



Reg. No. :

Name :

IV Semester B.B.A. Degree (CCSS-Reg./Supple./Imp.)

Examination, May 2015

Core Course

4B06 BBA : OPERATIONS MANAGEMENT

(2012 Admn. Onwards)

Time : 3 Hours

Max. Weightage : 30

PART - A

This Part consists of **two** bunches of questions carrying **equal** weightage of **one**. **Each** bunch consist of **four** objective type questions. Answer **all** questions.

- I. 1) Moving of materials from the store room to the machine and from one machine to the next during the process of manufacture is called
 - a) Motion study
 - b) Inventory management
 - c) Material handling
 - d) ABC analysis
- 2) In this type of layout, machines are arranged in a line in the order in which they would be used in the process of manufacture of the product.
 - a) Product layout
 - b) Process layout
 - c) Project layout
 - d) None of these
- 3) The highest rate of output a process or activity can achieve
 - a) Maximum capacity
 - b) Effective capacity
 - c) Excess capacity
 - d) None of the above
- 4) Motion study was developed by
 - a) F. W. Taylor
 - b) Henry Fayol
 - c) Gilberth
 - d) None of the above

(W = 1)

- II. 5) The use of the internet for conducting business activities is called _____
- 6) When goods are produced according to the order of the customer, it is known as _____
- 7) _____ production is a method used to produce or process any product in groups.
- 8) A control chart for _____ is used to monitor characteristics that can be measured.

(W = 1)



PART – B

Answer **any eight** questions in **one** or **two** sentences **each**. **Each** question carries a weightage of **one**.

- 9) What is operations management ?
- 10) Mention the different forms of input transformation.
- 11) What do you mean by material handling equipment ?
- 12) What is fixed position and cellular layout ?
- 13) Define periodic maintenance and predictive maintenance.
- 14) What is work sampling ?
- 15) What is motion study ?
- 16) What do you mean by operation planning and control ?
- 17) What is economic batch quantity ?
- 18) What is quality management ?

(W = 8×1=8)

PART – C

Answer **any six** questions. Answer **not** to exceed **one** page. **Each** carries a weightage of **two**.

- 19) What are the important operational decisions of operations management ?
- 20) Explain the objectives and functions of plant layout.
- 21) What are the objectives and rules for material handling ?
- 22) What is break down maintenance ? State its advantages and disadvantages.
- 23) Explain the stages of method study.
- 24) Explain the importance of work measurement.
- 25) What are the important steps involved in planning procedure ?
- 26) Explain the various concepts of quality.

(W = 6×2=12)

PART – D

Answer **any two**. **Each** question carries a weightage of **four**.

- 27) Explain the objectives of operations management.
- 28) Explain the steps in a facility location study.
- 29) Explain the different types of material handling equipment.

(W = 2×4=8)



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Reg. No. :

Name :

IV Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CBCSS – 2014
Admn. – Regular) Examination, May 2016
Complementary Course

4C05 BBA/BBA(TTM)/BBA (RTM) : BUSINESS RESEARCH METHODS

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** the questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is primary data ?
2. What is dependent variable ?
3. What is editing ?
4. What is meant by pilot study ? (4× $\frac{1}{2}$ =2)

PART – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What is meant by Tabulation ?
6. What is meant by action research ?
7. What is meant by sampling errors ?
8. Define hypothesis.
9. What is data processing ?
10. What is coding ? (4×1=4)

P.T.O.



PART – C

Answer **any six** questions. **Each** question carries **3** marks.

11. What are the various aspects of research problem ?
12. What is case study ? Explain the features of case study.
13. Explain the various types of focus group.
14. Explain the steps in sampling process.
15. Explain the various types of observation.
16. Explain the different stages in the processing of data.
17. What are the qualities of a good research report ?
18. What are the qualities of a good research ?

(6×3=18)

PART – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Define a research report. Explain its purpose and contents.
20. What is exploratory research ? Explain the important exploratory research methods.
21. Define business research. Explain the main area where business research is applied.

(2×8=16)



K16U 0666

Reg. No. :

Name :

IV Semester B.B.A. Degree (CBCSS – 2014 Admn.-Regular)
Examination, May 2016
Core Course
4B08 BBA : CORPORATE ACCOUNTING

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is divisible profit ?
2. What do you mean by dividend ?
3. What is purchase consideration ?
4. What is external reconstruction ?

(4x $\frac{1}{2}$ = 2 Marks)

PART – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What is capital reduction account ?
6. What is proposed dividend ?
7. What do you mean by sub division of shares ?
8. How will you ascertain the intrinsic value of shares ?
9. How are the accumulated losses in the vendor company treated ?
10. Define the term amalgamation.

(4x1 = 4 Marks)

PART – C

Answer **any six** questions. **Each** question carries **3** marks.

11. What is P & L appropriation account ?
12. Under what circumstances the reconstruction is undertaken ?

P.T.O.



