



**JAGANNATH**  
UNIVERSITY

# **Question Bank**

***BBA***

## First Semester

<b>Code No.</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
BBA 101	Principles of Management	4	-	4
BBA 102	Financial Accounting	4	-	4
BBA 103	Computer Applications – I	4	-	4
BBA 104	Communication Skills & Personality Development – I	4	-	4
BBA 105	English	4	-	4
BBA 106	Economics –I	4	-	4
BBA 107	Comp Applications I (Practical)	-	2	2
	<b>Total</b>	<b>24</b>	<b>2</b>	<b>26</b>

# Principles of management

## BBA 101

### Unit I

1. Discuss the various functions of Management.
2. Mention the scientific principles of management and also specify the features of scientific management.
3. Describe about the evolution of management thought.
4. What is Decision making? State and explain the steps involved in a managerial decision making process.
5. Write an essay about the contributions made by F.W.Taylor to the field of Management.
6. Explain contributions and limitations of Fayol's Administrative Theory of Management.
7. Critically evaluate the Systems School of Management thought.
8. Elucidate and explain the important principles of management.
9. Describe the studies done , conclusions and criticisms of Hawthorne experiments.
10. Discuss in brief the various techniques of decision making.

### Unit II

1. Explain briefly the steps involved in planning process.
2. What are the bases of departmentalization of an organization ? Discuss the advantages of each of them.
3. Bring out the factors affecting centralization / decentralization. Also highlight the merits and demerits of centralization and decentralization
4. What are the purposes of an organizing ? Explain its need and importance.
5. Describe the merits & demerits of short term & long term planning.
6. What is 'Delegation of Authority' ? What steps are involved in Delegation ?
7. What is meant by Planning? Explain essential elements of planning..
8. Define the term Span of Control. Also explain its importance in effective management.
9. Write note on:
  - Formal Organisation
  - Limitations of planning
10. Write note on:
  - Informal Organization
  - Process of organizing

### Unit III

1. Explain the various techniques used in selection process.

2. What do you understand by selection? Highlight the different types of interviews that can be used in the selection process.
3. What is Job analysis ? Why is it essential for the effectiveness of the job done?
4. What is Recruitment? Explain the different sources of recruitment.
5. What do you understand by the term training? Explain its importance.
6. Explain the meaning and purpose of Performance appraisal.
7. Explain why is it essential to deliver training in an organization?
8. What is employee compensation? Explain its importance.
9. Explain the various types of training methods adopted by an organization.
10. Write note on:
  - Direct compensation
  - Indirect compensation

#### **Unit IV**

1. Define Motivation. Explain the importance of motivation in an organization. Discuss critically the Herzberg's theory of motivation
2. What do you understand by the term Leadership? What are its characteristics ? Discuss the significance of leadership in modern business.
3. Explain the various forms of communication in detail.
4. Describe Maslow's hierarchy of needs theory and its limitations.
5. Explain the purpose and functions of communication in an organization. How can Communication be effective?
6. Define Leadership. State qualities and functions of a Leader.
7. Discuss critically the Herzberg's theory of motivation
8. Discuss the financial & non financial incentives of motivating employees.
9. Discuss the role of communication in Effective running of an organization.
10. Write notes on:
  - Equity theory
  - Horizontal communication & Diagonal communication

#### **Unit V**

1. What is budgetary control and explain its significance.
2. What are the steps in controlling process and state the essentials of effective control.
3. State the principles and techniques of coordination.
4. Co-ordination is the essence of management-Discuss.
5. Define control. What are the features of a good control system?
6. What are the requirements for effective control? Explain the different types of control.
7. What is co-ordination? Explain in detail various types of co-ordination.
8. Write an Essay on Control.
9. Write an essay on co-ordination.

10. Write notes on :

- Importance of co-ordination

# Financial Accounting

## BBA 102

- Q1 Explain briefly:
- Users of Accounting
  - Source Documents
  - Accounting Equation
- Q2 What is the meaning of Accounting? What are its branches? Explain briefly limitations of Financial Accounting.
- Q3 Explain the meaning and significance of concepts and conventions in accounting.
- Explain any two of the following:
- Money measurement concept.
  - Principle of consistency.
  - Principle of conservatism.
  - Accounting period concept.
- Q4 What are different types of accounts? Explain rules of debit and credit.
- Q5 State the basic accounting concept involved in each of the following situation:
- During the life time of an entity, accountant prepares financial statement at arbitrary points in time.
  - Revenue is generally recorded at the point of sale.
  - The accountants assume that the business will not be liquidated in the near future.
  - Expenses need to be recorded in the period in which the associated revenues are recognized.
  - The cash withdrawn by the owner to meet personal expenses is recorded in the books of the business as drawings.
- Q7 Define accounting and explain its various characteristics?
- Q8 What is accounting? What are its main objectives?
- Q9 Which parties are interested in accounting information and why?
- Q10 Describe various branches of accounting?
- Q11 What do you mean by financial accounting? Explain its limitations?

- Q12 Describe various advantages of accounting?  
Q13 Explain various concepts of accounting?  
Q14 Describe various conventions of accounting?

Q15 Journalize the following transactions-

Jan1,2010 Business started with cash	50,000/-
Jan2,2010 Machinery purchased from Ram	10,000/-
Jan3,2010 Goods purchased from Mohan for cash	10,000/-
Jan4,2010 Furniture purchased for cash	15,000/-
Jan5,2010 Salary paid to shyam	2,000/-
Jan6,2010 Amount deposited in bank	10,000/-
Jan7,2010 Payment to Ram through cheque	5,000/-
Jan8,2010 cash withdrawn from bank	1,000/-
Jan9,2010 loan taken from Mr. B	20,000/-

Q16 Record the following transactions in the journal of Delhi Furniture Mart and Post them to ledger.

- a) Kailash started business by investing cash Rs. 25,000. He bought goods of Rs.2,000 and furniture of Rs.250
- b) Purchased building for cash Rs.5,000
- c) Purchased goods for cash Rs.1,300
- d) Paid carriage inward Rs. 20
- e) Sold goods for cash Rs.1,375
- f) Sold goods for cash to Shanker Rs. 120
- g) Sold goods to Shambhu on credit Rs.2,315

- h) Purchased goods on credit Rs. 1,200 from XYZ
- i) Paid freight Rs. 60
- j) Deposited cash into bank Rs.4,800
- k) Paid salary Rs. 230
- l) Withdraw from the bank for personal use Rs. 160
- m) Withdraw from the bank for office use Rs. 210
- n) Charged interest on capital Rs. 625

Q17 Anil had the following transactions:

- a) Commenced business with cash Rs.50,000.
- b) Purchased goods for cash Rs.20,000 and on credit Rs.30,000.
- c) Sold goods for cash Rs.40,000 costing Rs.30,000.
- d) Rent paid Rs.500.
- e) Rent outstanding Rs.100.
- f) Bought furniture Rs.5000 on credit.
- g) Bought refrigerator for personal use Rs.5000.
- h) Purchased building for cash Rs.20,000.
- i) Use accounting equation to show the effect of the above transactions on the assets, liabilities and capital.

