management control.

Or

- (b) Highlight the control techniques used for attainment of organisational goals.

(6 pages)

Reg. No. : .....

**Code No. : 10554 E      Sub. Code : CMBA 21/  
CMSL 21**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Second Semester

Business Administration/Shipping and Logistics  
Management — Core

MANAGERIAL ECONOMICS

(For those who joined in July 2021 onwards)

Time : Three hours                      Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. The law of demand states that if there is an increase in a product's selling price \_\_\_\_\_.
  - (a) The quantity demanded of that good will decrease
  - (b) The quantity supplied of that good will decrease
  - (c) The quantity demanded of that good will increase
  - (d) The quantity supplied of that good will increase

2. \_\_\_\_\_ is the diagrammatic representation of the law of supply.
- (a) Supply schedule (b) Supply graph  
(c) Supply table (d) Supply curve
3. The alternative name of opportunity cost is \_\_\_\_\_.
- (a) Economic Cost (b) Equilibrium Price  
(c) Marginal Cost (d) Average Cost
4. Long-run production function is related to \_\_\_\_\_.
- (a) Law of Demand  
(b) Law of Increasing Returns  
(c) Laws to Returns of Scale  
(d) Elasticity of Demand
5. Which of the following is the best example of a perfectly competitive market?
- (a) diamonds (b) athletic shoes  
(c) soft drinks (d) farming
6. A differentiated product has \_\_\_\_\_.
- (a) many perfect substitutes  
(b) close but not perfect substitutes  
(c) no close substitutes  
(d) no substitutes of any kind



7. The Exchange rate which is determined by the Government is known as \_\_\_\_\_.
- (a) flexible exchange rate
  - (b) fixed exchange rate
  - (c) floated exchange rate
  - (d) none of the above
8. Inflation is measured on the basis of \_\_\_\_\_ index.
- (a) wholesale price
  - (b) consumer price
  - (c) Marshall's
  - (d) All these
9. Which of the following best defines Net National Income?
- (a) GNP + Depreciation
  - (b) GNP - Depreciation
  - (c) GDP - Depreciation
  - (d) NDP + Depreciation
10. Which of the following does not occur during expansion phase?
- (a) Consumer spending increases
  - (b) Employment increases as demand for labour rises
  - (c) Business profits and business confidence increase
  - (d) None of the above

PART B — (5 × 5 = 25 marks)

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

11. (a) Write a note on Elasticity of demand.

Or

- (b) State the objectives of Demand forecasting.

12. (a) Describe the cost concepts.

Or

- (b) Enumerate the properties of indifference curves.

13. (a) Explain the market period price – output determination under perfect competition.

Or

- (b) What are the causes of Monopoly?

14. (a) Describe the different types of Forex market.

Or

- (b) Describe the causes of inflation.

15. (a) Explain the Income method of National Income measurement.

Or

- (b) Describe the phases of Business cycle.

PART C — (5 × 8 = 40 marks)

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

16. (a) Discuss the scope of Managerial Economics.

Or

- (b) Explain the Law of supply.

17. (a) Describe the Cost – Output relationship in the short run and long run.

Or

- (b) Briefly explain the Economies of scale.

18. (a) State the characteristics of Perfect competition.

Or

- (b) Describe the pricing determination under Monopoly.

19. (a) Explain the process of fixation of Exchange rates.

Or

- (b) Explain the Anti-Inflationary measures taken to control inflation.

20. (a) Explain the different concepts of National Income.

Or

- (b) Describe the measures to control business cycles.
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Reg. No. : .....

**Code No. : 10555 E      Sub. Code : CMBA 31**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Third Semester

Business Administration — Core

FINANCIAL ACCOUNTING

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The main purpose of financial accounting is?
  - (a) To provide financial information to shareholders
  - (b) To maintain balance sheet
  - (c) To minimize taxes
  - (d) To keep track of liabilities

2. Bookkeeping mainly consists of \_\_\_\_\_ part of the accounting process.
- (a) Auditing the books of accounts
  - (b) Recording financial information
  - (c) Preparing financial statements
  - (d) Analysing
3. The account that records expenses, gains and losses is called \_\_\_\_\_
- (a) Nominal account      (b) Personal account
  - (c) Real account          (d) None of the above
4. The process of entering all transactions from the journal to the ledger is called \_\_\_\_\_
- (a) Accounting              (b) Posting
  - (c) Entry                      (d) None of the above
5. Purchases book is used to record
- (a) All purchases of goods
  - (b) All credit purchases
  - (c) All credit purchases of goods
  - (d) All credit purchases of assets other than good

6. What is the primary purpose of a cashbook?
- (a) It records receipts and payments of cash
  - (b) It records payments of cash
  - (c) It records receipts of each
  - (d) It helps to compute the profit and loss of a business
7. Organise the order of the process of final accounting
- (a) Final accounts, journal, ledger
  - (b) Ledger, journal final accounts
  - (c) Journal, ledger, final accounts
  - (d) They do not have an order
8. A balance sheet
- (a) tabulates the assets and liabilities of the company on a date
  - (b) shows assets and liabilities of a company
  - (c) indicates the growth rate of the company
  - (d) both (a) and (b)
9. The depreciation remains constant according to which method?
- (a) sum of years digit
  - (b) units of production
  - (c) declining balance
  - (d) straight line method

10. What is scrap value?
- (a) The combined cost of purchase and installation of an asset can be depreciated minus its salvage value
  - (b) The worth of a physical asset's components when the asset itself is deemed no longer usable
  - (c) Represents the value of a company according to the stock market
  - (d) The estimated resale value of an asset at the end of its useful life

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 nature of accounting.

Or

- (b) Describe the need for accounting.

12. (a) Distinguish between journal and ledger.

Or

- (b) Prepare trial balance from the following :

Particulars	Rs.	Particulars	Rs.
Capital	9,000	Rent outstanding	1,000
Plant and machinery	12,000	Opening stock	2,000



Particulars	Rs.	Particulars	Rs.
Purchases	8,000	Sales returns	4,000
Sales	12,000	Investments	14,000
Sundry creditors	8,000	Debtors	12,000
Bank loan	22,000		

13. (a) Prepare a day book and an invoice book from the following particulars :

2010

- July 1 Purchased 40 carpets from M/s. Vimal & Co. at Rs. 35 each
- 8 Sold 10 carpets to Raghul at Rs. 42 each
- 14 Purchased from Palani trading Co. 24 carpets at Rs. 60 each
- 20 Purchased 14 carpets from Mumbai trading Co, at Rs. 23 each
- 22 Sold for each 25 carpets at Rs. 46 each
- 30 Purchased for each 8 carpets at Rs. 10 each
- 31 Sold to M/s. Rubi & Co, 14 carpets at Rs. 52 each

Or

- (b) Shobhana maintains a two columnar cash book which she balances every week.

2009			Rs.
March	25	Her cash book showed balance of	6,900
	26	Paid cash to Kailash	1,428
		Discount received	72
	29	Paid salaries	5,025
	30	Cash sales	11,370
	30	Withdraw cash for private expenses	1,020
	31	Received as compensation from railway authority	4,380
		Received cash from Shanthi Lal	3,975
		Allowed him discount	75

Prepare the double entry system.

14. (a) Give the format of manufacturing account.

Or

- (b) From the information given below prepare trading account.