13. What is CDT ?
14. Differentiate between reserve and provision.
15. What is contingent liability ? Give examples.
16. What is profit prior to incorporation ?
17. Following is the Balance Sheet of X Ltd. as on 31-12-2013

Liabilities	Amount
Share capital :	
80,000 Equity shares of Rs. 10	8,00,000
General reserve	1,60,000
P & L A/c	1,40,000
10 % debentures	3,00,000
Creditors	75,000
B/P	25,000
	<u>15,00,000</u>
Assets	Amount
Goodwill	3,00,000
Land and Buildings	2,60,000
Plant and Machinery	1,75,000
Investments	1,00,000
Stock	2,75,000
Debtors	90,000
Bank	60,000
Preliminary expenses	2,40,000
	<u>15,00,000</u>

Y Ltd. takes over all assets and liabilities of the above company. For this purpose, the assets and liabilities are revalued as follows :

Land and Buildings Rs. 3,00,000, Plant and Machinery 10 % less than book values, investments at Rs. 1,35,000, Creditors are taken over at Rs. 70,000, Goodwill is valued at Rs. 4,00,000. Calculate purchase consideration.



18. A company resolved the following :

- 1) To reduce its 40,000, 12 % preference shares of Rs: 10 each, to an equal number of 15 % preference shares of Rs. 8 each
- 2) To reduce 50,000 equity shares of Rs.10 each, to an equal number of shares of Rs. 6 each
- 3) To reduce 12 % debentures of Rs. 5,00,000 to 14 % debentures of Rs. 4,00,000
- 4) To write off P & L (Dr.) balance Rs. 1,00,000 ; Goodwill Rs. 80,000; Plant by Rs. 1,00,000; to write down Machinery by Rs. 70,000 and Stock by Rs. 20,000.

Give Journal Entries.

(6×3= 18 Marks)

PART – D

Answer **any two** questions. **Each** question carries **8** marks.

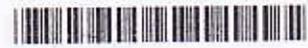
19. Following is the Trial Balance of X Ltd. as on 31st March 2014.

Debit Balance	Rs.	Credit Balance	Rs.
Cash in hand	30,000	Creditors	1,00,000
Land and Buildings	3,00,000	Sales	3,70,000
Opening stock	32,000	Interest	5,000
Bank balance	1,00,000	General reserve	1,25,000
Investments	2,00,000	P & L A/c	1,00,000
Purchases	1,22,000	Share capital	5,00,000
Wages	18,000		
Salaries	82,000		
Office expenses	10,000		
Rent and Taxes	12,000		
Goodwill	2,60,000		
Sundry Debtors	34,000		
	12,00,000		12,00,000

Additional information :

- 1) Closing stock Rs. 1,26,000
- 2) Provide depreciation on Land and Buildings @ 10 %
- 3) Interest accrued Rs. 5,000
- 4) Provision for taxation Rs. 50,000
- 5) Directors recommend a dividend of 10 % on equity shares.
- 6) Ignore Corporate Dividend Tax.

Prepare Final Accounts.



20. A Ltd. and B Ltd. doing the same type of business agree to amalgamate as from 1st January 2013 on which date their respective Balance Sheet were as follows :

Liabilities	A	B	Assets	A	B
Share capital :					
Shares of Rs. 10 each	2,00,000	3,00,000	Land & Building	2,00,000	2,50,000
Reserve	30,000	20,000	Machineries	50,000	40,000
Creditors	2,20,000	1,80,000	Stock	1,20,000	1,30,000
			Debtors	60,000	40,000
			Cash	20,000	40,000
	4,50,000	5,00,000		4,50,000	5,00,000

A new company, AB Ltd. is formed with an authorised capital of Rs. 10,00,000 divided into shares of Rs. 10 each to acquire the business (all assets and liabilities of both A Ltd. and B Ltd.

The purchase consideration is agreed at Rs. 3,00,000 for A Ltd. and Rs. 3,50,000 for B Ltd. payable in fully paid up shares of AB Ltd.

The Land and Buildings of A Ltd. are valued at Rs. 2,20,000 and that of B Ltd. at Rs. 2,60,000.

Give opening entries in the books of AB Ltd. and prepare their opening Balance Sheet.

21. Explain different methods for calculating purchase consideration. (2x8=16 Marks)



K16U 0453

Reg. No. :

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IV Semester B.B.A./B.B.A.T.T.M./B.B.A.(R.T.M.) Degree
(CCSS – Supple./Imp.) Examination, May 2016
Complementary Course
4 C04 BBA/BBA(T)/BBA(RTM) : CORPORATE LAW
(2012 & 13 Admissions)

Time : 3 Hours

Max. Weightage : 30

PART – A

I. This Part consist of **two** bunches questions carrying **equal** weightage of **one**.
Each bunch consist of **four** objective type questions. Answer **all** questions.

- 1) A company formed by special Act of Parliament is called _____
company.
a) statutory b) registered c) government d) chartered
- 2) Which of the following documents is called the charter of the company ?
a) Articles of Association b) Memorandum of Association
c) Prospectors d) Certificate of Incorporations.
- 3) A statutory meeting is held during the life of a company _____
a) two times b) three times c) once d) four times
- 4) Compulsory winding up is done by in _____
a) Tribunal b) Court c) Government d) Chairman

(W.=1)

II. Fill in the blanks.

- 5) The minimum number of members in a private company is _____
- 6) A _____ company can invite the public to subscribe for the shares and debentures of the company.

P.T.O.



7) A _____ prospector is issued by the financial institutions or bank for frequent issue of securities.

8) A formal decision of a meeting is called _____ (W. =1)

PART – B

Answer **any 8** questions in **one** or **two** sentences **each**. **Each** question carries a weightage of **one**.