Q18 Enter the following transactions in the Cash Book (with Cash and Bank Columns):

2009		Rs.
April 1	Bank Overdraft	3,000
	Cash-in-hand	575
April 7	Cheque received from X	1,000
	Discount allowed	50
April 9	Cheque received from X deposited in Bank	
April 12	Cheque paid to Y	625
	Discount received	12
April 15	X's cheque dishonored	
April 20	Money withdrawn from bank for office use	750
April 23	Fees of children paid	118



April 25	Cheque received from Z and endorsed it to A	1,125
April 27	Bank Charges	5
April 30	Cheque endorsed to A dishonored	
April 30	Paid into Bank the entire balance after retaining Rs.75 at office	

Q19 Write out the following transactions in cash book with cash and bank columns:

2007

- Jan.1 Chandrika commences business with Rs.30,000 in cash.
- Jan.2 He pays Rs.19,000 into bank account.
- Jan.4 He received cheque for Rs.600 from Kirti and Co.
- Jan.7 He pays Rattan and Co. by cheque Rs. 330 and is allowed discount Rs. 20.
- Jan.10 He pays into bank Kirti and Co. cheque for Rs. 600.
- Jan.12 He receives cheque for Rs. 450 from Warsi and allowed him discount Rs.10.
- Jan.15 Tripathy and Co. pays into his bank account Rs. 475
- Jan.20 He receives cash Rs. 75 and cheque for Rs.100 for cash sales.
- Jan.25 He pays into bank Rs.1000.
- Jan.27 He pays by cheque for cash purchase Rs.275.
- Jan.30 He pays sundry expenses in cash Rs.50.
- Jan.30 He pays John and Co.Rs.375 in cash and is allowed discount Rs.25.
- Jan.31 He pay office rent by cheque Rs.200.
- Jan.31 He pays staff salaries by cheque Rs.300.
- Jan.31 He draw a cheque for private use Rs.250.
- Jan.31 He drew a cheque for office use for Rs.400.

- Jan.31 He pays cash for stationery Rs.25.
- Jan.31 He purchased goods for cash Rs.125.
- Jan.31 He pays Jaspal by cheque for commission Rs.300.
- Jan.31 He gives cheque to Ram Saran for cash purchases of furniture for office Rs.1575.
- Jan.31 He receives cheque for commission Rs.500 from Raghubir and Co. and pays the same into bank.
- Jan.31 He receives cheque from Kesri and Co. for Rs.450.

Q20. Pass journal entries with the following information.

	2007	Rs.
Jan.1	Pandu started business with.....	20,000
Jan.3	He opened a current account in the bank.....	5,000
Jan.7	Purchased goods on credit from shakuni.....	4,000
Jan.10	Paid to Shakuni in full settlement.....	3,900
Jan.13	Machinery purchased.....	2,000
Jan.16	Goods sold to Bracewel.....	3,000
Jan.18	Amount received from Bracewel.....	1,000
Jan.20	Salaries paid.....	700
Jan.23	Rent received.....	300
Jan.28	Goods purchased form Shrikant.....	4,000
Jan.31	Interest on capital @ 10% for the month.....	167
Jan.31	Depreciation on machinery.....	100

- Q21 What is a trial balance? What are the different columns of a trial balance? Explain the different methods of preparing trial balance.
- Q22 Explain the meaning and features of Trial Balance.
- Q23 What do you mean by Ledger Posting? Explain the procedure for preparing Ledger Accounts.
- Q24 Journalise the following transaction in the books of M/s Beauty Traders.

Dec 1	Started business with cash	2,00,000
Dec2	Bought office furniture	30,000
Dec3	Paid into bank to open an current account	1,00,000
Dec5	Purchased a computer and paid by cheque	2,50,000
Dec6	Bought goods on credit from Ritika	60,000
Dec8	Cash Sales	30,000
Dec9	Sold goods to Karishna on credit	25,000
Dec14	Goods returned to Ritika	2,000
Dec15	Stationery purchased for cash	3,000
Dec16	Paid wages	1,000
Dec18	Goods returned by Karishna	2,000
Dec 20	Cheque given to Ritika	28,000
Dec24	Insurance premium paid by cheque	4,000
Dec26	Cheque received from Karishna	8,000
Dec28	Rent paid by Cheque	3,000
Dec30	Cash Sales	14,000

Q25 From the following transactions pass necessary Journal entries in the books of Mohan & Co., post them into their ledger and prepare a Trial Balance using the Balance Method:

<b>Date</b>		<b>Rs.</b>
Jan. 1	Mohan started business with cash.....	80,000
Feb.5	Purchased goods.....	25,000
Feb.20	Sold goods.....	30,000
May 10	Purchased goods from Sohan on credit.....	18,000
May 25	Sold good to Ramesh on credit.....	20,000
June15	Cash given to Sohan.....	18,000
June28	Cash received from Ramesh.....	20,000
Aug.2	Purchased goods for cash .....	19,000
Aug.29	Withdraw for personal use.....	1,500
Oct.10	Purchased goods from Dinesh on Credit.....	17,000
Nov.20	Cash paid to Dinesh in full settlement.....	16,800
Dec.31	Paid salaries.....	500

Q27 Why is the journal sub-divided in a large business house? List four subsidiary books and give the functions of each..

Q28 What is contra entry? How will you recognize it from among other entries in cash book.

Q29 Define assets? Explain various types of assets?

Q30 Explain various types of accounts and their rules for journalizing transactions?

Q31 Briefly explain various subsidiary books of accounting?