Opening stock	1,00,000
Purchases	1,50,000
Purchase return	25,000
Direct expenses	10,000
Carriage inwards	5,000
Sales	4,00,000
Closing stock	50,000

15. (a) Justify the causes of depreciation.

Or

(b) A company purchased a plant for Rs. 50,000. The useful life of the plant is 10 years and the residual value is Rs. 10,000. Find out the rate of depreciation under the straight line method.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Construct the concepts of accounting.

Or

(b) Illustrate the accounting standard in India.

17. (a) Prepare the journal and post them into ledger from the following transactions :

- (i) Kumali became insolvent. A first and final payment of 60 paise in a rupee was received from his official receiver. He owed a debt of Rs. 500
- (ii) Received cash for a bad debt written off last year Rs. 250
- (iii) Rent due to landlord Rs. 400
- (iv) Depreciation on office furniture Rs. 50
- (v) Salaries due to clerks Rs. 2,000.

Or

(b) Prepare a trial balance for Shining brothers Pvt., Ltd., at March 31<sup>st</sup>, 2017?

Particulars	Rs.	Particulars	Rs.	Particulars	Rs.
Bank loan	14,000	Insurance	7,300	Equipments	40,000
Marketable security	6,500	Owner's investments	95,000	Maintenance	5,000
Bill payable	1,000	Rent	400	Miscellaneous	4,800
Unearned revenue	3,500	Acc. dep. equip.	14,000	Accrued exp.	1,500
Debtors	12,000	Accrued revenue	15,000	Dep.exp. equip.	2,000
Outstanding salaries	2,500	Machinery	25,000	Unexpired insurance	8,500
Prepaid rent	2,000	Drawings	3,500	Vendor's payables	500

18. (a) Prepare a simple cash book from the following information.

2011  
Jan

1. Mr. Ashvin started business with cash Rs. 95,000
3. Purchased furniture for office use Rs. 17,500
4. Purchased goods worth Rs. 11,000
7. Purchased machinery for Rs. 15,000
10. Sold goods of Rs. 14,300 to Sanket traders for cash
13. Received from Suyash Rs. 9,000

2011

Jan

15. Withdrew Rs. 2,500 from business for personal use
19. Borrowed loan from Mr. Trilok Rs. 40,000
22. Purchased goods of Rs. 14,000 at 5% trade discount
26. Paid salary to staff Rs. 18,000
29. Paid carriage o goods purchased Rs. 1,400
30. Paid electricity bill Rs. 4,980
31. Deposited into bank Rs. 7,000

Or

(b) Enter the following transaction in a double column cash book of M/s Mohit traders for January 2010.

1	Cash in hand	3,500
2	Bank overdraft	2,300
3	Goods purchased for cash	1,200
5	Paid wages	200
10	Cash sales	8,000
15	Deposited into bank	6,000
22	Sold goods for cheque which was deposited into bank same day	2,000
25	Paid rent by cheque	1,200
28	Drew from bank for personal use	1,800
31	Bought goods by cheque	1,000

19. (a) From the following trial balance, prepare profit and loss A/c for the year ended 31.12.2011 and a balance sheet as on that date

Trial balance			
Purchases	11,870	Capital	8,000
Debtors	7,580	Bad debts recovered	250
Return inwards	450	Creditors	1,250
Bank deposit	2,750	Return outwards	350
Rent	360	Bank overdraft	1,570
Salaries	850	Sales	14,690
Travelling expenses	300	Bills payable	1,350
Cash	210		
Stock	2,450		
Discount allowed	40		
Drawings	600		
	<u>27,460</u>		<u>27,460</u>

Adjustment :

- (i) The closing stock on 31.12.2011 was Rs. 4,200
- (ii) Write off Rs. 80 as bad debts and create a reserve for bad debts at 5% on sundry debtors
- (iii) Gross profit Rs. 4,470
- (iv) Three months rent is outstanding.

Or

- (b) From the following trial balance of Raghul, prepare trading and profit and loss account for the year ended December 31<sup>st</sup> 2013 and a balance sheet as on that date :

Trial balance		
Particulars	Dr. (Rs.)	Cr. Rs.
Capital		40,000
Sales		25,000
Purchases	15,000	
Salaries	2,000	
Rent	1,500	
Insurance	300	
Drawings	5,000	
Machinery	28,000	
Bank balance	4,500	
Cash	2,000	
Stock 1.1.2013	5,200	
Debtors	2,500	
Creditors	<u>1,000</u>	
Total	<u>66,000</u>	<u>66,000</u>

Adjustments required :

- (i) Stock on 31.12.2013   Rs. 4,900
- (ii) Salaries unpaid       Rs. 300
- (iii) Rent paid in advance   Rs. 200
- (iv) Insurance prepaid      Rs. 90

20. (a) Summarize the methods of depreciation.

Or

(b) On 1<sup>st</sup> January 2016, machinery was purchased for Rs. 2,50,000. On 1<sup>st</sup> June, 2017 additions were made by purchasing a machinery for Rs. 50,000. On 1<sup>st</sup> March 2018, another machinery was purchased for Rs. 32,000. On 30<sup>th</sup> June 2019, machinery of the original value of Rs. 40,000 on 1-1-2016 was sold for Rs. 30,000. Depreciation is charged at 10% on original cost. Show the machinery account for the years 2016 to 2019 closing the accounts on 31<sup>st</sup> December each year.

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

**Code No. : 10556 E      Sub. Code : CMBA 32**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Third Semester

Business Administration — Core

ORGANIZATIONAL BEHAVIOUR

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Organization is made up of
  - (a) its individual members
  - (b) isolation
  - (c) part of a group
  - (d) all the above

2. Which among the following is not comes under scope of organizational behaviour  
(a) people (b) structure  
(c) human tool (d) process
3. \_\_\_\_\_ formulated a theory to the understanding of motivation.  
(a) MC chelland (b) Maslow  
(c) Herzberg (d) MC gregor
4. The concept of classical conditioning was developed by  
(a) Skinner (b) Robbins  
(c) Pavlov (d) Tolman
5. Stages of group development includes  
(a) forming (b) norming  
(c) performing (d) all the above
6. Which among the following is not comes under goal conflict?  
(a) approach - approach  
(b) approach - avoidance  
(c) ambiguity - avoidance  
(d) avoidance - avoidance

7. Which of the following is not a characteristic of an organization culture?
- (a) shared values            (b) risk-taking  
(c) team building            (d) stability
8. \_\_\_\_\_ makes a rebellion.
- (a) High individual culture  
(b) Low socialization  
(c) Both (a) and (b)  
(d) None of these
9. The process of breaking down the old attitudes and behaviours, customs and traditions they start with a clean state is called \_\_\_\_\_
- (a) changing                    (b) unfreezing  
(c) refreezing                (d) identification
10. \_\_\_\_\_ may be referred as a strategy of planned change aiming at organizational improvement.
- (a) Organizational value  
(b) Organizational behaviour  
(c) Organizational culture  
(d) Organizational development

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 nature of organizational behaviour.

Or

- (b) What are the different types of models in OB?

12. (a) Describe process of perception.

Or

- (b) Explain theories of learning.

13. (a) What are the advantages and disadvantages of informal group?

Or

- (b) What are the causes of interpersonal conflict?

14. (a) Explain the term (i) measuring culture  
(ii) communicating culture.

Or

- (b) Discuss about learning culture.

15. (a) What are the different kinds of organizational change?