9) Define companies limited by Guarantee.

10) What is certificate of commencement of business ?

11) Define prospectors.

12) What is meant by quorum ?

13) Define proxy.

14) What is special resolution ?

15) State the meaning of minutes.

16) What do you mean dissolution of a company ?

17) What is defunct company ?

18) What is committee of inspection ?

(W. 8 × 1 = 8)

PART – C

Answer **any 6** questions. Answer **not** to exceed **one** page. **Each** carries a weightage of **two**.

19) Give five points of distinction between private company and public company.

20) Explain briefly four steps in the promotion of a Joint Stock Company.



- 21) State the contents of memorandums of association.
- 22) State the procedure for alteration of Articles of Association.
- 23) Describe the liability for mis-statement in prospectus.
- 24) List the contents of statutory report.
- 25) Define motion what are the requisites of a valid motion.
- 26) Enumerate the duties of a liquidator on compulsory winding up. (W. = $6 \times 2 = 12$)

PART – D

Answer **any two**. Each question carries a weightage of **four**.

- 27) Define company. Explain its features.
 - 28) Explain different types of meeting of shareholders.
 - 29) Discuss the grounds for compulsory winding up. What are the consequences of winding up order ? (W.= $2 \times 4 = 8$)
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K16U 0661

Reg. No. :

Name :

IV Semester B.B.A./B.B.A.T.T.M./B.B.A. (R.T.M.) Degree
(CBCSS-2014 Admn. – Regular) Examination, May 2016

GENERAL COURSE

4A13 BBA/BBA (TTM)/BBA (RTM) : Entrepreneurship Development and
Project Management

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries $1/2$ mark.

1. Who is an innovative entrepreneur ?
2. What do you mean by TRYSEM ?
3. What do you mean by bridge capital finances ?
4. Define Micro unit.

(4× $1/2$ =2)

PART – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What is seed capital ?
6. What is network analysis ?
7. What is desk research ?
8. What is project design ?
9. What is pilot study ?
10. What do you mean by policy instrument ?

(4×1=4)

P.T.O.



PART – C

Answer **any 6** questions. **Each** question carries **3** marks.

11. What are the risk involved in entrepreneurship ?
12. What are the differences between an entrepreneur and a manager ?
13. What are the advantages of industrial estates ?
14. What are the factors to be considered while choosing a project ?
15. What are the requisites of good project report ?
16. Explain the function of woman entrepreneur.
17. What are the functions of SIDCO ?
18. What are the characteristics of MSME's ? (6×3=18)

PART – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Discuss the role and importance of entrepreneur in the economic development of a country.
 20. Explain the reasons for slow growth of women entrepreneurs in Kerala.
 21. Explain the major elements of project for mutations. (2×8=16)
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IV Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CBCSS – 2014
Admn. – Regular) Examination, May 2016

CORE COURSE**4B09 BBA/BBA (TTM)/BBA (RTM) : Financial Management**

Time : 3 Hours

Max. Marks : 40

PART – AAnswer **all** the questions. **Each** question carries $\frac{1}{2}$ mark :

1. What is Trading on equity ?

2. What is payback period ?

3. What is present value ?

4. What is fixed working capital ?

(4 × $\frac{1}{2}$ = 2)**PART – B**Answer **any four** questions. **Each** question carries **1** mark :

5. What is capital budgeting ?

6. What is opportunity cost of capital ?

7. What is EOQ ?

8. What is optimum cash balance ?

9. What is ARR ?

10. What is Financial Management ?

(4 × 1 = 4)

P.T.O.



PART – C

Answer **any six** questions. **Each** question carries **3** marks :

11. What are the external factors determining capital structure ?
12. What are the various methods of estimating working capital requirement ?
13. Explain the importance of financial management.
14. Explain the need for capital budgeting.
15. Explain the internal factors influencing capital structure.
16. A project which costs Rs. 7,00,000 is expected to yield a profit of Rs. 60,000 after depreciation at 10% on original cost but before tax at 50%. Calculate payback period.
17. Estimated cost of a project is Rs. 5,00,000. The returns after depreciation and tax during the life of the asset are estimated to be is 1,50,000, Rs. 1,25,000, Rs. 1,00,000, Rs. 75,000 and Rs. 50,000. Calculate the average rate of return.
18. You are given the following information regarding two proposals X and Y :

	Project X	Project Y
	Rs.	Rs.
Estimated cost	25,000	25,000
Expected cash inflows (before depreciation and after tax)		
1 st year end	15,000	3,000
2 nd year end	10,000	7,000
3 rd year end	5,000	20,000

Examine which project is preferable under NPV criterion.

Rate of discount is 8%.

P.V. factor at 8% : 0.926 , 0.857 and 0.794.

(6×3=18)



PART – D

Answer **any two** questions. **Each** question carries **8** marks :

19. Explain the important sources of working capital.

20. Find out the IRR from the details furnished below :

Cost of the project Rs. 35,000

Expected annual inflow Rs. 10,000 each

Life of the project 5 years

PV factor at 10% : 0.909, 0.826, 0.751, 0.683 and 0.621.

PV factor at 15% : 0.870, 0.756, 0.658, 0.572 and 0.497.

PV factor at 20% : 0.833, 0.694, 0.579, 0.482 and 0.402.