- Q32 What do you mean by ledger? Describe its need and importance?
- Q33 Explain various adjustments of final accounts and their accounting treatment?
- Q34 What do you understand by the term 'Reserve'? What are the Kinds of Reserve and how it is different from provision?
- Q35 A Company had bought machinery for Rs.1,80,000 on 1 April 2005 and another machinery worth Rs.20,000 on 1 April 2007. The Machinery had been credited on the written down value method for the past three years at the rate of 10%. Prepare Machinery account for past three years.
- Q36 On 1<sup>st</sup> January 2008 the Nagpur Golden Transport purchased a Truck for Rs. 4,00,000. On 1<sup>st</sup> July 2009 this truck was involved in an accident and was completely destroyed and Rs. 3,00,000 were received from the insurance company in full settlement. On the same date another truck was purchased by the Co. for Rs.5,00,000. The company writes off 20% depreciation p.a. on written Down value method. Accounts are closed on 31<sup>st</sup> march every year. Give the truck Account from 2008-2010.
- Q37 Explain the meaning of depreciation. Differentiate between straight line method and written down value method of providing depreciation.
- Q38 the book value of plant and machinery on 1-1-2002 was Rs. 2,00,000. New machinery for Rs. 10,000 was purchased on 1-10-2002 and for Rs. 20,000 on 1-7-2003. On 1-4-2004, a machinery whose book value had been Rs. 30,000 on 1-1-2002 was sold for Rs.16,000

and the entire amount was credited to plant and machinery account. Depreciation had been charged at 10% per annum on straight line method. Show the plant and machinery account from 1-1-2002 to 31-12-2004.

Q39 What do you understand by the term ‘Reserves’? What are the kinds of Reserves and how it is different from provision?

Q40 Distinguish between the following:

- a) General Reserve and Specific Reserve.
- b) Capital Reserve and Revenue Reserve.

Q41 What is a Capital Reserve? How is it created? What are its uses?

Q42 What are Final Accounts? Explain Trading Account, Profit and Loss Account and Balance Sheet.

Q43 Distinguish between capital Expenditure and Revenue Expenditure.

Q44 Define fixed, floating, fictitious, liquid and wasting assets and give two examples of each.

Q45 The trial balance of A limited revealed the following balances on 31<sup>st</sup> March 2009. Prepare Trading Account, Profit & Loss Account and Balance Sheet for the year ending 31<sup>st</sup> March 2009. The value of stock on 31<sup>st</sup> March 2009 was valued at Rs. 3,50,000

**Trial Balance**

Debit Balances	Amount	Credit Balances	Amount
Plant & Machinery	8,00,000	Capital Account	10,00,000
Purchases	6,80,000	Sales	12,70,000
Sales Return	10,000	Purchase Return	12,750
Opening Stock	3,00,000	Discount Received	8,000
Discount Allowed	3,500	Creditors	2,50,000
Bank Charges	750		
Debtors	4,50,000		
Salaries	68,000		
Wages	100,000		
Carriage Inward	7,500		
Carriage Outward	12,000		

Rent, Rates & Taxes	20,000		
Advertisement	20,000		
Cash at Bank	69,000		
	25,40,750		25,40,750

Q46 The following Balances were extracted from the books of M/S Ram Prakash on 31<sup>st</sup> December 2009. From the information given below , prepare Trading and Profit and Loss and Balance Sheet.

<b>Particulars</b>	<b>Debit</b>	<b>Credit</b>
Cash	5,000	
Debtors	8,000	
Opening Stock	22,600	
Furniture	5,000	
Drawings	575	
Building	16,575	
Purchases	72,800	
Wages	7,500	
Sales return	350	
Salaries	1,600	
Stationery & Printing	465	
Bad Debts	300	
B/R	2,000	
Rent	1,800	

Creditors		7,500
Capital		30,250
Sales		101000
B/P		2,400
Purchase Return		930
Discount received		2,485
Total	1,44,565	1,44,565

**Adjustments:**

1. Depreciation on Furniture is to be charged @ 10%.
2. Outstanding salaries Rs.400.
3. Closing Stock was Rs.12000.
4. Bad Debts Rs.500
5. Prepaid Insurance amounted to Rs.175
6. There has been a fire on 1<sup>st</sup> April 2009 destroying goods worth Rs. 200
7. Goods costing Rs. 500 were taken away by proprietor for his personal use.



Q47 How will you treat the following items in the final accounts? Pass adjusting entries of these items(if any):

- a) Loss of goods by flood
- b) Goods taken by the proprietor for domestic use
- c) Contingent liabilities
- d) Goods distributed as free samples
- e) Goods given as charity.

Q48 What do you mean by final accounts? Explain the importance and purpose of final accounts.

Q49 From the following balances of Santosh Gupta prepare Trading and Profit and Loss Account and Balance Sheet as on 31<sup>st</sup> March 2005:

	Dr.	Cr.
	Rs.	Rs.
Bills Payable	-	700
Land and Building	4000	-
Opening Stock	4000	-
Capital	-	15000
Bills Receivable	1500	-
Purchases	13000	-
Sales	-	22000
Wages	3500	-
Salaries	570	-
Rent and Taxes	200	-
Miscellaneous Expenses	500	-
Carriage	800	-
Furniture	300	-

Cash in hand	230	-
Machinery	6600	-
Discount	500	150
Debtors	3000	-
Creditors	-	1000
Coal and Gas	100	-
Printing	50	-
Total	38850	38850

The stock on 31<sup>st</sup> March, 2005 was valued at Rs. 3000.

- Q50. From the following Trial Balance of Messrs Mitra & Co. prepare Trading and Profit and Loss A/c and Balance Sheet for the year ending 31<sup>st</sup> March 2005:

	Dr.	Cr.
	Rs.	Rs.
Capital	-	10000
Plant and Machinery	4000	-
Sundry Debtors	2400	-
Sundry Creditors	-	1200
Drawings	1000	-
Purchases	10500	-
Wages	5000	-

Bank	1000	-
Repairs	50	-
Stock	2000	-
Returns Outward	-	500
Rent	400	-
Sales	-	16400
Manufacturing Expenses	800	-
Trade Expenses	700	-
Bad Debts	200	-
Carriage	150	-
Bills Payable	-	500
Returns inwards	400	-
Total	28600	28600

The closing stock was valued at Rs. 1450. Provide for depreciation on Plant and Machinery Rs. 400 and allow 5% interest on capital Rs. 50 is due for repairs.

- Essentials of effective control

# CSPD

## BBA 104

### Unit I

1. Define communication. What are the principles of effective Communication?
2. Why communication is important for good relationship and effective management?
3. Discuss communication as a two way process of exchange of information.
4. What is communication? Discuss important barriers in the communication process.
5. Explain the various communication barriers in detail. Also explain the ways to overcome these barriers.
6. Explain in the detail the various communication models.
7. Why do we communicate? Explain the different channels of communication.
8. What is communication? Explain the different types of communication.
9. Describe the communication process. Also Describe the Formal and informal communication in business organization.
10. Write note on:
  - Communication models
  - Importance of communication

### Unit II

1. What do you mean by 'kinesics or body language? How can we make effective use of body language in communication.
2. What is listening? Explain the importance of listening.
3. Listening is very important for effective functioning of any organization, Explain. What are the different barriers to effective listening?
4. What are the different approaches to listening? Explain what can be done to be an effective listener?
5. What do you understand by Interpersonal communication skills? What are its essentials?
6. What is Non-verbal Communication? Explain its characteristics.
7. Define Non-verbal Communication. Discuss in detail the various components of Non-verbal Communication.
8. Explain the following:
  - Proxemics
  - Questioning skill
9. Write note on:
  - Paralanguage
  - Kinesics
10. Write note on:

- Listening
- Non-verbal communication

### **Unit III**

1. What is public speaking? Explain the basics of speaking in public.
2. What is interviewing? Explain the different types of interview.
3. Discuss the strategies for planning an interview.
4. What are the three basic stages of conducting an interview?
5. Explain the different methods of delivering a speech in public along with the merits and demerits? Discuss the points to be kept in mind while speaking in public.
6. Discuss the planning process of a meeting.
7. What is a group discussion? What traits of candidates are evaluated by the panelists of a group discussion?
8. Explain the importance of interview and group discussion in getting employed.
9. Explain the following:
  - FAQ during interview
  - GD
10. Write note on:
  - Group communication
  - Approaches to group decision making.

