

BBA (SDE) I & II SEMESTER MODEL QUESTION PAPER

1. ENGLISH –LISTENING AND SPEAKING SKILLS

Max. Marks: 85

Duration: 3 hrs.

Answer all. Each carries 3 marks

10*3

1) i) Which of the following has a different vowel sound?

a) cool b) wool c) door d) soup

ii) How many syllables are there in the word 'age'?

a) three b) four c) five d) six

iii) Which word contains a diphthong?

a) pore b) poor c) pour d) par

2) Mark the stress in the following sentences.

a) Have you met my wife? b) Buy me a pen.

3) Mark intonation in the following questions

a) I'll be better tomorrow, don't you think b) What are you going to do?

4) Transcribe the following phonetically:

business, different, doctor, captain, certain, answer

5) Transcribe the following phonetically:

sacrificing, salient, population, journey, interest,, developing

6) Mark the primary stress of the following:

academy, examine, photograph, inferior, politics, advertise

7) Mark the primary stress of the following:

response, air raid, herself, paint brush, afternoon, aboard.

8) Transcribe the following words in phonetic script and mark the word stress.

Intelligent, remote, socialize, secretive, philosopher, hospital, badminton, collector

9) Mark intonation in the following questions

a) I want you to wait b) Come and meet me at ten.

10) Why is Ransome an unhappy man among the group in the play *reunion*?

Answer any five. Each carries 5 marks

5*5

- 1) What are the basic skills required in communication
- 2) Describe your college to your friend in about 150 words
- 3) Prepare a speech to be delivered on teacher's day in about 150 words
- 4) What are difficulties faced by Indians while speaking English in about 150 words
- 5) What are basic manners to be observed in conversation about 150 words
- 6) It is said that English has a stress-timed rhythm. Do you agree? Why? (about 150 words)
- 7) Write an imaginary Group Discussion (minimum 3 participants) on the importance of computers in the present education system in about 300 words.

Answer any three. Each carries 10 marks

3*10

- 1) Write dialogues on the following topics in about 80 words:
 - a) A meeting between teacher and his old student
 - b) Telephonic interview between applicant and employer
 - c) A dialogue between two strangers who realize they are childhood friends at the end of the conversation.
 - d) Dialogue between you and a patient who needs help to go to hospital
- 2) Answer the following question as directed:
 - a) Prepare a farewell speech for your last day in college in about 150-200 words.
 - b) Read the article below and take down the notes:

The philosophy of the small group of professionals at IFAD is to extend a different kind of help: self help, No hand-outs but hand ups to a better life. IFAD's tightly defined mandate focuses sharply on helping small holders, landless laborers and country class men in developing countries to increase their food production. To them, a hoe may be more precious than a tractor, a fishing net more relevant than a deep sea trawler, and a reliable market outlet more important than anything else. Even the world's poorest farmers and fishermen know how to farm or fish. What they lack is the means to do as effectively and profitably. IFAD's role is to help make these means available through low cost, grass root projects designed to reach the maximum

number. And against the backdrop of the perilous situation in Africa, it seems suicidal to destroy a well honed weapon against hunger (IFAD=International Fund Agricultural Development).

3) How far is the theme of *Never Never Nest* relevant for the modern generation?

4) “The play *The Rising of the Moon* remains an enigma when it comes to human relations and human sympathies”. Explain this in the context of the dialogues between the sergeant and the ragged looking Irish revolutionary.

2. ENVIRONMENTAL STUDIES

Max. Marks: 85
Duration: 3 hrs.

Answer all. Each carries 3 marks

10*3

Write short notes on

- 1) Environmental studies
- 2) Food webs
- 3) Value education
- 4) Greenhouse effect
- 5) In situ conservation
- 6) Natural resources
- 7) Ex situ conservation
- 8) Biodiversity.
- 9) Environmental ethics? What are the basic issues and possible solutions?
- 10) Population Explosion

Answer any five. Each carries 5 marks

5*5

- 1) Discuss the effects of agriculture and overgrazing on the environment
- 2) What is a cyclone? What are its features? Explain the adverse effects of cyclone
- 3) Explain the various uses of biodiversity regarding direct and indirect values

- 4) Discuss the impact of environment on human beings
- 5) Write a note on the scope and importance of Environmental studies
- 6) What are the major causes and consequences of deforestation
- 7) What are the salient features of the Environment Protection Act, 1986?