21. a) A Ltd., issued Rs. 1,00,000 8% debentures at par. The tax rate applicable to the company is 50%. Compute the cost of debt capital.
- b) B Ltd., issued Rs. 1,00,000 8% debentures at a premium of 10% tax rate applicable to the company is 60%. Compute the cost of debt capital.
- c) C Ltd., issues Rs. 1,00,000 8% debentures at a discount of 5%. The tax rate is 50%. Compute the cost of debt capital.
- d) D Ltd., issues Rs. 2,00,000 9% debentures at a premium of 10%. The floatation costs are 2%. The tax rate applicable is 60%. Compute cost of debt capital.

(2×8=16)



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Reg. No. :

Name :

IV Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree
(CBCSS-2014 Admn.-Regular) Examination, May 2016

Core Course

4B07 BBA/BBA (TTM)/BBA (RTM) : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** the questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is social marketing ?
2. Explain undifferentiated marketing.
3. Explain 'Re-positioning'.
4. What is counter marketing ? (4× $\frac{1}{2}$ =2)

PART – B

Answer **any four** questions. **Each** question carries 1 mark.

5. What do you mean by perception ?
6. What is the concept of "product" ?
7. Explain consumer goods.
8. What do you mean by Trading-up ?
9. Explain brand loyalty.
10. What is cost plus pricing ? (4×1=4)

P.T.O.



PART – C

Answer **any six** questions. **Each** question carries **3** marks.

11. What is product positioning ? State the steps of product positioning.
12. What is consumer behaviour ? State its features.
13. Explain the importance of product planning.
14. What is product life cycle ? State its utility.
15. What is labelling ? State its advantages.
16. What is channel of distribution ? State any five factors affecting channels of distribution.
17. What is promotion mix ? State the factors affecting promotion mix.
18. What is window display ? State its advantages. **(6×3=18)**

PART – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Define marketing. State the objectives of marketing.
 20. What is consumer satisfaction ? State the tools for measuring consumer satisfaction.
 21. What is pricing ? State the external factors that affects pricing. **(2×8=16)**
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K17U 0665

Reg. No. :

Name :

**IV Semester B.B.A./B.B.A. T.T.M./B.B.A. (R.T.M) Degree
(CBCSS – Reg./Supple./Imp.) Examination, May 2017
(2014 Admn. Onwards)
General Course
4A14 BBA/BBA (TTM)/BBA (RTM) : BUSINESS ETHICS AND
CORPORATE SOCIAL RESPONSIBILITY**

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** the questions. **Each** question carries $1\frac{1}{2}$ marks :

1. CSR stands for _____
2. _____ deals with the right actions of individuals.
3. The practice of selling a product at a very low price to drive competitors from the market.
4. BRR stands for _____

(4× $1\frac{1}{2}$ =2)

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark :

5. Define value.
6. Define business ethics.
7. What is insider trading ?
8. What is corporate sustainability ?
9. What is ethical audit ?
10. What is social change ?

(4×1=4)

SECTION – C

Answer **any six** questions. **Each** question carries 3 marks :

11. What are the principles of business ethics ?
12. What are the activities eligible under CSR as per Companies Act 2013 ?
13. What are the features of social change ?

P.T.O.

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14. What are the needs for business ethics ?
15. What are unethical pricing practices ?
16. What are the areas of ethical issues in HRM ?
17. What are the ethical issues relating accounting practices ?
18. What are the basic economic responsibility of a business ? (6×3=18)

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks :

19. Discuss business ethics with its importance. Also explain costs of doing business unethically.
20. Discuss about stakeholder of business with regard to CSR.
21. Explain briefly about various benefits of business to society. (2×8=16)



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Reg. No. :

Name :

IV Semester B.B.A./B.B.A.T.T.M./B.B.A. (R.T.M.) Degree
(CBCSS – Reg./Supple./Imp.) Examination, May 2017
(2014 Admn. Onwards)
General Course
4A13 BBA/BBA (TTM) BBA (RTM) : ENTREPRENEURSHIP
DEVELOPMENT AND PROJECT MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** the questions. **Each** question carries $\frac{1}{2}$ mark.

1. Who is Fabian entrepreneur ?
2. What do you mean by copreneurs ?
3. What is single window scheme ?
4. What is seed capital ?

(4× $\frac{1}{2}$ =2)

PART – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What is project management ?
6. What is SWOT analysis ?
7. What is network diagram ?
8. What is financial analysis ?
9. What do you mean by venture capital ?
10. What is project life cycle ?

(4×1=4)

P.T.O.



PART – C

Answer **any six** questions. **Each** carries **3** marks.

11. What are the functions of DIC ?
12. Explain the characteristics of entrepreneurship.
13. Explain the functions of an entrepreneur.
14. Explain the problems of MSME's.
15. Explain the need for incentives.
16. What are the functions of small industries development bank of India ?
17. What are the various phases of project management ?
18. Distinguish between PERT and CPM. (6×3=18)

PART – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Describe the steps involved in project identification.
 20. Explain the important factors affecting entrepreneurial growth.
 21. Discuss the role of small scale industries in the industrial development of a developing economy. (2×8=16)
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K17U 0667

Reg. No. :

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IV Semester B.B.A./B.B.A.T.T.M./B.B.A. (R.T.M.) Degree (CBCSS – Reg./
Supple./Imp.) Examination, May 2017
(2014 Admn. Onwards)

Core Course

4B09 BBA/BBA (TTM)/BBA (RTM) : FINANCIAL MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** the questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is return on investment method ?
2. What is IRR ?
3. What is capital investment decision ?
4. What is revolving capital ?