### **Unit IV**

1. What according to you is a presentation? List some characteristics of presentation which distinguish it from a written a paper.
2. While preparing a presentation what do you think is the first thing you consider and why?
3. List the visual aid which would be most effective in your presentation. Mention the advantage and disadvantage of the aids chosen by you.
4. What is presentation? Discuss the various steps in planning your presentation.
5. Discuss the use of visual aids in presentation.
6. Discuss how will you organize and present a speech.
7. Write down the points to be considered while delivering a presentation.

### **Unit V**

1. What is Goal setting? Explain the steps in goal setting.
2. What is Time Management? Explain the importance of Time management.

3. Define the term Stress. Also explain the various techniques of stress handling.
4. What is goal setting? Explain any one goal setting theory.
5. Explain the following:
  - Time management
  - Dealing with stress
6. Write notes on:
  - Confidence building
  - Goal setting
7. What is goal setting? What are some your learning goals for this year?
8. What do you mean by Building Confidence? How to start building confidence?
9. Describe a time when your workload was heavy and how you handled it.
10. What is stress? What is the difference between stress and pressure?

# English

## BBA 105

### UNIT I

- Q1. What is a sentence? Explain the different elements of sentence with example.
- Q2. Explain the different types of Sentence with example.
- Q3. What do you understand by Active and Passive voice?
- Q4. Convert the following sentences from active voice to passive voice:
- i. I know him.
  - ii. His conduct will surprise you.
  - iii. His failure disgusted his parents.
  - iv. One must endure what one cannot cure.
  - v. They say that honesty is the best policy.
- Q5. Convert the following sentences from active voice to passive voice:
- i. They make shoes in that factory
  - ii. They were cooking dinner when I arrived.
  - iii. Did the plan interest you?
  - iv. They are preparing the streets this month.
  - v. They built that skyscraper in 1934
- Q6. Explain what is the difference between Active and Passive voice?
- Q7. Convert the following sentences from active voice to passive voice:
- i. She had to pay the fine.
  - ii. I know him.
  - iii. They said that honesty is the best policy.
  - iv. I expect you to help her.
  - v. His conduct will surprise you.
- Q8. Explain what is direct & indirect narration? Give 5 example of each
- Q9. Differentiate between direct & indirect speech
- Q10. Convert the following into indirect narration:

- i. He said, "I live in Paris."
- ii. He said, "I am cooking dinner."
- iii. He said, "I have visited London twice."
- iv. He said, "I went to New York last week."
- v. He said, "I had already eaten."

## UNIT II

Q.1. What is Noun? Explain the different kinds of Noun with example.

Q.2. Explain the following with example:

- i. Pronouns
- ii. Verbs
- iii. Adverbs
- iv. Adjectives
- v. Conjunctions

Q.3. Fill in the Adjective to complete each sentence.

- i. The dog had a \_\_\_\_\_ nose and \_\_\_\_\_ ears.
- ii. The sunflowers in my backyard are \_\_\_\_\_ and \_\_\_\_\_.
- iii. I found a \_\_\_\_\_ quarter lying outside on the \_\_\_\_\_ sidewalk!
- iv. The \_\_\_\_\_ tiger had \_\_\_\_\_ teeth.
- v. We all ate the \_\_\_\_\_, \_\_\_\_\_ pizza.

Q.4. Identify the adjective and noun in each sentence:

- i. The jacket I bought has deep pockets.
- ii. Polly fixed the broken car.
- iii. How do my new glasses look?
- iv. Jay and Kay live in the biggest house on the block.
- v. Huge trees grow along the street.

Q.5. Add a predicate to each sentence below.

- i. The police officer \_\_\_\_\_.
- ii. The boat captain \_\_\_\_\_.
- iii. The rusty old car \_\_\_\_\_.
- iv. The garden in our backyard \_\_\_\_\_.
- v. The lady with the green dress \_\_\_\_\_.



Q.6. Circle nouns and underline the complete verb phrase in the following sentences.

- i. Our friends will be coming to the birthday party late.
- ii. The principal does like your project.
- iii. You should have gone with your dad.
- iv. The forward did play well.
- v. Your project will be seen by several people.

Q.7. What do you understand by Verb? Explain the various forms of verb.

Q.8. Write an appropriate subject and object for each of the following verbs:

- i. Learn
- ii. Find
- iii. Hide
- iv. Fear
- v. Remember

Q.9. **Combine the following sentences into one sentence using paired conjunctions: both ... and; not only ... but also; either ... or; neither ... nor:**

- i. We could fly. We could go by train.
- ii. She will have to study hard. She will have to concentrate to do well on the exam.
- iii. The speaker will not confirm the story. The speaker will not deny the story.

Q.10. Write the correct adjective or adverb in the space given below:

- i. \_\_\_\_\_ I was finishing my homework, she began cooking. ( If, As, Before)
- ii. The.....words are a great record of her ideals.(written/ write)
- iii. The.....teacher concerned herself with students' abilities.(helpful/ help)
- iv. My luggage is ..... than yours.(heaviest/ heavier)

## UNIT III

Q.1. **Complete the story putting the verbs into the correct tense:**

John \_\_\_\_\_ (always/travel) a lot. In fact, he \_\_\_\_\_ (be) only two years old when he first \_\_\_\_\_ (fly) to the US. His mother \_\_\_\_\_ (be) Italian and his father \_\_\_\_\_ (be) American. John \_\_\_\_\_ (be) born in France, but his parents \_\_\_\_\_ (meet) in Cologne, Germany after they \_\_\_\_\_ (live) there for five years. They \_\_\_\_\_ (meet) one day while John's father \_\_\_\_\_ (read) a book in the library and his mother \_\_\_\_\_ (sit down) beside him. Anyway, John \_\_\_\_\_ (travel) a lot because his parents also \_\_\_\_\_ (travel) a lot.