Answer any three. Each carries 10 marks

3*10

1. What are the different segments of 'environment'? Elaborate on each.
2. Write a note on food resources and the major problem associated with respect to the global scenario.
3. What are the values and threats of biodiversity?
4. What is the role of GIS in dissemination of environmental information and environmental management?

3 PRINCIPLES OF MANAGEMENT

Max. Marks: 85

Duration: 3 hrs.

Answer all. Each carries 3 marks

10*3

Write short notes on

- 1) Unity of direction
- 2) Manpower audit
- 3) Responsibility
- 4) Decision making
- 5) Human resource planning

- 6) Product departmentalization
- 7) Free form organisation
- 8) Strategic planning
- 9) Creativity
- 10) Manpower inventory

Answer any five. Each carries 5 marks

5*5

- 1) Explain the steps in planning
- 2) What is span of management? Explain the factors affecting it
- 3) Compare and contrast Maslow's need theory and McGregor's theory
- 4) Discuss the nature of human relations to management
- 5) What is organisational structure? Explain the various types of organisational structure?
- 6) "Control and Coordination are related but are different functions" Comment
- 7) Good managers are born, not made. Discuss.

Answer any three. Each carries 10 marks

3*10

- 1) What is a matrix organisation? How is it different from a project organisation? Briefly explain the advantages of a matrix organisation.
- 2) Why is it important to understand individual needs to motivate employees? Is it necessary that a quality satisfied person will have a high performance?
- 3) What is planning? Explain its importance in management? Describe the philosophies of planning in detail
- 4) Professional managers reject intuition and obscurantism as a base of action. Discuss

4. ORGANISATIONAL BEHAVIOUR

Max. Marks: 85

Duration: 3 hrs.

Answer all. Each carries 3 marks

10*3

Write short notes on

- 1) Id
- 2) Group cohesiveness
- 3) Free rein leadership
- 4) Learning
- 5) Johari window
- 6) OD
- 7) QC
- 8) QWL
- 9) OE
- 10) Job enrichment

Answer any five. Each carries 5 marks

5*5

- 1) Explain the nature and importance of OB
- 2) Define O.D and explain the various techniques of O.D
- 3) Define motivation and various theories
- 4) Explain the various conflict resolution actions
- 5) What is personality? What are its major determinants?.
- 6) What are the financial and non financial incentives?
- 7) Discuss how OB is an interdisciplinary subject

Answer any three. Each carries 10 marks

3*10

1. Your friend suggests that OB courses are only useful to people who enter management careers .Do you agree with it
2. Explain TA and its relationship to understand interpersonal styles
3. Define perception. Discuss the process involved in perception
4. Discuss the major OD interventions

5. FINANCIAL ACCOUNTING

Max. Marks: 85

Duration: 3 hrs.

Answer all. Each carries 3 marks

10*3

Write short notes on

- 1) Trade discount
- 2) Partnership
- 3) Sweat equity shares
- 4) Sacrificing ratio
- 5) Fixed capital system
- 6) Partnership deed
- 7) Direct expenses
- 8) Book keeping
- 9) Unearned income
- 10) Assets

Answer any five. Each carries 5 marks

5*5

- 1) Explain the different types of shares that a Co. can issue
- 2) Explain the various accounting conventions used in accounting
- 3) Kishna Ltd issued 15,000 shares of Rs.100 each at a premium of Rs.10 per share, payable as follows:

On application	Rs.30
On allotment	Rs.50 [including premium]
On first and final call	Rs.30

All the shares subscribed and the company received all the money due, With the exception of the allotment and call money on 150 shares. These shares were forfeited and reissued to Biju as fully paid share of Rs.12 each.

Give journal entries in the books of the company.

- 4) Journalise the following transactions in the books of Mr.Sajilal and post them to ledger accounts. Also prepare trial balance.