Or

- (b) Describe resistance in organizational change.

PART C — (5 × 8 = 40 marks)

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

16. (a) What are the need and scope of organizational behaviour?

Or

- (b) Describe the challenges and opportunities of organizational behaviour.

17. (a) Discuss about theories of motivation.

Or

- (b) What are the important strategies for improving perception?

18. (a) Write short notes on :

- (i) group norms
- (ii) group cohesiveness
- (iii) group decision making.

Or

- (b) Define the term conflict. What are the levels of conflict?

19. (a) What are the characteristic of organizational culture?

Or

(b) Describe the functions of organizational culture.

20. (a) Discuss OD intervention techniques.

Or

(b) Write short notes on :

(i) features of organization development

(ii) goals of organization development.

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(8 pages)

Reg. No. : .....

**Code No.: 10557 E**      **Sub. Code: CABA 11/  
CASL 11**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022

First Semester

Business Administration / Shipping and Logistics  
Management – Allied

**BUSINESS STATISTICS**

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Out of all measures of dispersion, the easiest one to calculate is ————.  
(a) Standard deviation    (b) Range  
(c) Variance                (d) Quartile deviation

2. The correct relationship between A.M., G.M. and H.M. is \_\_\_\_\_.
- (a)  $A.M. = G.M. = H.M.$
  - (b)  $G.M. \geq A.M. \geq H.M.$
  - (c)  $H.M. \geq G.M. \geq A.M.$
  - (d)  $A.M. \geq G.M. \geq H.M.$
3. The co-efficient of correlation is not affected by
- (a) Change of origin
  - (b) Change of scale
  - (c) Both origin and scale
  - (d) None
4. Rank correlation method was developed by \_\_\_\_\_.
- (a) Karl Pearson
  - (b) R.A. Fisher
  - (c) Speannan
  - (d) Croxten and Cowden
5. If one of the regression coefficient is negative, the other \_\_\_\_\_.
- (a) Must be positive
  - (b) Must be negative
  - (c) May be positive or negative
  - (d) Non-negative



6. If  $\rho = 0$ , the angle between the two lines of regression is \_\_\_\_\_.
- (a) Zero degree                      (b) Ninety degree  
(c) Sixty degree                      (d) Thirty degree
7. Secular trend is indicative of long term variation towards \_\_\_\_\_.
- (a) Increase only  
(b) Decrease only  
(c) Either increase or decrease  
(d) None of the above
8. If the slope of the trend line is positive, it shows \_\_\_\_\_.
- (a) Rising trend                      (b) Declining trend  
(c) Stagnation                      (d) All of the above
9. The best average to calculate index numbers is \_\_\_\_\_.
- (a) A.M                                  (b) G.M  
(c) H.M                                  (d) None
10. Factor reversal test permits the interchange of \_\_\_\_\_.
- (a) Base periods                      (b) Price and quantity  
(c) Weights                              (d) None of the above

PART B — (5 × 5 = 25 marks)

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

11. (a) State the applications of measures of Central Tendency in business.

Or

- (b) Calculate Range and its coefficient from the following data

Age (in years) :	5-10	10-15	15-20	20-25	25-30
No. of persons :	12	16	20	10	2

12. (a) Define Correlation. State the significance of Correlation Analysis.

Or

- (b) For a given sets of 10 observations. Find the Rank correlation coefficient.

X: 5 4 3 8 10 6 6 7 8 5

Y: 6 2 1 5 6 3 9 8 10 7

13. (a) What is the relation between regression and correlation?

Or

- (b) Write a note on Regression Line.

14. (a) What are the different methods of measuring trend?

Or

- (b) Calculate the 4 yearly moving averages from the following data:

Year	2004	2005	2006	2007	2008	2009
Sales (in Rs. lakhs)	614	615	652	678	681	655

Year	2010	2011	2012	2013	2014
Sales (in Rs. lakhs)	717	719	708	779	757

15. (a) Write a brief note on splicing.

Or

- (b) From the following data, construct price index number by Simple Aggregate Method.

Commodities	Base Year Price	Current Year Price
A	42	52
B	10	28
C	15	22
D	7	17
E	5	12
F	6	9

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Calculate the mean, median and mode from the following data.

No. of Insurance policies :	9-11	12-14	15-17	18-20	21-23	24-26
No. of Buyers	3	5	8	12	7	5

Or

- (b) The following data show the sales performed by 23 shops in a region. Calculate the Standard Deviation.

Sales (Rs. '000)	5-9	10-14	15-19	20-24	25-29
No. of shops	3	5	8	4	3

17. (a) Explain different types of correlation.

Or

- (b) Find Karl Pearson's coefficient of correlation between sales and expenses of the following ten items.

Firms:	1	2	3	4	5	6	7	8	9	10
Sales in thousand units :	50	50	55	60	60	65	65	60	60	50
Expenses in thousand Rs. :	11	13	14	16	16	15	15	14	13	13

18. (a) By using the following data, find out the two lines' of regression from them.

$$\sum x = 250; \sum y = 300; \sum xy = 7900 :$$
$$\sum x^2 = 6500; \sum y^2 = 10,000; n = 10 .$$

Or

- (b) Write down the regression equations from the following data:

Fresh weight      8   6   10   5   12   2   20   15   14   18  
(gms) :

Dry weight        3   2   2   2   4   1   5   4   3   4  
(gms) :

19. (a) Explain the components of time series.

Or

- (b) Calculate the trend values by the method of least squares from the data given below:

Year	2011	2012	2013	2014	2015
Production (in '000)	12	18	20	23	27

20. (a) What are the tests used for testing the consistency of Index Numbers? Explain.

Or

- (b) Construct Fisher's Ideal Index from the following data and show that it satisfies the Time Reversal Test.

Commodity	$P_0$	$P_1$	$Q_0$	$Q_1$
Wheat	30	35	5	4
Rice	32	37	7	5
Gram	20	18	3	4

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(8 pages)

Reg. No. : .....

**Code No. : 10558 E      Sub. Code : CABA 21/  
CASL 21**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Second Semester

Business Administration/Supply and Logistics  
Management –Allied

**BUSINESS MATHEMATICS**

(For those who joined in July 2021 onwards)

Time : Three hours                      Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Find the inclination of the line passing through  $(-5, 3)$  and  $(10, 7)$   
(a) 14.73                      (b) 14.93  
(c) 14.83                      (d) 14.63

2. What is the slope of the line  $3x + 2y + 1 = 0$  ?
- (a)  $3/2$                       (b)  $2/3$   
(c)  $-3/2$                       (d)  $-2/3$
3.  $(\overline{A \cap B}) =$  \_\_\_\_\_
- (a)  $A \cup B$                       (b)  $A \cap B$   
(c)  $\overline{A \cap B}$                       (d)  $\overline{A \cup B}$
4. If every element of  $A$  is an element of  $B$  and every element of  $B$  is an element of  $A$ ,  $A$  and  $B$  are \_\_\_\_\_
- (a) equal sets                      (b) universal sets  
(c) null sets                      (d) infinite sets
5. The derivative of  $y = 45$  is
- (a) 4                      (b) 5  
(c) 0                      (d) 45
6. If  $y = x^5$ ; then  $\frac{dy}{dx} =$  \_\_\_\_\_
- (a)  $x^5$                       (b)  $5x^4$   
(c)  $\frac{x^6}{6}$                       (d)  $x^{-5}$



7. A necessary condition for  $f(x)$  being a maximum or a minimum at  $x = a$  is
- (a)  $f(x) = 0$
  - (b)  $f'(x) = 0$
  - (c)  $f'(a) = 0$
  - (d) none of them
8. If the total cost function is  $C = 5 + 2x^2 - x^3$ , marginal cost at  $x = 10$  is
- (a) 0
  - (b)  $-260$
  - (c)  $-795$
  - (d) none of them
9. The determinate value of matrix  $A = \begin{bmatrix} 1 & 2 \\ 3 & 4 \end{bmatrix}$  is
- \_\_\_\_\_
- (a) 5
  - (b)  $-2$
  - (c) 7
  - (d) 9
10. Number of elements in a matrix of order  $3 \times 2$  is
- (a) 2
  - (b) 3
  - (c) 5
  - (d) 6

PART B — (5 × 5 = 25 marks)

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

11. (a) Find the equation of the line passing through (2, -5) and (-4, 5).