Q.2. Put in the verbs in brackets into the correct tense:

1. A hungry cat .....(steal) all our fish yesterday.
2. He .....(teach)

Q.3. Explain the following tense with 4 examples each:

**Simple Past tense, Present Tense, future Tense.**

Q.4. Explain the following tense with 4 examples each:

**Past Continuous, Present continuous, Future continuous.**

Q.5. Explain the following with 5 examples each:

**Past perfect, Present Perfect, Future Perfect.**

Q.6. Explain the following with 5 examples each:

**Past Perfect continuous, Present Perfect continuous, Future perfect continuous.**

Q.7. Choose the correct tense of the verb to best complete each sentence below.

- i. Jim and Susan \_\_\_\_\_ to school tomorrow. (went/will go)
- ii. Sam sits down and \_\_\_\_\_ in his notebook. (writes/wrote)
- iii. The energetic puppy sure \_\_\_\_\_ happy yesterday! (is/was)
- iv. Mrs. Smith \_\_\_\_\_ a song in the talent show next month. (sang/will sing)
- v. They \_\_\_\_\_ on the phone for three hours last night. (talk/talked)

Q.8. Identify “past tense,” “present tense,” or “future tense” in the following verb.:

- i. Play
- ii. Were
- iii. Painted
- iv. Is smiling
- v. Write
- vi. Drew
- vii. Will drive
- viii. Are
- ix. Come
- x. Completed

Q.9. Each of the sentences below is in the PASSIVE VOICE. Write the correct form of each verb in brackets:

- i. Tom was \_\_\_\_\_ many times to stop talking in class. (tell)
- ii. He was \_\_\_\_\_ by the movie. (disappoint)
- iii. He was \_\_\_\_\_ by his brother to go to the beach. (convince)
- iv. The present was \_\_\_\_\_ to her by her co-worker. (give)
- v. The thief was \_\_\_\_\_ by the police. (catch)

Q.10. Choose the correct PRESENT TENSE form of the verb TO BE for each sentence:

1. These \_\_\_\_\_ my friends.

**a) are b) is**

2. Robert \_\_\_\_\_ sick.

**a) are b) is**

3. \_\_\_\_\_ he Mexican?

**a) Aren't b) Isn't**

4. His tests \_\_\_\_\_ very difficult.

**a) aren't b) isn't**

5. My parents are not rich, but my aunt \_\_\_\_\_.

**a) is b) are**

6. I \_\_\_\_\_ older than my brother.

**a) is b) am**

7. My sister and I \_\_\_\_\_ twins.

**a) are b) am**

8. That \_\_\_\_\_ a really good movie!

**a) are b) is**

9. These \_\_\_\_\_ not my socks.

**a) is b) are**

10. \_\_\_\_\_ you happy?

**a) Are b) Is**

## **UNIT IV**

### **1. Read the following passage carefully:**

Buddha found that all men are unhappy, rich or poor. Wealth brings comfort but no real happiness. While he was in this mood, he came across one of the saints who still performed penance away from the madding crowd. A passionate desire to do likewise took hold of Buddha. Just then the news was brought to him of his firstborn

son. "This is just another tie to break", said Buddha. At night he awoke in great agony of spirit, went into the bright moonshine, mounted his horse and rode off into the world. He met holy hermits of the Vindhya Mountains and talked to them but he was not satisfied. Then he went to the jungle with five disciples and there he gave himself up to fasting and penance. But it brought no sense of truth achieved. Then he gave up fasting and began to feed himself fully. He realized that whatever truth men may reach is best by a nourished brain in a healthy body.

**On the basis of your reading of the passage, answer the following questions:**

- a) What did Buddha find?
- b) What news was brought to him and what was his reaction?
- c) What desire took hold of him?
- d) Why did he give up fasting?
- e) What did he realize?
- f) Find words from the passage, which are similar in meaning to the following:
  - i. Very bad pain.
  - ii. A strong wish.

### **2. Read the following passage carefully:**

Once a famous tennis player was scheduled to play in a championship game with her most formidable rival. At the last minute, she gave the excuse of not feeling well and refused to play. Her reputation was ruined. Until the day of her death, she was regarded as a '*poor sport*' afraid of defeat. Why is such a high value put on good sportsmanship in the playing games? The games themselves are not so important. No, but the traits a person shows in playing a game, reveal his character and breeding. The qualities needed in games are the same needed for decent living, fairness, honour, self control, willingness to abide by the rules, just tempered by restraint and ability to win or lose with good spirit.

If you cannot muster up any interest in a game, you had better stay out of it. A half-hearted player who does not keep his mind on the game, is ever asking, "Oh, is it my turn?" and plainly does not care how things turn out, and is an annoyance. The ideal player plays for the fun of playing. He tries to win; yet he is not so eager that he jumps in ahead of his turn or claims victory before the game is over.

**On the basis of your reading of the passage, answer the questions briefly:**

- a) How was the reputation of the famous tennis player ruined?
- b) How do games reveal a person's character?
- c) Which qualities of decent living are also needed in games?
- d) Why should a disinterested player stay out of the game?
- e) What is on the mind of the ideal player?
- f) Find words from the passage that are similar in meaning to the following:
  - i) A person who tries to do better than others.
  - ii) An experience or event in which an opponent beats you up.

### **3. Read the following passage carefully:**

Voice is one of the greatest gifts of God to man. You should make the best possible use of this rare talent. In your contacts with others or in development of your personality, your voice and tone are of great importance.

Even if you are a man of profound knowledge or brilliant ideas, you will be

ineffective if your voice is not sweet. You should have good health so that vibrations of your voice are strong and effective. While speaking face to face with others or on the phone, regulate your voice, according to ideas. Your personal charm, friendliness and kindness are proved beyond doubt by your voice. While speaking to people your warmth and earnestness would be infectious and fill the listeners with a sense of friendliness and tenderness. Never speak in a rude voice. A little eagerness and joy in your voice can bring joy to listeners. In a conversation a flat voice will make you feel depressed. A pleasant voice is good and effective as a tonic. It can instill friendliness and warmth in your approach. You can improve the quality of your living by improving the quality of your voice.

**3.1. Complete the sentences: (3)**

- a) Voice is one of the greatest.....of God.
- b) You can develop your personality with your ..... and .....
- c) A pleasant voice is good and .....as a .....

**3.2. Answer briefly: (2)**

- i) How is good health connected with your good voice?
- ii) How does your infectious voice affect the people?