2012

June

- 1 He started business with a capital of Plant Rs.10,000, Bank Rs. 8,000, Stock Rs. 12,000

- 2 Bought furniture for resale Rs.5,000
Bought furniture for Office decoration Rs. 3,000
- 3 Paid rent out of personal cash for Rs.2,000
- 8 Sold furniture out of those for resale Rs.6,000
- 12 Paid Salary to Mr. Jayan for Rs.1,200
- 15 Purchased goods from Mr. Vinod for cash Rs.3,000
- 18 Sold goods to Ms.Anija on credit for Rs. 8,000
- 20 Mr.Aji returned goods valued Rs. 1,000
- 22 Received cash from Mr. Aji of Rs.6,500 in full settlement
- 28 Bought goods from Mr. Bose on credit for Rs. 5,000
- 30 Returned goods to Mr. Bose of Rs.500 and paid to Mr. Bose Rs.4,000 in full settlement.

5) What is partnership? State the chief characteristics of a partnership? Describe the main provisions of the Partnership Act that are relevant to partnership accounts.

6) Kumar Ltd purchases assets of Rs.6,30,000 from Sathya Ltd. Kumar Ltd. issued equity share of Rs.100 each fully paid in consideration. What journal entries will be made, if the share are issued, (a) at par, (b) at discount of 10 % and (c) at premium of 20%.

7) From the following ledger account balances, prepare a Trial Balance of Mr. Nisanth for the year ended 31st March,2012.

Capital Rs.80,000 ; Sales Rs.10,00,000; Adjusted Purchase Rs.8,00,000; Current A/c(cr) Rs.10,000; Petty Cash Rs.10,000; Sales Ledger Balance Rs.1,20,000; Purchase Ledger Balance Rs.60,000; Salaries Rs.24,000; Carriage Inwards Rs.4,000; Carriage Outward Rs.6,000; Discount Allowed Rs. 10,000; Building Rs.80,000; Outstanding Expenses Rs.10,000; Prepaid Insurance Rs.2,000 ; Depreciation Rs.4,000 ; Cash at Bank Rs.80,000 ; Loan A/c (cr) Rs. 66,000; Profi& Loss A/c(cr) Rs.20,000; Bad Debts Recovered Rs. 2,000 ; Stock at 31.03.2012 Rs. 1,20,000; Interest Received Rs.10,000; Accrued Interest Rs.4,000; Investment Rs.20,000; Provision for Bad Debts (01.04.2011) Rs.6,000 ; General Reserve Rs. 20,000.

Answer any three. Each carries 10 marks

3*10

1) Following is the trail balance of Mr.Raju as on 31st march 2012. Prepare Trading and P/ L account for the year ended 31st march 2012 and a B/S as on that date

Debit balances	Rs.	Credit balances	Rs.
Stock (1-4-2011)	14000	sales	220000
Purchases	126000	capital	145600
Wages	50500	creditors	20000

Salaries	16000	loan	15000
Printing	6050		
Carriage inwards	3050		
Rent	5200		
Insurance	1320		
Machinery	52000		
Building	67000		
Debtors	44000		
Furniture	3350		
General expenses	2600		
Cash in hand	1930		
Bad debts	1020		
Bank	6580		
	400600		400600

Closing stock as on 31-3-2012 Rs.20600

Adjustments

- 1) Depreciate machinery by 10% p.a
- 2) Make a provision of 5% for bad and doubtful debts
- 3) Rent paid in advance Rs.400. Insurance prepaid Rs.120
- 4) Salary outstanding Rs.1400

2) Ramesh and Suresh were partners in a firm sharing profits in the ratio of their capitals contributed on commencement of business which were Rs. 80,000 and Rs. 60,000 respectively. The firm started business on April 1, 2001. According to the partnership agreement interest on capital and drawings are 12% and 10% p.a. respectively. Ramesh and Suresh are to get a monthly salary of Rs. 2,000 and Rs. 3,000 respectively. The profits for year ended March 31, 2002 before making above appropriation was Rs. 1,00,300. The drawings of Ramesh and Suresh were Rs. 40,000 and Rs. 50,000, respectively. Interest on drawings amounted to Rs. 2,000 for Ramesh and Rs 2,500 for Suresh.

Prepare Profit and Loss Appropriation Account and partners capital accounts assuming that their capitals are fluctuating.