Or

- (b) Mr. Ram buys a radio making a payment of Rs. 200 at the time of purchase with the agreement that he will pay at the rate of Rs. 15 for the next 20 months. Find the relationship between the amount ( $y$ ) he has paid and the number of months ( $x$ ) since he bought the radio.

12. (a) If  $A = \{1, 3, 4, 5\}$  and  $B = \{1, 7, 8, 10\}$ , find  $A \cup B$  and  $A \cap B$ .

Or

- (b) If  $A = \{1, 3\}$  and  $B = \{5, 6, 7\}$  find  $A \times B$ ,  $B \times A$ .

13. (a) Find  $\frac{dy}{dx}$  if  $y = 5x^3 + 9x^2$ .

Or

- (b) Find the derivatives of  $(x^2 - 7)^2$ .

14. (a) A firm sells a product at Rs. 3 per unit. The total cost of the firm for producing X units is given by  $C = 20 + 0.6x + 0.01x^2$ . How many units should be made to achieve maximum profit? Verify that the condition for a maximum is satisfied.

Or

- (b) Evaluate  $\int_0^2 (x^2 - 4x + 5) dx$ .

15. (a) Explain the Importance of Matrix.

Or

- (b) Find  $[1 \ 2 \ 3] \begin{bmatrix} 4 & 2 & 0 \\ 1 & -1 & 3 \\ 7 & 2 & 1 \end{bmatrix} \begin{bmatrix} 8 \\ 6 \\ 4 \end{bmatrix}$ .

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 concept of market equilibrium.

Or

- (b) A straight line passes through the point  $(-4, 9)$  and is such that the portion of it intercepted between the axes is divided at the point in the ratio 3:2. Find the equation.

17. (a) A company study of the product preferences of 10,000 consumers reported that each of the products A, B, C was liked by 5015, 3465, 4827 respectively and all the products were liked by 500 people, products A and B were liked by 1000, products A and C were liked by 850 and products B and C were liked by 850 and products A and C were liked by 1420. Prove that the study results are not correct. It was found that an error was made in recording the number consumers liking the product A and C. What is the value of this numbers?

Or

- (b) All the 3200 students of a colleges in a city know at least one of the three languages – Tamil – Telugu and Malayalam, 2400 known Tamil, 1700 know Telugu, 800 know Malayalam, 1000 know Tamil and Telugu 500 know Tamil and Malayalam 300 know Telugu and Malayalam and only 100 know all these three languages.

Draw a Venn diagram and find the number of students.

- (i) Who know Tamil and Telugu but not Malayalam?
- (ii) Who know only Malayalam?
- (iii) Who know only one of the three languages and
- (iv) Who know none of these language?

18. (a) Find  $\frac{dy}{dx}$  when  $x^y = y^x$ .

Or

(b) Find:

(i)  $\frac{d}{dx}(\log ax)$

(ii)  $\frac{d}{dx}\log(5x+7)$ .

(iii)  $\frac{d}{dx}\log\sqrt{2x+3}$ .

19. (a) Find the maximum value of  $xe^{-x}$ .

Or

(b) Evaluate  $\int \frac{x^2}{\sqrt{x^2+5}} dx$ .

20. (a) Show that  $A = \begin{bmatrix} 1 & 2 & 2 \\ 2 & 1 & 2 \\ 2 & 2 & 1 \end{bmatrix}$  satisfies the equation  $A^2 - 4A - 5I = 0$ .

Or

- (b) Discuss the consistence of the following system

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

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

$$2x + 4y + 7z = 7.$$

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(6 pages)

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

**Code No. : 10559 E      Sub. Code : CABA 31**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Third Semester

Business Administration – Allied

BUSINESS LAW

(For those who joined in July 2021 onwards)

Time : Three hours                      Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. An agreement consists of reciprocal promises between at least \_\_\_\_\_ parties
  - (a) 4
  - (b) 6
  - (c) 3
  - (d) 2

2. \_\_\_\_\_ indicates that the parties are not further bound under the contract
- (a) waiver of a contract
  - (b) discharge of a contract
  - (c) rescission of a contract
  - (d) breach of a contract
3. A contract of sale made by a person of unsound mind is \_\_\_\_\_
- (a) void contract            (b) valid contract
  - (c) voidable contract      (d) illegal agreement
4. Which one of the following agreement is not void?
- (a) Agreement without consideration
  - (b) Agreement in restraint of marriage
  - (c) Wagering agreement
  - (d) Agreement with physically disabled person
5. The delivery of goods by one person to another for some specific purpose is known as \_\_\_\_\_
- (a) bailment                  (b) pledge
  - (c) hypothetical              (d) mortgage



6. A person who appoints another person to do work on his behalf is known as \_\_\_\_\_
- (a) contractor                      (b) agent  
(c) principal                        (d) servant
7. The sale of goods Act, deals with \_\_\_\_\_
- (a) sale of immovable property  
(b) sale of movable property  
(c) pledge  
(d) mortgages and pledge
8. Condition in a contract of sale, constitute stipulation with reference to \_\_\_\_\_
- (a) time                                (b) price  
(c) goods                              (d) delivery
9. Persons who have entered into partnership with one another an individually called \_\_\_\_\_
- (a) partners                         (b) owners  
(c) traders                            (d) proprietors
10. Which one of the following is a characteristics of a partnership firm?
- (a) Perpetual succession  
(b) Limited liability  
(c) Artificial personality  
(d) Mutual agency

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Distinguish between an agreement and a contract.

Or

- (b) What are the elements of an offer?

12. (a) When does a contract need not be performed?

Or

- (b) Distinguish between a contract and quasi contract.

13. (a) Explain the different types of bailment.

Or

- (b) Explain the rights of a pawnor.

14. (a) Explain the required essentials of a valid sales.

Or

- (b) Distinguish between condition and warranty.

15. (a) What are the characteristics of partnership?

Or

(b) Explain the different types of partners.

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 legal rules which govern an acceptance.

Or

(b) What is said to be a free consent? Discuss.

17. (a) Discuss the ways by which a discharge of contract is done by mutual agreement.

Or

(b) What are the remedies for breach of contract?

18. (a) Describe the different kinds of agents.

Or

(b) Explain the conditions on which an agency can be terminated.

19. (a) Briefly explain the implied conditions contained in the sale of goods Act.

Or

(b) Explain the various methods of delivery of goods.

20. (a) Discuss the various rights of a partner.