**3. Read the following passage carefully:**

**The Land of Tulips**

The tulip is undoubtedly one of the best-known and most popular flowers in the world. Its colour and the simple lines make it a small masterpiece, much prized in gardens and in homes. The ancient origin of the tulip is unknown, but we have much information on its introduction into Europe. It was the Turks who brought this flower to the west some 400 years ago. The name 'Tulip' means 'turban' which the flower is thought to resemble. There is probably no other flower, which has been given such an enthusiastic welcome or spread so quickly throughout Europe. The craze for tulips grew into '*tulipomania*' reaching its height in Holland, renowned as the homeland of tulips. The Dutch became its prime cultivators and today after four centuries of acclimatisations in Europe, undergoing certain transformations, has given the structure and colours of the tulip we know today.

**Answer the following on the basis of reading of the passage.**

- i) What makes the tulips a masterpiece?
- ii) Who introduced the tulips into the west and when?
- iii) What does 'Tulip' actually mean?
- iv) 'Tulipomania' means .....
- v) Find words in the passage, which mean:
  - a) Chief/ most important.
  - b) Getting used to new climate, environmental, conditions.

**4. Read the following poem carefully:**

**RAINBOW**

My heart leaps up when I behold  
A rainbow in the sky.

So was it when my life began,  
So was it when I was a boy,  
So it is now when I am a man,  
Or let me die.

The child is 'the father of man'  
And I wish my heart to be  
Bound each to each  
By natural piety.

**On the basis your reading of the poem answer the following questions:**

- i) What happens when the poet sees a rainbow in the sky? ii) Explain the poet's feelings as a boy and now as a man after seeing the rainbow. Do you think his emotions have changed?
- iii) What does the poet wish his heart to be?
- iv) Explain "The child is the father of man"
- v) Give the opposite of ' natural & bound'.

**6. Read the following poem carefully:**

**Each One ,Teach One**

Each one, Teach one.  
Let this be our slogan  
Let us spread the light  
Of learning, across the nation.  
The gift of knowledge, they say  
It is loveliest gift of all.  
Let us offer this gift  
To those whose needs are small.  
To those who never learnt  
How to write or read  
Instead of making noises  
Let's get on with the deed.  
Let our country awaken  
From the slumber of centuries  
Let us make a pledge  
To vanish illiteracy.

**6.1. Complete the summary:** The poet wants everyone to 1)..... from the 2)..... of centuries and remove the curse of illiteracy. He says that 'Each One, Teach One' should be our 3)..... We have to spread the light of 4)..... across the nation. The loveliest gift of all is the gift of 5)..... and we have to 6) ..... this gift to those who never learnt to write or read. We all have to take a 7)..... to 8)..... illiteracy.

**6.2. Write the rhyming words:**

All –  
Read –

**6.3. Write the meaning from the poem**

a) Remove: .....

- b) Oath :.....
- c) Sleep ...:.....

**7. Read the following poem carefully:**

**Trees Cannot Name the Seasons**

Trees cannot name the seasons  
Nor flowers tell the time  
But when the sun shines  
They take a long-day breath  
What we call 'night'  
Is their soft exhalation.  
And when joints creak yet again  
8 | Page  
And the dead skin of leaves falls.  
Trees don't complain.  
Nor mourn the passing of hours.  
What we call 'winter'  
Is simply hibernation.  
And as continuation  
Comes to them as no surprise  
They feel no need  
To divide and itemize  
Nature has never needed reasons  
For flowers to tell the time  
On trees to put a name to seasons.

**7.1. Complete the following sentences by filling in the gaps.**

- a) The poet feels that nature is not worried about.....
  - b) However, men ..... to the passage of time.
  - c) Flowers and trees accept ..... as normal.
  - d) What we call winter is simply .....
  - e) Night is .....
  - f) Nature does not feel the need to obtain and list because .....
- 7.2. By talking about flowers and trees what comment is the poet making on man?

**8. Read the following poem carefully:**

**Stopping by Woods on a Snowy Evening**

My little horse must think it queer  
To stop without a farmhouse near  
Between the woods and frozen lake  
The darkest evening of the year.  
He gives his harness well a shake  
9 | Page  
To ask if there is some mistake  
The only other sounds the sweep  
Of easy wind and downy flake

The woods are lovely, dark and deep.  
But I have promises to keep  
And miles to go before I sleep  
And miles to go before I sleep.  
Robert Frost

**8.1. Fill in one word to complete the summary of the poem.**

The poet is passing through (a) ..... and (b)..... forests. It is a cold and (c)..... evening. The lake has (d)..... in the middle of the (e).....

**Answer briefly:**

1. The woods are lovely and invite the poet to stop, rest and admire them but the poet (a)..... and (b).....
2. The poet tells us that there are two sounds. One of the sounds is the (c) ..... and the other of the (d) ..... It is evident that the poet loves nature because (e) .....

**9. Read the following passage carefully:**

**My Mother's Sari**

To other's, it is merely an attractive and unusual sari: an abstract pattern of soft greys surprised into sprays of muted leaves and petals of ivory here and there, against a background of gold with a hint of peach in the shading.

To me, it is a sari that my mother bought in Mombasa over 30 years ago. She was fond of it but wore it only occasionally, the golden glow she usually cast around her being made a shade more luminous. This same material flows around me now occasionally, unfaded still and changelessly elegant.

10 | Page

My Mother's sari takes me back to silver sands and set of sun. On a lush tropical night, waves are lapping the shore and palm leaves stir in the breeze, susurrant names, faces, happenings and snatches of dialogue burst in upon the mind from far distances and depths, and are gone suddenly as foam.

My mother's sari has neither border nor pallau, the decorated end portion. One cannot tell where it begins and ends. I tie it as she used to, with a knot: the first knot firm as a close family tie; and the first pleat, as always, tricky as first times.

**9.1. Answer the following questions:**

- a) Where was the sari bought and by whom?
- b) Did the writer wear her mother's sari? Quote the lines from the passage, which tells us that she did.
- c) What features made the sari different from others?
- d) What did the sari remind the writer of?
- e) What made the sari easy to wear?
- f) Do you think the writer's mother was alive at the time of her writing this article?
- g) Why do you think so?
- h) The writer likes the sari because
- i) It belongs to her mother and
- ii) .....
- i) The writer and the mother were fond of the sari and both wore it .....