3) The following trial balance was extracted from the books of a sole trader for the year ended 31st March 2012:-

Account balances	Debit	Credit
Purchases & Sales	39 600	76 000
Returns	300	450
Carriage inwards	1 200	
Carriage outwards	900	
Opening stock	5 200	
Salaries	7 550	
Commission	670	

Wages	3 000	
Debtors & Creditors	8 000	4 200
Discounts	500	800
Plant & Machinery	19 000	
Rates	450	
Furniture & Fittings	6 500	
Bank overdraft		3 500
Office expenses	150	
General expenses	600	
Cash in hand	250	
Bank Loan		5 000
Capital		3 920
Total	93 870	93 870

Adjustments:-

- 1) The stock on 31-3-2012 was valued at Rs. 6 500
- 2) Carriage outwards was owing by Rs.100
- 3) Rates prepaid Rs.150
- 4) Rent for the year was earned but not received Rs. 700
- 5) General expenses owing Rs.180

From the above information you are required to prepare at 31st March 2012:-

- a.** The Trading and profit & loss account **b.** The Balance sheet

4) The following balances are extracted from the books of accounts of Raman on 31-dec 2012

Purchases	40000	sales	70185
Purchases return	1410	stock (1-1-12)	5730
Capital	50500	drawing	8800
Bad debts	700	bad debt reserve (1-1-12)	1620
Carriage inwards	1155	office expenses	670
Postage and stationary	330	bills receivable	620
Discount (Cr)	115	wages	3140
Sales return	2120	rent received	1050
Building	13000	cash in hand	1105

Cash at bank	6200	salary	4500
Office furniture	1800	postage	410
Commission paid	435	sundry creditors	9490
Sundry debtors	31035	sundry expenses	8470
Building (new)	3500	rates and insurance	650

Prepare trading and profit and loss account for the year ended 31-dec 2012 and prepare balance sheet on that date considering the following:

- 1) Insurance unexpired Rs 120
- 2) Provide interest on capital @ 5%
- 3) Rent not received Rs 100
- 4) Depreciate on old building @2.5%,new @ 2% and office furniture @ 5%
- 5) Write off further bad debts Rs 285
- 6) Increase the provision for bad debts @6% on debtors
- 7) Salary outstanding Rs 285
- 8) Stock on 31-12-2009 valued @ Rs 7145

6. BUSINESS STATISTICS

Max. Marks: 85

Duration: 3 hrs.

Answer all. Each carries 3 marks

10*3

Write short notes on

- 1) Mode
- 2) Investigator
- 3) Biased errors
- 4) Primary data
- 5) Asymmetrical distribution
- 6) Relative measure of dispersion
- 7) Mutually exclusive events
- 8) Qualitative classification
- 9) Investigator
- 10) Skewness

Answer any five. Each carries 5 marks

5*5

1) In an aptitude test administered to 1000 students the mean score is 60 and the standard deviation is 20. Find the number of students

- i. whose scores are in between 35 and 75.
- ii. whose scores exceeds 70.
- iii. whose scores are below 45

2) Five dice are thrown 150 times. The occurrence of an odd face is considered success. In how many throws, do you expect

- i. less than 4 successes ?
- ii. at least 3 successes ?
- iii. exactly one success ?

3) Calculate the moment measures of skewness and kurtosis from the following data and comment on the result:

Marks obtained No. of students

Above 10	150
Above 20	140
Above 30	100
Above 40	80
Above 50	80
Above 60	70
Above 70	30
Above 80	14
Above 90	0

4) Calculate the standard deviation of the values of the world's annual gold output (in millions of kg.) for 20 different years:

94 95 96 93 87 79 73 69 68 67
78 82 83 89 95 103 108 117 130 97

5) Evaluate an appropriate measure of dispersion for the following data:

Income(in Rs.): Less than 350 350-400 400-450 450-500 500-550 550-600 Above 600

No. of persons: 54 100 140 300 230 125 51

6) The annual rates of growth of output of a factory in 5 years are 5.0, 7.5, 2.5, 5.0 and 10 percent respectively. What is the compound rate of growth of output per annum for the period ?

7) 120 class X students of a school were asked to opt for different work experiences. The

details of these options are given below. Represent the data by a pie diagram.