Or

(b) State the reasons for the dissolution of a partnership firm.

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Reg. No. : .....

Code No. : 10560 B      Sub. Code : CNBA 31

U.G. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Third Semester

Business Administration

Non Major Elective – ADVERTISING

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. விளம்பரம் என்றால் என்ன?
  - (அ) பிரசித்தி
  - (ஆ) விற்பனை ஊக்குவிப்பு
  - (இ) பணம் செலுத்திய தகவல்
  - (ஈ) மேலே உள்ள அனைத்தும்

What is advertising?

- (a) publicity (b) sales promotion  
(c) paid information (d) all the above

2. எந்த வகையான விளம்பரங்களில் நிகழ்வுகள் மற்றும் வர்த்தக நிகழ்ச்சிகள் அடக்கும்?

- (அ) அச்ச விளம்பரம்  
(ஆ) வெளிப்புற விளம்பரம்  
(இ) இரகசிய விளம்பரம்  
(ஈ) பொரு சேவை விளம்பரம்

What kind of advertising involves events and Trade shows?

- (a) Print Advertising  
(b) Outdoor Advertising  
(c) Covert Advertising  
(d) Public service Advertising

3. விளம்பர ஏஜென்சி தேர்வு செயல்பாட்டில், ஏஜென்சி பின்வரும் தகுதிகளில் எந்த ஒன்றை வைத்திருக்க வேண்டும்?

- (அ) பொருத்தம், ஏஜென்சி உள்கட்டமைப்பு, கற்பனைத்திறன்  
(ஆ) தயாரிப்பு முரண்பாடு  
(இ) ஏஜென்சியின் பலவீனமான நிதி நிலை  
(ஈ) நல்ல வாடிக்கையாளர் வருவாய்

In the advertising agency selection process, the agency should possess which one of the following qualification?

- (a) The suitability, agency infrastructure, imaginativeness
- (b) Product conflict
- (c) Weak financial position of an agency
- (d) Good Client turnover

4. 20 ஆம் நூற்றாண்டின் முற்பகுதியில் விளம்பரத்தின் நெறிமுறையற்ற மற்றும் கூர்மையாகப் பயன்படுத்தப்பட்டதன் காரணமாக, சில விளம்பரதாரர்களால் \_\_\_\_\_ க்கு அழைப்பு விடுக்கப்பட்டது.

- (அ) மருந்து கட்டுப்பாடு (ஆ) போட்டி சட்டம்
- (இ) கம்பெனி சட்டம் (ஈ) சுய கட்டுப்பாடு

Due to the unethical and sharp use of advertising in the early 20th Century, a call for \_\_\_\_\_ was made by some advertisers in order to avoid giving the control away to the state.

- (a) Drug-Regulation (b) Competition Act
- (c) Company Act (d) Self-Regulation

5. விளம்பரத்தில் \_\_\_\_\_ நகல் விளம்பரதாரரின் பெயர் மற்றும் நல்வெண்ணத்தில் கவனம் செலுத்துகிறது.

(அ) கல்வி (ஆ) நகைச்சுவை

(இ) நிறுவன (ஈ) விளக்கமான

\_\_\_\_\_ copy in advertising focuses on the name and goodwill of the advertiser.

(a) Educational (b) Humorous

(c) Institutional (d) Descriptive

6. \_\_\_\_\_ என்பது ஒரு விளம்பரத்தின் வெவ்வேறு கூறுகள் எங்கு வைக்கப்பட வேண்டும் என்பதைக் குறிக்கும் திட்டமாகும்.

(அ) தலைப்பு

(ஆ) தளவமைப்பு

(இ) நகல்

(ஈ) அனிமேஷன்

\_\_\_\_\_ is a plan that indicates where different elements of an ad are to be placed for effective presentation.

(a) Headline (b) Layout

(c) Copy (d) Animation



7. ஊடக திட்டமிடல் என்பது \_\_\_\_\_ ஐ எவ்வாறு பயன்படுத்துவது என்பதை தீர்மானிக்கும் செயல்முறையாகும்.

- (அ) செலவு மற்றும் லாபம்
- (ஆ) நேரம் மற்றும் இடம்
- (இ) பணம் மற்றும் நேரம்
- (ஈ) நேரம் மற்றும் வாடிக்கையாளரின் வளங்கள்

Media planning is the process of determining how to use \_\_\_\_\_.

- (a) Cost and profit
- (b) Time and space
- (c) Money and time
- (d) Time and Client's resources

8. இந்தியச் சூழலில் எந்த ஊடகம் அதிக மதிப்பைக் கொண்டுள்ளது?

- (அ) தொலைக்காட்சி      (ஆ) செய்தித்தாள்
- (இ) வானொலி      (ஈ) இதழ்கள்

Which media has the highest value of reach in the Indian context?

- (a) TV      (b) Newspaper
- (c) Radio      (d) Magazines

9. \_\_\_\_\_ விளம்பர பிரச்சாரத்தின் போது அல்லது முடிந்த பிறகு நடத்தப்படுகிறது.

- (அ) முன் சோதனை
- (ஆ) பிந்தைய சோதனை
- (இ) தயாரிப்பு சோதனை
- (ஈ) விளம்பர சோதனை

\_\_\_\_\_ is conducted during the running of the ad campaign or after the completion of the ad campaign.

- (a) Pre - test
- (b) Post - test
- (c) Production test
- (d) Advertising test

10. DAGMAR மாதிரியின் கடைசி படி \_\_\_\_\_ ஆகும்.

- (அ) பார்வையாளர்கள்
- (ஆ) நடவடிக்கை
- (இ) விழிப்புணர்வு
- (ஈ) ஊக்குவிப்பு

The last step in DAGMAR model is \_\_\_\_\_.

- (a) audience
- (b) action
- (c) awareness
- (d) promotion

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (அ) விளம்பரம் ஏன் முக்கியமானது?

Why is advertising important?

Or

- (ஆ) விளம்பரத்தின் இயல்புகளைக் குறிப்பிடவும்.

State the features of advertising.

12. (அ) விளம்பரத்தின் சட்ட அம்சங்களைப் பற்றி ஒரு குறிப்பை எழுதுங்கள்.

Write a note on the legal aspects of advertising.

Or

- (ஆ) இந்திய விளம்பர தரநிலை கவுன்சிலின் நோக்கங்களை விவரிக்கவும்.

Describe the objectives of Advertisements Standard Council of India.

13. (அ) தளவமைப்பின் செயல்பாடுகளை பட்டியலிடுக.

List out the functions of layout.

Or

- (ஆ) நகல் சோதனை ஏன் அவசியம்?

Why is copy testing necessary?

14. (அ) ஊடக திட்ட மிடல் மற்றும் தேர்வின் முக்கியத்துவத்தைப் பற்றி விவாதிக்கவும்.

Discuss the significance of media planning and selection.

Or

- (ஆ) இணைய விளம்பரத்தின் நன்மைகள் என்ன?

What are the advantages of internet advertising?

15. (அ) விளம்பரத்தின் செயல்திறனை ஏன் சோதிக்க வேண்டும்?

Why is testing advertising effectiveness necessary?

Or

- (ஆ) ஒருங்கிணைந்த சோதனையை விளக்கவும்.

Explain Concurrent testing.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (அ) பல்வேறு வகையான விளம்பரங்கள் எவை? விளக்க.