(4× $\frac{1}{2}$ =2)

PART – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What are inventories ?
6. What is EOQ ?
7. What is meant by maximum stock level ?
8. What is cash management ?
9. What is cyclical billing ?
10. What is factoring ?

(4×1=4)

P.T.O.



PART – C

Answer **any six** questions. **Each** question carries **3** marks.

11. What are the requisites of an ideal capital structure ?
12. Explain the importance of the concept of cost of capital.
13. Explain the factors determining cash needs.
14. Explain the importance of financial management.
15. Explain the advantages and limitations of profitability index.
16. Explain the cost and benefits of receivables.
17. No project is acceptable unless the yield is 10%. Cash inflows of a certain project along with cash outflows are given below :

Year	Outflows Rs.	Inflows Rs.
0	1,50,000	—
1	30,000	20,000
2		30,000
3		60,000
4		80,000
5		30,000
		40,000 (salvage value at the end of 5 years)

Calculate NPV.

18. The shares of a company are selling at Rs. 80 per share and the company had paid a dividend of Rs. 8 per share last year. The investors expect a growth rate of 5% per year.
 - a) Calculate the equity cost of capital.
 - b) If the expected growth rate is 7% p.a., calculate the market price per share.

(6×3=18)



PART – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain the responsibilities of financial manager.
20. Explain the technique of cash management.
21. Maruthi Products Ltd. is planning to introduce mechanisation to replace the labour force. Two alternatives are available, advise the management to select the machine under pay-back period method.

	Machine X	Machine Y
Cost of machine	Rs. 50,000	Rs. 40,000
Estimated life of machine	10 years	8 years
Estimated scrap savings per year	Rs. 1,000	Rs. 1,000
Estimated cost of materials p.a.	Rs. 2,000	Rs. 3,000
Maintenance p.a.	Rs. 2,500	Rs. 3,100
Additional cost of supervision	Rs. 1,500	Rs. 2,000
Estimated savings in wages	Rs. 10,000	Rs. 12,500

Depreciation will be taken on straight line basis.

Assume tax rate of 50%.

(2×8=16)



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Supple./Imp.) Examination, May 2017

4B07BBA/BBA (TTM)/BBA(RTM) : MARKETING MANAGEMENT

(2014 Admn. Onwards)

Core Course

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** the questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is Demarketing ?
2. Explain differentiated marketing.
3. What do you mean by branding ?
4. What is Mass Marketing ?

(4× $\frac{1}{2}$ =2)

PART – B

Answer **any four** questions. **Each** question carries **one** mark.

5. What do you mean by Learning ?
6. What is Trading down ?
7. Explain convenience goods.
8. What is the concept of 'PACE' ?
9. What do you mean by Brand Equity ?
10. Explain Target pricing.

(4×1=4)

P.T.O.



PART – C

Answer **any six** questions. **Each** question carries **3** marks.

11. State the factors determining product positioning.
12. State the importance of consumer behaviour.
13. State the advantages of product diversification.
14. Explain the reasons for "product failure".
15. What is 'skimming price' ?
16. State the functions of middlemen.
17. What are the objectives of sales promotion ?
18. What is personal selling ? State its features. (6×3=18)

PART – D

Answer **any two** questions. **Each** question carries **8** marks.

19. What is marketing ? State the obstacles in the development of modern marketing.
 20. What is consumer retention ? State the need for consumer retention.
 21. What is pricing ? State the internal factors that affects pricing. (2×8=16)
-



Reg. No. :

Name :

**IV Semester B.B.A./B.B.A.T.T.M./B.B.A. (RTM) Degree
(CCSS-Reg./Supple./Imp.) Examination, May 2015
Complementary Course
4C04 BBA/BBA (T)/BBA (RTM) : CORPORATE LAW
(2012 Admn. Onwards)**

Time : 3 Hours

Max. Weightage : 30

PART - A

This Part consist of **two** bunches of questions carrying **equal** weightage of **one**. Each bunch consist of **four** objective type questions. Answer **all** questions.

- I. 1) The minimum number of members in a public limited company is
 - a) 2
 - b) 7
 - c) 10
 - d) None of these
 - 2) The minimum subscription is stated in _____
 - a) Memorandum
 - b) Articles of Association
 - c) Prospectus
 - d) Both articles and prospectus
 - 3) A company making a public issue through book-building process issues.
 - a) A shelf-prospectus
 - b) Statement in lieu of prospectus
 - c) Deemed prospectus
 - d) Red-Herring prospectus
 - 4) The quorum of the board meeting is
 - a) One-third
 - b) One-fourth
 - c) One-half
 - d) One-sixth
- (W = 1)**

II. Fill in the blanks :

- 5) A company comes into existence by _____
- 6) _____ is the charter of the company.
- 7) A definite proposal put before a meeting is called _____
- 8) In members voluntary winding up, the directors shall file a declaration of _____

(W = 1)

P.T.O.



PART - B

Answer **any 8** questions in **one** or **two** sentences **each**. Each question carries a weightage of **one**.