Area of work experience No. of students

Photography	6
Clay modeling	30
Gardening	48
Doll making	12
Book binding	24

Answer any three. Each carries 10 marks

3*10

- 1) Compute the coefficient of skewness from the following values

Median =18.8 ,Q1=14.6, Q3=25.2

- 2) What is a questionnaire and list out its limitations
- 3) Box A contains 3 white and 4 red balls. Box B contains 4 white and 5 black balls. If a box is chosen at random and a ball is drawn from it, what is the probability that the ball so drawn is a white one?
- 4) Find the median and quartiles from the following data

Monthly income	No. of persons
Below 50	35
50-60	24
60-70	21
70-80	18
80-90	6
90 and above	3

II SEMESTER

1. ENGLISH - 2 WRITING AND PRESENTATION SKILLS

Max. Marks: 85

Duration: 3 hrs.

Answer all. Each carries 3 marks

10*3

1. Write a paragraph on “Alternative Power Resources”
2. Imagine that you address the nation on an important day as a celebrity. What message will you give to the nation on “Fighting corruption and communalism”? Restrict to 100 words.
3. You are staying away from your parents for attending a two- year post graduate programme outside Kerala in a reputed University department. You have the habit of writing diary. Imagine you are writing the first day experience of being at the new department, people and places in your diary.
4. Edit the following passage for improving the sentence coherence:
In context to India, this implies open up the economy to foreign direct investment by providing facilities to foreign companies to invest in different fields of economic activity in India, removing constraints and obstacles to the entry of MNCs in India, allowing Indian companies to enter into foreign collaborations and also encouraging them to set up joint ventures abroad. Through the precise definition of globalization is still unavailable a few definitions are worth viewing. The

term globalization refers to the integration of economies of the world through uninhibited trade and financial flows, as also through mutual exchange of technology and knowledge. Ideally, it also contains free inter-country movement of labor. Globalization has many meanings depending on the context and on the person who is talking about. Guy Brainbant says that the process of globalization not only includes opening up of world trade, development of advanced means of communication, internationalization of financial markets, growing importance of MNCs, population migrations and more generally increased mobility of persons, goods, capital, data and ideas but also infections, diseases and pollution.

5. Read the passage and answer the questions given below

It is an old saying that knowledge is power. Education is an instrument that imparts knowledge and therefore, indirectly controls power. Therefore, ever since the dawn of civilization, persons in power have always tried to supervise or control education. It has been the handmaid of the ruling class. During the Christian era, the ecclesiastics controlled the institution of education and diffused among the people the gospel of the Bible and religious teachings. These gospels and teachings were no other than a philosophy for the maintenance of the existing society. It thought the poor man to be meek and to eat his bread with the sweat of his brow, while the priests and the landlords lived in luxury, fought duels for the slightest offence. During the Renaissance, education passed more from the clutches of the priest into the hands of the prince. In other words, it became more secular. It was also due to the growth of the nation-states and powerful monarchs who united the country under their rule. Thus under the control of the monarch, education began to advise and preach the infallibility of its master, the monarch or king. It also invented and supported fantastic theories like the Divine Right Theory and that the king can do no wrong, etc. With the advent of the industrial revolution, education took a different turn and had to please the new masters – the new rich merchant class of society. Yet education was still confined to the few elite. The philosophy which was in vogue during this period was that of *laissez-faire* restricting the function of the state to a mere keeping of a law and order while, on the other hand, in practice the law of the jungle prevailed in the form of free competition and the survival of the fittest.

1. Why have person in power always tried to supervise or control education?
2. Who controlled the institution of education during the C.E?
3. What did the ruling class in the CE think of the poor man?
4. What does the theory of Divine Right of king stipulate?
5. Identify the meanings of the given expressions: Infallibility, Sweat of his brow, Laissez-faire
6. Write a short conversation between a foreign tourist and a local man. The tourist wants to see the beautiful sites in Thiruvananthapuram. He also wants to know how to reach Varkala from Thiruvananthapuram.
7. Write a letter to the Mayor of the Corporation as a representative of a residents association in the city on the continuing menace of stray dogs which prove dangerous to the pedestrians.
8. **Summarize** the following passage after preparing **notes**:
There are certain conditions which are immediate prerequisites for the basic need satisfactions. Danger to these is reacted to almost as if it were a direct danger to the basic needs themselves. Such conditions as freedom to speak, freedom to do what one wishes so long as no harm is done