(Write one word only)

**10. Read the following poem carefully:**

**Elegy on the Death of a Mad Dog**

Good people all, of every sort,  
Give ear unto my song,  
And if you find it wondrous short  
It cannot hold you long.  
In Istrington there was a man,  
Of whom the world might say,  
That still a godly race he ran,  
Whene'er he went to pray.  
A kind and gentle heart he had,  
To comfort friends and foes;  
The naked everyday he clad  
When he put on his clothes.  
And in that town a dog was found  
As many dogs there be,  
Both mongrel, puppy whelp and hound  
And curs of low degree.  
This dog and man at first were friends;  
But when a pique began  
The dog, to gain some private ends,  
Went mad and bit the man.  
Around from all the neighbouring streets,  
The wond'ring neighbours ran,  
And swore the dog had lost its wits,  
To bite so good a man.  
The wound it seemed both sore and sad  
To every Christian eye;  
And while they swore the dog was mad  
They swore the man would die.  
But soon a wonder came to light  
That showed the rogues they lied  
The man recovered of the bite  
The dog it was that died.  
Oliver Goldsmith

10.1. Complete the summary of the poem below with one word in the blank below:

There once lived a man in (a).....Who was very (b)..... in word and deed. In the same (c)..... there lived a (d)..... dog as well. Although they were both(e) ..... yet, for same(f)....., after an (g) ....., the dog (h)..... the man. (i)..... were surprised by the dog's (j).....act and (k).....that the man would (l)..... However, a (m) ..... thing happened. The (n)..... did not die; he became (o)..... again and the (p)..... died.

## UNIT V

- Q.1. Write a paragraph not more than 250 words:  
• **A stitch in time saves nine.**
- Q.2. Write a paragraph not more than 250 words:  
• **As you sow so you reap.**
- Q.3. Write a paragraph not more than 250 words:  
• **When in Rome, do as the Romans.**
- Q.4. Write a paragraph not more than 250 words:  
• **The pen is mightier than the sword.**
- Q.5. Write a letter to the Railways, inquiring about a parcel lost in transit.
- Q.6. Write a circular letter asking the other students to protest against some social injustice.
- Q.7. Write a letter on behalf of Rohan to his mother telling her about his hostel life.
- Q.8. Write a paragraph not more than 250 words:  
• **Respect**
- Q.9. Write a letter on behalf of Ram, accepting a job offered, by a leading MNC.
- Q.10. Write a letter to your client, on behalf of 'Sharma opticals', apologizing for a damaged product.

# **Economics-1**

## **BBA 106**

### **UNIT 1**

Q 1. Define economics? Explain the scope of economics.

Q2. Why managerial economics is important for a business organization.

Q 3. Explain :

(a) Distinguish between micro and macro economics.

(b) Application of Economics Analysis

Q 4 Discuss the mutual dependence of micro and macro economics analysis

Q5. Describe different types of economies?

Q 6. What is 'mixed economy'? How government's role in mixed economy differs from its role in a free enterprise economy?

Q 7. How does the study of managerial economics help a business manager in decision making? Illustrate your answer with examples from production and pricing issues.

Q 8. How do economic theories contribute to managerial decisions.

Q 9. Why is government interference indispensable in a free enterprise system? Does government interference ensure the fulfillment of social objectives?

Q 10. Write short notes on:

- a. Market economy
- b. Command economy
- c. Economic rationality
- d. Optimality

### **UNIT II**

Q 11. Explain the Law of Equi- marginal utility. What are the difficulties of its application in real life?

Q 12. Explain the Law of Diminishing marginal utility. What are the difficulties of its application in real life?

Q 13. What are the main characteristics of indifference Curve? Explain the equilibrium condition of a consumer with the help of indifference Curve.

Q 14. What is meant by elasticity of demand? Explain various method of measuring price elasticity of demand.

Q 15. When your monthly income is Rs. 400: your demand is for 10 unit of ice cream. If your monthly income increases to Rs. 800 your demand increases to 30 unites of ice cream. Measure the income elasticity of demand.

Q 16. Explain the relationship between Total Utility and Marginal Utility. Using table and diagram.

Q 17. Write short notes on

1. Demand
2. Price Elasticity
3. Income Elasticity
4. Marginal Utility

Q 18. Explain law of demand? Explain various factors which determine demand

Q 19. Distinguish between

- (i) Demand function and demand schedule
- (ii) Individual demand and market demand
- (iii) Demand for normal goods and inferior goods

Q 20. List the major purpose of demand analysis from the stand point of management. Can management manipulate all of the variables which affect demand?

### **UNIT III**

Q 21. Define elasticity of supply. What are the various categories of elasticity of supply?

Q 22. Explain the factors which determine elasticity of supply.

Q 23. “Elasticity of supply increases with time”. Do you agree with this statement?

Q 24. The category of elasticity of supply at any point on a supply curve may be judged by drawing a tangent to the point of a curve.” Explain with the help of diagrams.

Q 25. Explain the law of supply. Why does the supply curve slope upward? How is the market supply curve derived from the supply curves of individual producers?

Q 26. What do economists mean when they say that “price floors and ceilings stifle the rationing function of prices and distort resource allocation”?

Q 27. For each stock in the stock market, the number of shares sold daily equals the number of shares purchased. That is, the quantity of each firm’s shares demanded equals the quantity supplied. So, if this equality always occurs, why do the prices of stock shares ever change? Discuss

Q 28. What are the determinants of supply? What happens to the supply curve when each of these determinants changes? Distinguish between a change in supply and a change in the quantity supplied, noting the cause(s) of each.

Q 29. The price elasticity of supply of a good is 0.8. Its price rises by 50 percent. Calculate the percentage increase in its supply.

Q 30. Explain why market equilibrium is determined at the intersection of the demand and supply curves. How is market equilibrium changes when consumers’ income changes, all other factors remaining the same.

## **UNIT IV**

Q31. What is meant by production? Define production function and describe the underlying assumptions.

Q 32. Distinguish between laws of returns and laws of returns to scale. Explain the factors which cause increasing returns to scale .

Q .33 How will you define economies of scale ? What are the sources of internal and external economies?

Q 34. Explain the three stage of production. Why is it that the second stage of production is considered the most relevant stage for factor use in production? Discuss using suitable diagrams.

**Q35.**Complete the following table:

Unit of labour	Total production	Average production	Marginal production
1	75		
2	95		
3	105		
4	125		
5	140		
6	140		
7	130		
8	126		

Q 36.Distinguish between (i) Monopoly and Monopolistic competition ; (ii) Oligopoly and Monopolistic competition.

Q37.With the help of table and diagrams explain the mutual relationship between average cost, marginal cost and total cost.

Q38. Explain the main characteristic of Perfect competition. How price and output of a commodity are determined in short and long run in this market?

Q 39. Explain the main characteristic of Monopolistic competition. How price and output of a commodity are determined in short and long run in this market?

Q 40. “Perfect competition is a myth but monopolistic competition is a reality.”  
Explain the statement.

## **UNIT V**

Q 41. State and explain four economic influences on an individual firm’s demand for labor.

Q 42. Why do firms in general aim at a reasonable profit rather than pursuing other goals? What are the standards of reasonable profits?

Q 43. Examine critically the profit maximization hypothesis. What are the alternative objectives of business firms?