- 9) Define statutory company.
- 10) What is prospectus ?
- 11) Define memorandum of association.
- 12) What is doctrine of indoor management ?
- 13) What is agenda ?
- 14) What is meant by point of order ?
- 15) What is class meeting ?
- 16) Define special resolution.
- 17) Who is an official liquidator ?
- 18) Who is a contributory ? **(W = 8×1=8)**

PART - C

Answer **any 6** questions. Answer **not** to exceed **one** page. Each carries a weightage of **two**.

- 19) Explain the meaning of 'lifting the corporate veil'.
- 20) Define public company. Enumerate its features.
- 21) Describe the procedure for registration of a company.
- 22) Explain the doctrine of ultra vires.
- 23) Write a note on extra-ordinary general meeting.
- 24) What are the powers of the chairman of a meeting ?
- 25) Explain how the sense of the meeting is ascertained.
- 26) Write a note on committee of inspection. **(W = 6×2=12)**

PART - D

Answer **any two**. Each question carries a weightage of **four**.

- 27) Define articles of association. Explain its importance and contents.
- 28) Describe statutory meeting. Explain the purpose and procedure.
- 29) Discuss different types of company winding up. **(W = 2×4=8)**



PART – C

Answer **any six** questions. Answer **not** to exceed **one** page. **Each** carries a weightage of **two**.

19. What are the psychological factors affecting entrepreneurial growth ?
20. Who is an intrapreneur ? Explain.
21. Explain the characteristics of MSMEs.
22. What do you mean by industrial estates ? Explain its features.
23. Describe the role of DICs in promoting industrialisation.
24. Explain the need for EDPs.
25. What are the different types of small-scale industries ?
26. Explain the problems of women entrepreneurs. (W=6×2=12)

PART – D

Answer **any two**. **Each** question carries a weightage of **four**.

27. Explain the environmental, personal and social barriers to entrepreneurship.
28. Explain the entrepreneurial motivation theories.
29. Discuss the importance of KITCO in the entrepreneurial growth of Kerala. (W=2×4=8)



M 8606

Reg. No. :

Name :

IV Semester B.Com./B.B.A./B.B.A.T.T.M/B.B.A.R.T.M. Degree
(CCSS – Reg./Supple./Imp.) Examination, May 2015

GENERAL COURSE

**4A09 COM/BBA/BBA(T)/BBA(R.T.M) : Environmental Studies
(2012 Admn. Onwards)**

Time : 3 Hours

Max. Weightage : 30

PART – A

This Part consists of **two** bunches of questions carrying **equal** weight of **one**. Each bunch consists of **four** objective type questions. Answer **all** questions.

I. 1. Primary pollutant includes

- | | |
|------------------|----------------|
| a) Sulfuric acid | b) Nitric acid |
| c) Carbonic acid | d) Dust storm |

2. Non-degradable pollutant include

- | | |
|-------------------------|------------------|
| a) Domestic sewage | b) Nuclear waste |
| c) Discarded vegetables | d) DDT |

3. Dry garbage include

- | | |
|---------------|-------------------|
| a) Vegetables | b) Meat materials |
| c) Newspaper | d) Egg shell |

4. The process of burning Municipal solid waste in a properly designed furnace is called

- | | |
|-----------------|---------------------|
| a) Incineration | b) Recycling |
| c) Disposal | d) Source reduction |

P.T.O.



- II. 5. By developing National Parks and Wild Life Sanctuaries we can create
- a) Productive value
 - b) Aesthetic value
 - c) Option value
 - d) None of the above
6. It is the study of the relationship that living organism have with each other and with their natural environment.
- a) Geology
 - b) Ecology
 - c) Geo-Physics
 - d) Sociology
7. Chief source of energy in environment is _____
8. The most commonly used method of abatement of solid waste is
- a) Land fill
 - b) Incineration
 - c) Recycling
 - d) All of the above
- (2×1=2)**

PART – B

Answer **any eight** questions in **one** or **two** sentences. **Each** carries a weight of **one**.

- 9. What is biosphere ?
- 10. What is pollution ?
- 11. What are secondary pollutants ?
- 12. What is source reduction ?
- 13. What is vermi composting ?
- 14. What is watershed management ?
- 15. What do you mean by climate change ?
- 16. What is sludge digestion ?
- 17. What is greenhouse effect ?
- 18. What are solid wastes ?

(8×1=8)



PART – C

Answer **any six** questions not exceeding **one page**. **Each** carries a weight of **two**.

19. What are the various institutions working towards environmental protection in India ?
20. What are the value of bio-diversity ?
21. What are the factors responsible for land degradation ?
22. What are the effects of acid rain ?
23. What are the effects of water pollution ?
24. What are the functions of Central Pollution Control Board ?
25. What are the devices for control of gaseous pollutants ?
26. What are the scope of environmental studies ? (6×2=12)

PART – D

Answer **any two**. **Each** question carries a weightage of **four**.