to others, freedom to express one's self, freedom to investigate and seek for information, freedom to defend one's self, justice, fairness, honesty, orderliness in the group are examples of such preconditions for basic need satisfactions. Thwarting in these freedoms will be reacted to with a threat or emergency response. These conditions are not ends in themselves but they are *almost* so since they are so closely related to the basic needs, which are apparently the only ends in themselves. These conditions are defended because without them the basic satisfactions are quite impossible, or at least, very severely endangered. If we remember that the cognitive capacities (perceptual, intellectual, learning) are a set of adjustive tools, which have, among other functions, that of satisfaction of our basic needs, then it is clear that any danger to them, any deprivation or blocking of their free use, must also be indirectly threatening to the basic needs themselves. Such a statement is a partial solution of the general problems of curiosity, the search for knowledge, truth and wisdom, and the ever-persistent urge to solve the cosmic mysteries. We must therefore introduce another hypothesis and speak of degrees of closeness to the basic needs; for we have already pointed out that *any* conscious desires (partial goals) are more or less important as they are more or less close to the basic needs. The same statement may be made for various behavior acts. An act is psychologically important if it contributes directly to satisfaction of basic needs. The less directly it so contributes, or the weaker this contribution is, the less important this act must be conceived to be from the point of view of dynamic psychology. A similar statement may be made for the various defense or coping mechanisms. Some are very directly related to the protection or attainment of the basic needs, others are only weakly and distantly related. Indeed if we wished, we could speak of more basic and less basic defense mechanisms, and then affirm that danger to the more basic defenses is more threatening than danger to less basic defenses (always remembering that this is so only because of their relationship to the basic needs).

9. Write a CV and a letter of application to HR manager of XYZ Company for the post of Junior Management (trainee). The company is looking for bright, result oriented, dynamic & energetic young Professionals with brilliant academic record to join the organization as JUNIOR MANAGEMENT TRAINEES at Supervisory level.
10. What are the fundamental things to remember while using Power point presentation?

Answer any five. Each carries 5 marks

5*5

1. Write an *essay* in about 200 words on “Corporate rivalry among Industrialists”
2. Prepare a **press release** on an International Free soft ware Seminar to be conducted in your college next month.
3. Why do we consider presentation skill as an important skill in the contemporary scenario? What are the strategies to make our presentation effective?
4. Why are questionnaires important? Prepare a short questionnaire (10 questions) to assess the feedback from students on the quality of teaching of teachers.
5. What are the differences between verbal and non verbal communication? Describe different forms of non verbal communication.
6. Why do we say that Computer has become an integral part in word processing? How does computer revolutionize the publishing industry?

7. What are the soft skills required to make your presentation a success? Prepare a written presentation on the topic “Unbridled Consumerism in Kerala”

Answer any three. Each carries 10 marks

3*10

1. Why do we say that paragraph can be taken as a unit of an essay? How do we develop an idea from the topic sentence level to its logical conclusion? Attempt this in the context of the topic given: “Emerging ideas on corruption free political parties in India”
2. “Computers and Electronic transmission systems have revolutionized the way we communicate in business”. Expand the idea into an essay.
3. What are fundamental concerns that should go into the preparation of a CV? Write a CV in response to an advt from a news paper which pertains to your field of future employment. Kindly attach the news paper cutting along with the answer.
4. How do we differentiate among the terms ‘note-making’, ‘paraphrasing’, and ‘direct quote’ in gathering data from various sources? Prepare a paraphrase to the following narrative:

The crouching position which the restricted space of his hiding-place had forced him to assume and the pain he still felt in his ankle made it seem like that his pursuers searched the area where he lay concealed, although it was probably not more than a matter of minutes. He dared not move; nor dared he give away to his overwhelming desire to sneeze for fear of revealing his presence. When eventually the voices became fainter in the distance he allowed himself to shift his position and finally, when he could hear no more, to crawl, half-paralysed, from between the two rocks in whose shelter he had managed to escape capture. Cautiously he peeped out to see if it was safe for him to continue his escape, and, discovering no sign of life about him, he started to creep painfully in the direction he had come, hoping in this way to deceive his pursuers. He had not gone above a hundred yards when a movement in the undergrowth nearby made him stand stock-still. Could it be that, after all, some of his enemies were still searching the neighbourhood? A few seconds passed and then, from behind a stump of a tree, there appeared a small black and white dog. Man and dog eyed each other suspiciously for a moment, until, to the man’s immense relief, it rushed up to him wagging its tail.