What are the different types of advertisements? Explain.

Or

(ஆ) விளம்பரத்தின் நேர்மறை மற்றும் எதிர்மறை விளைவுகளை விவரிக்கவும்.

Describe the positive and negative effects of advertising.

17. (அ) விளம்பர நிறுவனங்களின் செயல்பாடுகளை விளக்குக.

Explain the functions of advertising agencies.

Or

(ஆ) இந்தியாவில் விளம்பரம் எவ்வாறு ஒழுங்குபடுத்தப்படுகிறது?

How is advertising regulated in India?

18. (அ) விளம்பரப் பிரதியின் தேவைகளை விளக்குக.

Explain the requisites of an advertisement copy.

Or

(ஆ) ஒரு நல்ல நகல் எழுத்தாளரின் குணங்களை விவரிக்கவும்.

Describe the qualities of a good copy writer.

19. (அ) ஊடகத் திட்டமிடலில் உள்ள சிக்கல்களை விளக்குங்கள்.

Explain the problems in media planning.

Or

(ஆ) இணையத்தை பயனுள்ள விளம்பர ஊடகமாக மாற்றுவது எது?

What makes internet as an effective advertising media?

20. (அ) ஒரு விளம்பர பிரச்சாரத்தின் செயல்திறனை அளவிடுவதற்கான முறைகளை விளக்குங்கள்.

Explain the methods for measuring the effectiveness of an advertisement campaign.

Or

(ஆ) விளம்பர செயல்திறனை அளவிடும் DAGMAR மாதிரியை விளக்கவும்.

Explain the DAGMAR Model of measuring advertising effectiveness.

(6 pages)

Reg. No. : .....

**Code No. : 10560 E      Sub. Code : CNBA 31**

U.G. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Third Semester

Business Administration

Non Major Elective – ADVERTISING

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. What is advertising?  
(a) publicity                      (b) sales promotion  
(c) paid information      (d) all the above
  
2. What kind of advertising involves events and Trade shows?  
(a) Print Advertising  
(b) Outdoor Advertising  
(c) Covert Advertising  
(d) Public service Advertising

3. In the advertising agency selection process, the agency should possess which one of the following qualification?
- (a) The suitability, agency infrastructure, imaginativeness
  - (b) Product conflict
  - (c) Weak financial position of an agency
  - (d) Good Client turnover
4. Due to the unethical and sharp use of advertising in the early 20th Century, a call for\_\_\_\_\_ was made by some advertisers in order to avoid giving the control away to the state.
- (a) Drug-Regulation (b) Competition Act
  - (c) Company Act (d) Self-Regulation
5. \_\_\_\_\_ copy in advertising focuses on the name and goodwill of the advertiser.
- (a) Educational (b) Humorous
  - (c) Institutional (d) Descriptive
6. \_\_\_\_\_ is a plan that indicates where different elements of an ad are to be placed for effective presentation.
- (a) Headline (b) Layout
  - (c) Copy (d) Animation



7. Media planning is the process of determining how to use \_\_\_\_\_.
- (a) Cost and profit
  - (b) Time and space
  - (c) Money and time
  - (d) Time and Client's resources
8. Which media has the highest value of reach in the Indian context?
- (a) TV
  - (b) Newspaper
  - (c) Radio
  - (d) Magazines
9. \_\_\_\_\_ is conducted during the running of the ad campaign or after the completion of the ad campaign.
- (a) Pre - test
  - (b) Post - test
  - (c) Production test
  - (d) Advertising test
10. The last step in DAGMAR model is \_\_\_\_\_.
- (a) audience
  - (b) action
  - (c) awareness
  - (d) promotion

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Why is advertising important?

Or

- (b) State the features of advertising.

12. (a) Write a note on the legal aspects of advertising.

Or

- (b) Describe the objectives of Advertisements Standard Council of India.

13. (a) List out the functions of layout.

Or

- (b) Why is copy testing necessary?

14. (a) Discuss the significance of media planning and selection.

Or

- (b) What are the advantages of internet advertising?

15. (a) Why is testing advertising effectiveness necessary?

Or

- (b) Explain Concurrent testing.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

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

Or

- (b) Describe the positive and negative effects of advertising.

17. (a) Explain the functions of advertising agencies.

Or

- (b) How is advertising regulated in India?

18. (a) Explain the requisites of an advertisement copy.

Or

- (b) Describe the qualities of a good copy writer.

19. (a) Explain the problems in media planning.

Or

(b) What makes internet as an effective advertising media?

20. (a) Explain the methods for measuring the effectiveness of an advertisement campaign.

Or

(b) Explain the DAGMAR Model of measuring advertising effectiveness.

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(6 pages)

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

**Code No. : 10561 E      Sub. Code : CMSL 31**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Third Semester

Shipping and Logistics Management — Core

TRANSPORTATION AND DISTRIBUTION  
MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. What are businesses that represent, and sell goods on behalf of, other businesses in a specified market called?  
(a) resellers                      (b) traders  
(c) agents                          (d) stockiest

2. A distribution channel moves goods and services from producers to consumers. It overcome the major time, place, and \_\_\_\_\_ gaps that separate goods and services from those who would use them.
- (a) possession                      (b) profit  
(c) image                              (d) psychological
3. When suppliers, distributors, and customers partner with each other to improve the performance of the entire system, they are participating in a \_\_\_\_\_
- (a) value delivery network  
(b) channel of distribution  
(c) supply chain  
(d) demand chain
4. Most producers today sell their goods to \_\_\_\_\_
- (a) final users  
(b) final users and marketing members  
(c) intermediaries  
(d) the government at various levels
5. In marketing terms, we say that the number of intermediary levels indicates the \_\_\_\_\_ of a channel.
- (a) depth                              (b) complexity  
(c) involvement                      (d) length

6. Which type of product might require a more direct marketing channel to avoid delays and too much handling?
- (a) lower-priced products
  - (b) perishable products
  - (c) high-priced products
  - (d) products in their maturity stage
7. Trade between two countries can be useful if cost ratios of goods are
- (a) undetermined            (b) decreasing
  - (c) equal                      (d) different
8. The goal of marketing logistics should be to provide a \_\_\_\_\_ level of customer service at the least cost.
- (a) maximum                (b) targeted
  - (c) moderate                (d) minimum
9. Companies manage their supply chains through \_\_\_\_\_
- (a) skilled operators
  - (b) information
  - (c) the internet
  - (d) transportation modes

10. The success of each channel member depends on the performance of \_\_\_\_\_
- (a) key channel members
  - (b) the entire supply chain
  - (c) the channel captain
  - (d) the manufacture

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Describe the role of supply chain.

Or

- (b) State the functions of supply chain.

12. (a) Classify the steps for building a distribution network.

Or

- (b) Discuss the uses for network optimization.

13. (a) State the main elements of supply chain.

Or

- (b) Explain the modern modes of transportation.



14. (a) Describe the measuring methods of transportation efficiency.

Or

- (b) Classify the types of transportation costs.

15. (a) Describe the different kinds of security measures are taken for transport.

Or

- (b) Enumerate the features of good fleet management system.

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 different types available in supply chain.

Or

- (b) Measure the various types of distribution channels.

17. (a) Determine the factors influencing distribution network design.

Or

- (b) Evaluate the elements of network design.

18. (a) Explain various the models of supply chain.

Or

(b) Measure the selection process of transportation mode.