27. Explain air pollution with its causes. Also explain the measures to be taken to control air pollution.
 28. Explain land pollution. What are its causes and effects ?
 29. Discuss briefly about the Environmental Protection Act, 1986. (2×4=8)
-



M 8496

Reg. No. :

Name :

IV Semester B.B.A./B.B.A.T.T.M./B.B.A. (R.T.M.) Degree
(CCSS-Reg./Supple./Imp.) Examination, May 2015
(Core Course)
4B07 BBA/BBA (T) /BBA (RTM) : PROJECT MANAGEMENT
(2012 Admn. Onwards)

Time : 3 Hours

Max. Weightage : 30

PART - A

This Part consist of **two** bunches of questions carrying **equal** weightage of **one**.
Each bunch consist of **four** objective type questions. Answer **all** questions.

- I. 1) That point of sales volume at which total revenue is equal to total cost is called
- | | |
|---------------------|-----------------|
| a) Cost point | b) Profit point |
| c) Break-even point | d) Sales point |
- 2) If the initial investment of a project is Rs. 5,00,000 and the annual cash inflow is Rs. 1,00,000, then pay back period is
- | | | | |
|------|-------------|------|------------------|
| a) 5 | b) 4,00,000 | c) 6 | d) None of these |
|------|-------------|------|------------------|
- 3) The present value of cash inflow is Rs. 8,10,000 and the present value of cash outflow is 7,30,000 N.P.V. is
- | | | | |
|--------------|-----------|--------|------------------|
| a) 15,40,000 | b) 80,000 | c) nil | d) none of these |
|--------------|-----------|--------|------------------|
- 4) In pay back period calculation cash inflow means
- | |
|---|
| a) net profit |
| b) profit before interest and tax |
| c) profit before depreciation and after tax |
| d) gross profit |
- (Weightage 1)**

II. Fill in the blanks :

- 5) IFCI means _____
- 6) The capital required for day-to-day management of a business is called _____
- 7) CPM means _____
- 8) The set of all product lines and items that a particular seller offer for sale to buyers is called _____ **(Weightage 1)**

P.T.O.



PART – B

Answer **any 8** questions in **one** or **two** sentences **each**. **Each** question carries a weightage of **one**.

- 9) Define operating cost.
- 10) What is cash flow statement ?
- 11) Define Balance Sheet.
- 12) What is projected profit and loss account ?
- 13) Define marginal cost.
- 14) What is taxable income ?
- 15) What is SCBA ?
- 16) What is PERT ?
- 17) What do you mean by capital asset ?
- 18) What is variable cost ?

(Weightage 8×1=8)

PART – C

Answer **any 6** questions. Answer not to exceed **one** page. **Each** carries a weightage of **two**.

- 19) Define project. Explain different types of projects.
- 20) Describe project management.
- 21) Examine the criteria for selecting a particular project.
- 22) What is project formulation ? What are the stages of project formulation ?
- 23) Explain the importance of network analysis.
- 24) Examine the importance of factory design.
- 25) Describe important sources of finance of a business.
- 26) List the contents of project report.

(Weightage 6×2=12)

PART – D

Answer **any two**. **Each** question carries a weightage of **4**.

- 27) Explain the elements of Technical analysis.
- 28) Define plant layout. Explain different types of plant layout pointing out their merits and demerits.
- 29) Explain :
 - a) I.R.R. and
 - b) A.R.R. Also list their merits and demerits.

(Weightage 2×4=8)



K16U 0662

Reg. No. :

Name :

IV Semester B.B.A./B.B.A. T.T.M./B.B.A. R.T.M. Degree (CBCSS – 2014
Admn. Regular) Examination, May 2016

General Course

4A14 BBA/BBA (TTM)/BBA (RTM) : BUSINESS ETHICS AND
CORPORATE SOCIAL RESPONSIBILITY

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** the questions. **Each** question carries $\frac{1}{2}$ marks.

1. Business ethics deals primarily with

- | | |
|--------------------------|---------------------|
| a) Social responsibility | b) Moral obligation |
| c) Pricing of products | d) None of these |

2. GAAP stands for _____

3. The percentage of net profit the companies must spend for CSR activities under Companies Act, 2013 is _____

4. Who proposed separatist view of ethics ? (4x $\frac{1}{2}$ =2)

SECTION – B

Answer **any 4** questions. **Each** question carries **1** mark.

5. Define ethics.

6. What is work ethics ?

7. What is predatory pricing ?

8. What is ethical consumerism ?

9. What is sustainable development ?

10. Who are internal stakeholders ?

(4x1=4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. What are the characteristics of value ?
12. What are the importance of business ethics ?
13. Explain about the cost of doing business unethically.
14. What are unethical marketing practices ?
15. Explain about the role of ethics in HR.
16. What are the objectives of ethical audit ?
17. What are the benefits of CSR ?
18. What are the benefits of business to society ? (6×3=18)

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain about business ethics. What are its principles ?
20. Explain briefly about the various provision relating CSR in Companies Act, 2013.
21. Explain social change. What are its features ? (2×8=16)



K17U 0668

Reg. No. :

Name :

IV Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CBCSS –
Reg./Supple./Imp.) Examination, May 2017
(2014 Admn. Onwards)

COMPLEMENTARY COURSE

4C05 BBA/BBA(TTM)/BBA(RTM) : Business Research Methods

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** the questions. **Each** question carries $\frac{1}{2}$ mark.

1. Define market research.
2. What is induction and deduction ?
3. What is proposition ?
4. What is constructs ?

(4× $\frac{1}{2}$ =2)

PART – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What do you mean by intervening variable ?
6. What is product analysis ?
7. What is experience survey ?
8. What is Type I and Type II error ?
9. What is data entry ?
10. What is meant by sampling errors ?