2. E-COMMERCE

Max. Marks: 85

Duration: 3 hrs.

Answer all. Each carries 3 marks

10*3

Write short notes on

- 1) World wide web
- 2) Online shopping
- 3) Cyber law in India
- 4) Digital signature

- 5) BPO.
- 6) EFT
- 7) Smart card
- 8) cyber-squatting
- 9) Web spoofing
- 10) Unsolicited commercial e-mail

Answer any five. Each carries 5 marks

5*5

1. What are the benefits and limitations of e-commerce?
2. What are the challenges of e-retailing?
3. Explain the advantages of electronic banking over traditional banking.
4. What is e-contract? Briefly explain different forms of e-contracts.
5. Explain the need for code of conduct among the Internet users.
6. Briefly explain the objectives of IT legislation in India.
7. What are the different types of vouchers in Tally?

Answer any three. Each carries 10 marks

3*10

1. Define E Commerce and explain different levels of E Commerce
2. Define Internet .Discuss the advantages and disadvantages of Email
3. What is electronic payment? Explain various modes of electronic payment system
4. a) List the important financial functions available in MS excel and syntax and use of each functions
b) Briefly explain steps involved in the process of accounting upto generation of final accounts in "Accounting only mode" in Tally

3. MARKETING MANAGEMENT

Max. Marks: 85

Duration: 3 hrs.

Answer all. Each carries 3 marks

10*3

Write short notes on

- 1) Marketing myopia
- 2) Cross selling
- 3) De marketing
- 4) Brand equity

- 5) Break even pricing
- 6) Product mix
- 7) CRM
- 8) Mega marketing
- 9) Product positioning
- 10) Convenience goods

Answer any five. Each carries 5 marks

5*5

- 1) Explain the modern concept of marketing
- 2) Explain the socio economic factors influencing buyer behaviour
- 3) Discuss briefly the different criteria of successful market segmentation
- 4) Explain the advantages of branding
- 5) What are the factors to be considered while determining the channel decisions for a product?
- 6) What are the different methods of sales forecasting?
- 7) Advertising is a necessary evil. Comment

Answer any three. Each carries 10 marks

3*10

- 1) Discuss the objectives and advantages of marketing
- 2) Explain the objectives of sales promotion
- 3) Discuss in detail pricing objectives and policies
- 4) What are the advantages of advertising?

4. MANAGERIAL ECONOMICS

Max. Marks: 85
Duration: 3 hrs.

Answer all. Each carries 3 marks

10*3

Write short notes on

- 1) Mark up pricing
- 2) Cross elasticity of demand
- 3) Iso cost curve
- 4) Oligopsony
- 5) Duopoly
- 6) Kinked demand curve
- 7) Skimming price
- 8) Demand curve
- 9) Marginal costing
- 10) Capital goods

Answer any five. Each carries 5 marks

5*5

- 1) Discuss the significance of economic analysis in business decisions
- 2) Explain the risk theory of profit. How is it different from innovation theory?
- 3) Discuss the managerial uses of break even analysis
- 4) Discuss the Keynes's theory of trade cycle
- 5) Point out the difference between the following concepts of national income and also their relationship with each other.
 - a) GDP & GDP at factor cost
 - b) GNP & NNP
 - c) National income at market prices and national income at factor costs
6. A coastal ship can carry a maximum of 1, 00,000 passengers per month at a fare rate of Rs.850. Variable cost per passenger is Rs.100 while the fixed costs are Rs.75,00,000 per month. Find the break even quantity and sales volume for the ship.
7. Discuss the short run supply curve of a firm and long run supply curve of an industry operating in a perfectly competitive situation?