19. (a) Assess the factors that affect transportation performance.

Or

(b) Explain the factors influencing the cost of transportation.

20. (a) Summarise the benefits of transportation software.

Or

(b) Justify the role of technology in transport management.

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(6 pages)

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

**Code No. : 10562 E      Sub. Code : CMSL 32**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Third Semester

Shipping and Logistics Management – Core

INTRODUCTION TO LOGISTIC MANAGEMENT AND  
SHIPPING

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. \_\_\_\_\_ includes design and administration of systems to control the flow of materials, WIP and finished inventory to support business unit strategy.
  - (a) Logistics management
  - (b) Materials management
  - (c) Bill of materials
  - (d) None of the above

2. \_\_\_\_\_ and physical distribution are the two major operations of logistics.
- (a) Supply chain management
  - (b) Materials management
  - (c) Logistics management
  - (d) None of the above
3. Logistics management is an \_\_\_\_\_ part of the business and its success.
- (a) Minimal
  - (b) Unrelated
  - (c) Integral
  - (d) None of the above
4. A supply chain that includes the distribution of finished products and services?
- (a) out bound logistics
  - (b) inbound logistics
  - (c) supply of goods
  - (d) transportation
5. Which of the following is not an area to responsibilities for a logistics manager?
- (a) Inventory
  - (b) Marketing
  - (c) Ware housing
  - (d) Purchasing
6. Logistics grew from \_\_\_\_\_ during world war II.
- (a) Airforce
  - (b) Military
  - (c) Commerce
  - (d) None of these

7. \_\_\_\_\_ advises ship owner on various port details.
- (a) Ship agent                      (b) Stevedores  
(c) Freight forwards              (d) Captain
8. \_\_\_\_\_ is a one who agrees to ship all portion of his cargo through members of liner conference.
- (a) Contract exporter              (b) Tramper  
(c) Logistician                      (d) Liner
9. Single carrier during a single journey is known as \_\_\_\_\_
- (a) multimodal transportation  
(b) single transportation  
(c) long transportation  
(d) intermodal transportation
10. LASH also known as \_\_\_\_\_
- (a) RORo                              (b) SD14  
(c) Kangaroo ship                  (d) None of these

PART B — (5 × 5 = 25 marks)

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

11. (a) State the elements of logistics.

Or

(b) What are the different types of logistics in retail?

12. (a) Write a short note on logistics management.

Or

(b) Bring out the role of logistics management.

13. (a) What are the reasons for outsourcing logistics?

Or

(b) Explain the strategic role of logistics.

14. (a) What goods are transported by sea?

Or

(b) List out the four shipping markets.

15. (a) Write a short note on cash flow costs.

Or

(b) What is the purpose of arbitration?

PART C — (5 × 8 = 40 marks)

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

16. (a) Describe the importance of logistics.

Or

(b) Explain the logistics interface with marketing.

17. (a) Discuss the advantages of logistics management.

Or

(b) Explain the evolution of the concept model in logistic management.

18. (a) Discuss the function of logistics strategy.

Or

(b) Explain the concept of designing and implementing logistical strategy.

19. (a) Discussing the different shipping markets.

Or

(b) Explain the benefits of ship registration.

20. (a) Explain the different types of arbitration.

Or

(b) Discuss the remedies for breach of contract.

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

**Code No. : 10563 E      Sub. Code : CASL 31**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Third Semester

Shipping and Logistics Management – Allied

ACCOUNTING FOR MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. The revenues and expenses of a company are displayed in which statement?
  - (a) Balance Sheet
  - (b) Cash Flow Statement
  - (c) Income Statement
  - (d) Trading account

2. Net profit is calculated in which of the following account?
- (a) Profit and loss account
  - (b) Balance sheet
  - (c) Trial balance
  - (d) Trading account
3. When assets are subtracted from liabilities it will be equal to?
- (a) Capital
  - (b) Net income
  - (c) Working capital
  - (d) Goodwill
4. Given Sales is 1,20,000 and Gross Profit is 30,000, the gross profit ratio is
- (a) 24%
  - (b) 25%
  - (c) 40%
  - (d) 44%
5. In funds flow statement, funds from operations is \_\_\_\_\_.
- (a) applications of funds
  - (b) sources of cash
  - (c) applications of cash
  - (d) sources of funds

6. In cash flow statement, issue of shares is \_\_\_\_\_.
- (a) cash from financing activities
  - (b) cash from operating activities
  - (c) cash from investment activities
  - (d) none of the above
7. Direct cost incurred can be identified with \_\_\_\_\_.
- (a) each department
  - (b) each unit of output
  - (c) each month
  - (d) each executive
8. Cost of production – Administration overhead = \_\_\_\_\_.
- (a) Prime cost                      (b) Cost of sale
  - (c) Works cost                      (d) Work in progress
9. Marginal cost is computed as
- (a) Prime cost + All Variable overheads
  - (b) Direct material + Direct labor + Direct Expenses + All variable overheads
  - (c) Total costs – All fixed overheads
  - (d) All of the above

10. Which of the following are limitations of break-even analysis?
- (a) Static concept
  - (b) Capital employed is taken into account
  - (c) Limitation of non-linear behavior of costs
  - (d) Limitation of presence of perfect competition

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 importance of final accounts.

Or

- (b) The following balances were extracted from the books of a Sole trader on 30<sup>th</sup> June 2004, prepare trading account by giving necessary entries:

Opening stock Rs. 2000, closing stock Rs. 1500, returns inward Rs. 300, returns outward Rs. 200, wages Rs. 350, purchases Rs. 4000, Sales Rs. 7000, freight 100 and carriage Rs. 75.

12. (a) List purpose for preparing financial ratios?

Or

(b) A trader purchases goods both on cash as well as on credit terms. The following particulars are obtained from the books:

	Rs.
Total purchases	581000
Cash purchases	30000
Purchases returns	51000
Creditors at the end	105000
Bills payable at the end	60000
Reserve for discount on creditors	8000

Calculate average payment period.

13. (a) From the following prepare a statement of changes in Working capital:

Liabilities	1995	996	Assets	1995	1996
Share capital	6,00,000	6,00,000	Fixed assets	10,00,000	11,20,000
Reserves	50,000	1,80,000	Less Dep	<u>3,70,000</u>	<u>4,60,000</u>
P & L A/c	40,000	65,000		6,30,000	6,60,000
Debentures	3,00,000	2,50,000	Stock	2,40,000	3,70,000
Creditors for			Book debts	2,50,000	2,30,000
Goods	1,70,000	1,60,000	Cash	80,000	60,000
Provision for tax	60,000	80,000	Preliminary expenses	20,000	15,000
	<u>12,20,000</u>	<u>13,35,000</u>		<u>12,20,000</u>	<u>13,35,000</u>
Total					

Or

- (b) Calculate cash from operation and adjusted P/L account from the following particulars:

Particulars	I year	II year
Profit and loss appropriation account	10000	20000
Bills Receivable	18000	22000
Provision for depreciation	40000	42000
Outstanding Rend	1600	4000
Prepaid Insurance	2000	1800
Goodwill	24000	20000
Stock	12000	16000

14. (a) Describe the objectives of cost accounting.

Or

- (b) Calculate prime cost from the following particulars for a production unit:

	Rs.
Cost of material purchased	30,000
Opening stock of material	6,000
Closing stock of material	4,000
Wages paid	3,000
Rent of hire of a special machine for production	5,000

15. (a) What is break even analysis? Explain with suitable example.