(4×1=4)

P.T.O.



PART – C

Answer **any six** questions. **Each** question carries **3** marks.

11. Explain different types of exploratory research.
12. Give the important steps to be followed in problem definition.
13. Explain the various types of hypothesis.
14. Explain the types of surveys.
15. What is experimental method ? What are the types of experiment ?
16. Explain the steps in sampling design.
17. What are the criteria for measurement ?
18. Explain different types of interview. (6×3=18)

PART – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain the various data collection methods.
 20. What is tabulation ? What are its types ?
 21. What are the important tools employed in inferential analysis ? (2×8=16)
-



K17U 0670

Reg. No. :

Name :

IV Semester B.B.A. Degree (CBCSS – Reg./Supple./Imp.)

Examination, May 2017

(2014 Admn. Onwards)

Core Course

4B08 BBA : CORPORATE ACCOUNTING

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries $\frac{1}{2}$ mark.

1. What do you mean by scrip dividend ?
2. What is the value obtained by dividing net assets available to equity shareholders by the no. of equity shares ?
3. What is interim dividend ?
4. What is reserve capital ? (4× $\frac{1}{2}$ =2)

PART – B

Answer **any four** questions. **Each** question carries 1 mark.

5. What is net payment method ?
6. What is alteration of capital ?
7. What is surrender of shares ?
8. What is TDS ?
9. What is consolidation of share capital ?
10. What is meant by absorption of company ? (4×1=4)

P.T.O



PART – C

Answer **any six** questions. **Each** question carries **3** marks.

11. State the procedures to be followed for the reduction of share capital.
 12. Give Journal Entries for the following transactions in connection with internal reconstruction.
 - 1) 10,000 equity shares of Rs. 10 fully paid reduced to shares of Rs. 5 each fully paid.
 - 2) 100, 8% debentures of 1000 each converted into 500, 6% debentures of 100 each.
 - 3) The debit balance of P and L Account Rs. 50,000 and the preliminary expenses Rs. 10,000 were written off.
 - 4) Value of plant and machinery and stock written down by Rs. 20,000 and Rs. 10,000 respectively.
 13. Give an imaginary form of P and L Appropriation Account of a limited company.
 14. How can secret reserve be created ?
 15. Distinguish between amalgamation and external reconstruction.
 16. What are the advantages of amalgamation ?
 17. What is internal reconstruction ? How it is done ?
 18. A company has equity share capital of Rs. 10,00,000 consisting 10000 shares of Rs. 100.
 - a) It is resolved to sub divide the shares into shares of Rs. 10 each.
 - b) To ask the shareholders to surrender 50% of their shares.
 - c) To issue 60% of the surrendered shares to 15% debenture holders of Rs. 4,00,000 in full settlement of their claims.
 - d) To cancel the unissued surrendered shares.
- Give entries in the books of the Company. (6×3=18)



PART – D

Answer **any two** questions. **Each** question carries **8** marks.

- 19. Differentiate between amalgamation in the nature of merger and amalgamation in the nature of purchase.
- 20. The following is the Trial Balance of S Ltd. as on 31st Dec. 2014.

	Rs.	Rs.
Debtors and Creditors	2,50,000	2,00,000
Purchases and Sales	6,47,000	9,83,500
Returns	4,700	3,500
Fixed asset at cost	15,97,900	–
Promotion expenses	13,520	–
Share capital (Rs. 100 shares)	–	12,50,000
Sinking Fund	–	2,50,000
Reserve Fund	–	47,600
Bad debts reserve	–	10,000
Cash	17,750	–
Manufacturing expenses	21,000	–
Wages	75,000	–
Unclaimed dividends	–	1,700
Interest on investments	–	11,400
Depreciation	70,000	–
Administrative expenses	34,680	–
4% Debentures	–	3,00,000
Interest on debentures	6,000	–
Sales expenses	8,000	–
Bad debts	3,400	–



Depreciation Fund	—	2,02,400
Bills Payable	—	9,300
P and L A/c	—	10,600
Investments	3,50,000	—
Sundry expenses	1,050	—
Stock on 1 st Jan.	1,30,000	—
Goodwill at cost	50,000	—
	32,80,000	32,80,000

Adjustments :

- Closing Stock amounted to Rs. 1,37,000.
- Maintain the reserve for debtors at 5%.
- Write off preliminary expenses.
- Add Rs. 10,000 to Sinking Fund.
- Provide for debenture interest.

Prepare the Trading and Profit and Loss Account and the Balance Sheet.

21. The Balance Sheet of A Ltd. as on Dec. 31st 2014 was as follows :

Liabilities	Rs.	Assets	Rs.
Share capital		Fixed Assets	90,000
100000 shares		Current Assets	10,000
of Re. 1 each	1,00,000	P and L A/c	20,000
Sundry liabilities	20,000		
	1,20,000		1,20,000

B Ltd. absorbed the A Ltd. and took over all the assets for Rs. 72,000 payable Rs. 50,000 in shares of Re. 1 each and Rs. 22,000 in cash (in order to enable A Ltd. to pay off its liabilities and cost of winding up).

Prepare Realisation A/c, Shareholders A/c and Cash A/c in the books of A Ltd.

(2×8=16)