Answer any three. Each carries 10 marks

3*10

1. Discuss briefly the chief characteristics of managerial economics
2. What is monopolistic competition? How does a firm take its pricing and output decisions under it?
3. "Managerial economics bridges the gap between economic theory and business practice" Explain with examples
4. Distinguish between cost control and cost reduction .Discuss the important tools of cost control

5. BUSINESS LAW

Max. Marks: 85

Duration: 3 hrs.

Answer all. Each carries 3 marks

10*3

1. Define a contract.
2. What is legal obligation?
3. What is an agreement?
4. Define an 'offer'
5. Define the term 'acceptance'
6. What is quantum meruit?
7. What is ratification?
8. What is lawful object?

9. What is meant by public policy?

10. What is reciprocal promise?

Answer any five. Each carries 5 marks

5*5

1. "All contracts are agreements but all agreements are not contract." Comment.

2. Define the term acceptance. Explain the law relating to communication of (a) offer (b) acceptance (c) revocation

3) Who is an unpaid seller? What are his rights against the goods?

4) What are the remedies for breach of contract?

5) Discuss the rules relating to time and place of performance.

6) What are the different types of damages available?

7) "No one can give a better title than he himself has". Explain the exceptions to this rule.

Answer any three. Each carries 10 marks

3*10

1) What are the rights and duties of an agent?

2) Distinguish between a guarantee and indemnity

3. What is meant by public policy? Which are the agreements opposed to public policy.

4. What is meant by impossibility of performance? Explain, with examples, the different types of impossibility of performance.

6. COST ACCOUNTING

Max. Marks: 85

Duration: 3 hrs.

Answer all. Each carries 3 marks

10*3

1. Distinguish between 'Direct' and 'Indirect' labor cost.

2. What is 'idle time'? How will you control the same?

3. Distinguish between 'Primary and Secondary Distribution of Overheads.'

4. What is 'absorption of overheads'?

5. What is 'Batch' type of industries?

6. What is cost-plus contract.

7. What is office on cost?
8. What are semi variable costs?
9. What do you understand by 'normal loss' and 'abnormal loss'?
10. Distinguish between 'Store Ledger' and 'Bin Card'. Give a specimen of each.

Answer any five. Each carries 5 marks

5*5

- 1) Distinguish between Cost accounting and management Accounting
- 2) Explain the objectives of budgeting
- 3) What do you understand by 'Material Control'? What are the essentials of an efficient material control system?

4) Prepare a flexible budget for production of 8,000 units.

A manufacturing company submits the following figures of product 'Z' for the first quarter of 2010.

Sales (in units)	January	50,000
	February	40,000
	March	60,000

Selling price per unit Rs. 100

Sales target of 1st quarter 2011:

Sales quantity increase 20%

Sales price increase 10%

Prepare sales budget for the first quarter of 2011.

5) Find out the EOQ

Annual usage: 6000 units

Cost of material per unit: Rs. 20

Cost of Placing one order Rs.

Annual carrying cost of one unit: 10% of inventory

- 6) Discuss the essentials of a good incentive scheme.
- 7) State in short the reasons for the use of predetermined rates for factory overheads absorption.

Answer any three. Each carries 10 marks

3*10

1. Define cost accountancy. Explain different methods of costing
2. Write short notes on
 - a) Bin card
 - b) Payment by result
 - c) Idle time
 - d) Budget manual

3. Calculate the earnings of a worker under

a) Halsey plan

b) Rowan scheme

Hourly rate of wages Rs.150

Standard time for producing 1 dozen articles is 3 hours. Actual time taken by the worker to produce 20 dozen articles is 48 hrs

4) The budget manager of Cosmetics Ltd is preparing a budget for the accounting year starting from 1st July

As part of the budget operations, some items of factory overhead costs have been estimated by him under specified conditions of volume as follows:

Volume of production (units)	1, 20,000	1,50,000
Expenses :		
Indirect materials	2,64,000	3,30,000
Indirect labour	1,50,000	1,87,000
Maintenance	84,000	2,02,000
Supervision	1,98,000	2,34,000
Engineering service	94,000	94,000

Calculate the cost of factory overhead items given above at 1,40,000 units of production.