Or

- (b) You are required to calculate:
- (i) PV ratio
  - (ii) Margin of safety
  - (iii) Sales
  - (iv) Variable cost from the following:

Fixed cost     Rs. 12,000

Profit             Rs. 1,000

BE sales         Rs. 60,000

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Summarise the principles of accounting.

Or

- (b) From the following trial balance extracted from the books of Thiru. Venkatachalam as on 31.12.07. Prepare:

- (i) Trading and Profit & Loss A/c and  
(ii) Balance Sheet Trial Balance as on  
31.12.07.

Debit Balances Rs.		Credit Balances Rs.	
Cash in hand	2,000	Capital	2,00,000
Machinery	60,000	Sales	2,54,800
Stock	50,000	Sundry Creditors	40,000
Bills receivable	1,600	Bank overdraft	22,000
Sundry debtors	50,000	Return outwards	3,000
Wages	70,000	Discount received	1,800
Land	40,000	Bills payable	1,800
Carriage inwards	2,400		
Purchases	1,80,000		
Salaries	24,000		
Rent	4,000		
Postage	1,000		
Return inwards	3,200		
Drawings	10,000		
Furniture	18,000		
Interest	600		
Cash at bank	6,600		
	<u>5,23,400</u>		<u>5,23,400</u>

Stock as on 31.12.07 to Rs. 1,00,000.

17. (a) Explain the different types of turnover ratios.

Or

- (b) The following is the balance Sheet of ABC Limited as on 31<sup>st</sup> March 2000:

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	1,00,000	Fixed Assets	3,60,000
		Less: Dep	1,00,000
7% Preference Share capital	20,000	Current Assets:	
Reserves & surplus	80,000	Cash	10,000
6% Mortgage Debentures	1,40,000	Investment	30,000
Current Liabilities:		(Govt. Securities @ 10% interest)	



Liabilities	Rs.	Assets	Rs.
Creditors	12,000	Sundry Debtors	40,000
Bills Payable	20,000	Stock	60,000
Outstanding Expenses	2,000		
Taxation	26,000		
	<u>4,00,000</u>		<u>4,00,000</u>

Other Information: Rs.

(i) Net sales	600000
(ii) Cost of goods sold	516000
(iii) Net Income before tax	40000
(iv) Net Income after tax	20000

Calculate appropriate ratios from the given Information.

18. (a) Summarise the uses of fund flow analysis.

Or

(b) The comparative balance sheet of M/s Shri brothers for the two years were as follows:

Liabilities	1980	1981	Assets	1980	1981
Capital	150000	175000	Land & building	110000	150000
Loans from banks	160000	100000	Machinery	200000	140000
Creditors	90000	100000	Stock	50000	45000
Bills payable	50000	40000	Debtors	70000	80000
Loans from s.b.i.	-	25000	Cash	20000	25000
Total	450000	440000		450000	440000

Additional Information:

- (i) Net Profit for the year 1999 amounted to Rs 60000.
- (ii) During the year a machine costing Rs. 25000 (accumulated depreciation Rs.10000) was sold for Rs. 13000. The provision for depreciation against machinery as on 31.12.1998 was Rs. 50000 and on 31.12.1999 Rs. 85000.

You are required to prepare cash flow statement.

19. (a) Explain the functions of cost accounting.

Or

- (b) From the following information, prepare a cost sheet for period ended on 31<sup>st</sup> March 2006.

	Rs.
Opening stock of raw material	12,500
Purchases of raw material	1,36,000
Closing stock of raw material	8,500
Direct wages	54,000
Direct expenses	12000
Factory overheads 100% of direct wages	
Office and administrative overheads 20% of works cost	
Selling and distribution overheads	26,000
Cost of opening stock of finished goods	12,000
Cost of closing stock of finished goods	15,000
Profit on cost 20%	

20. (a) Estimate the disadvantages of marginal costing.

Or

- (b) A company produces 500 units at a variable cost of Rs. 200 per unit. The price is Rs. 250 per unit and there are fixed expenses of Rs. 12,000 per month.

Calculate BEP in terms of both units and sales. Also, show the profit at 90% capacity.

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(6 pages)

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

**Code No. : 10564 E      Sub. Code : CSSL 31**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Third Semester

Shipping and Logistics Management – Main

Skill Based Subject — BUSINESS LAW

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The law of contract in India is contained in ——
  - (a) Indian contract Act, 1872
  - (b) Indian contract Act, 1972
  - (c) Indian contract Act, 1930
  - (d) Indian contract Act, 1932

2. Consent means \_\_\_\_\_
- (a) General consent
  - (b) Meeting of minds on the same thing in the same sense
  - (c) Meeting of minds on different things
  - (d) Free consent
3. A person appointed to act on behalf of another person, is known as \_\_\_\_\_
- (a) Principle
  - (b) Agent
  - (c) Independent contractor
  - (d) Employee
4. Which of the following is not a right of the agent?
- (a) Right of general lien
  - (b) Right to be indemnified
  - (c) Right to remuneration
  - (d) Right to make personal profits
5. The sale of goods act 1930 is substantially based on the English sale of goods Act \_\_\_\_\_
- (a) 1894
  - (b) 1893
  - (c) 1925
  - (d) 1920

6. Which type of goods are produced or acquired by the seller after the making of the contract of sale \_\_\_\_\_
- (a) Ascertained goods (b) Future goods  
(c) Contingent goods (d) None of the above
7. When did the companies Act 2013 came into force?
- (a) 5<sup>th</sup> August 2013 (b) 10<sup>th</sup> August 2013  
(c) 15<sup>th</sup> August 2013 (d) 20<sup>th</sup> August 2013
8. Minimum number of members in case of public company is \_\_\_\_\_
- (a) 2 (b) 7  
(c) 50 (d) 200
9. A company may become insolvent if it \_\_\_\_\_
- (a) makes continuous loss  
(b) cannot pay the amount due to the creditors in full  
(c) cannot pay staff salaries and wages  
(d) unable to pay taxes

10. The consumer has the right to get compensation against unfair trade practices under right to \_\_\_\_\_
- (a) Right to choose
  - (b) Right to seek redressal
  - (c) Right to safety
  - (d) Both (b) and (c)

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 different types of offer?
- Or
- (b) Distinguish between coercion and undue influence.
12. (a) Enumerate the essentials of agency.
- Or
- (b) Write a short note on termination of agency.
13. (a) What do you mean by implied conditions and implied warranties?
- Or
- (b) Identify the rights of an unpaid seller.

14. (a) State the objectives of issuing prospectus.

Or

(b) Write a short note on winding up of a company.

15. (a) Who is a consumer as per the consumer protection Act, 2019?

Or

(b) Write a short note on consumer protection council.

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 legal rules regarding consideration.

Or

(b) Define consent. State the legal rules relating to free consent.

17. (a) Explain the kinds of agency.

Or

(b) Difference between contract of indemnity and guarantee.



18. (a) Discuss the essentials of a contract of sale.

Or

(b) Discuss the doctrine of caveat emptor. What are its exceptions?

19. (a) Distinguish between memorandum and articles.

Or

(b) Discuss the legal position of directors.

20. (a) Discuss the salient features of the consumer protection regulations, 2020.

Or

(b) Explain the various consumer redressal agencies.

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