Q 44. Explain in detail how equilibrium wage rates are determined:

- In free labor market;
- A labor market where trade union has negotiated minimum wage rates

Q 45. Describe in detail Ricardian theory and modern theory of rent.

Q 46. Define wage. Mention the theories that explain the determination of wages.

Explain briefly any two important theories.

Q 47. What is interest? State the theories that explain the determination of interest. Describe in detail the liquidity preference theory of interest and Modern theory of interest.

Q 48. What is net profit? State the theories that explain the determination of profit.

Briefly explain risk bearing theory and uncertainty bearing theory of profit.

Q 49. Elucidate the following statements:

- (i) Profit is the rent for exceptional ability of an entrepreneur.
- (ii) Profit is a reward for risk bearing.

Q 50. What problems do the depreciation and capital gains cause in measuring profit? What are the methods of resolving the problems?





## Second Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 201	Business Environment	4	-	4
BBA 202	Business Organization	4	-	4
BBA 203	Cost Accounting	4	-	4
BBA 204	Communication Skills & Personality Development – II	4	-	4
BBA 205	Business Law –I	4	-	4
BBA 206	Computer Applications – II	4	-	4
BBA 207	Computer Application II (Practical)	-	2	2
	<b>Total</b>	<b>24</b>	<b>2</b>	<b>26</b>

# **BUSINESS ENVIRONMENT**

## **BBA 201**

### **UNIT I**

1. What do you mean by internal environment, discuss the variables associated with it
2. Explain briefly major components of business environment and their impact on business.
3. Distinguish between macro & micro environment
4. What do you mean by business environment ? Discuss its importance in business.
5. Explain the concept & process of Environmental Analysis.
6. What are the objectives & uses of Environmental analysis. Also Discuss its limitations
7. Discuss competitive structure of industries.
8. What do you mean by external environment, discuss the variables associated with it.
9. Define business. Discuss the scope of business.
10. Discuss Porter's five forces model.

### **UNIT II**

11. Why is Indian economy regarded as underdeveloped economy ? State its basic characteristics.
12. Why did India adopt mixed economy model of development ?
13. Explain the reasons why India considered it necessary to adopt economic planning.
14. Explain the concept of economic planning as it has been adopted in India.
15. " With increasing liberalization , planning in India has undergone significant changes.'  
In the light of this statement , analyse the main features of economic planning in India.

16. Discuss the long term goals as adopted foreconomic planning in India. Is it correct to presume that of late , plans have virtually abandoned the long term goals of reduction in poverty , income inequality and unemployment.
17. State the salient features of 1991 industrial policy.
18. Discuss the main features of the New Industrial policy as enunciated by Government of India in 1991. Attempt a critical appraisal of this policy.
19. What do you mean by Fiscal Policy. Discuss the fiscal policy of India in detail.
20. What do you mean by monetary policy. Discuss the Qualitative & Quantitatiive methods of credit control in India.

### **UNIT III**

21. Explain the concept of culture and its main elements.
22. List out the critical elements of socio cultural environment.
23. How does socio cultural environment affects business decision making ? Give a brief sketch of the nature of socio cultural environment prevailing india .
24. Enumerate the factors that constitute the socio cultural environment.
25. What do you understand by social responsibility of business ?
26. Why should business be concerned with resolving social problems ? Explain briefly , state the benefits likely to be derived in the long run by socially responsive companies.
27. Give five arguments to justify business enterprises assuming social responsibilities and enumerate corporate socail responsibilities efforts made in India.
28. Explain the nature of responsibilities of mamangement towards (a) employees, (b) community,  
(c) general public.
29. ' Protecting consumer interest is the primary responsibility of management". Do you agree with the statement ? Elucidate.

30. State the difficulties involve in ethical decision making. Bring out the guidelines which help ethical decision making.

#### **UNIT IV**

31. What is meant by technology ? Explain the main factors underlying the dynamics of technological change.

32. Discuss the main reasons for the recognition of technological environment as an important dimension of business environment.

33. Give a brief outline of the policy relating to foreign technical collaboration and foreign investment pursued by Government of India since Independence.

34. Explain the mechanism involved in transfer of technology and the vital components of the contract of such transfer.

35. “ There is wide scope for foreign technical collaboration in developing countries subject to proper regulation and promotion. “ Elucidate the statement.

36. Explain the implications of time lags in technology introduction.

37. Outline the rationale of technology transfer and its benefit to developing countries.

38. Critically evaluate the status of technology in india.

39. Discuss impact of globalization on Technology.

40. Discuss the benefits of innovation and technological leadership in business.

#### **UNIT V**

41. Explain the concept of political environment , and discuss how the ideology of the political party in power and political stability influence the business in a country.

42. How does political instability affect the industry and trade.

43. Discuss the significance of political environment in business.

44. Waht do you mean by political environment and does it have economic implications?

45. What is political environment ? Explain the powers which are to be followed by Judiciary of India, in the context of political environment.
46. Describe the role of the government or executive in ' Economic Development' of the nation.
47. Discuss political environment and economic reforms in india.
48. Briefly enumerate the three important policy measures introduced by the government of India in early 1990's.
49. Enumerate the qualitative aspects of demographic environment of a country.
50. Give a brief account of quantitative aspects of demographic environment in india and their relevance to business decision making.

# **Business Organization**

## **BBA 202**

### **UNIT I**

- Q1. Explain the role of RIICO in the industrial development of Rajasthan.
- Q2. Define District Industries Centre and describe its function.
- Q3. What has been the objective of setting up, DICs in the State? Describe its importance functions.
- Q4. Discuss the function of RIICO in recent years towards the industrial development of Rajasthan.
- Q5. Define Entrepreneurship and discuss its characteristics.
- Q6. What steps have been taken by the government for the development of Entrepreneurship in the country? Explain.
- Q7. Write an essay on entrepreneurial development in India
- Q8. Explain entrepreneurial development in Rajasthan.
- Q9. Explain the efforts made in India after independence for the entrepreneurial development.
- Q10. Explain the different factors contributing to the development of Entrepreneurship.

### **UNIT II**

- Q1. What steps are to be taken by an entrepreneur for establishing a new business enterprise?
- Q2. Define Business Organization and discuss its nature and scope.
- Q3. What are the factors to be considered for the establishment of Business Organization.
- Q4. What do you mean by business environment? Explain its nature.
- Q5. What are the internal and external factors that influence the business?
- Q6. What do you mean by business Ethics? Explain its main characteristics.

- Q7. What do you mean by business Finance? Discuss the need and importance of business Finance.
- Q8. What are the internal and external sources of raising finance?
- Q9. What are the different sources of short-term capital?
- Q10. Write an Essay on RFC.

### **UNIT III**

- Q1. Define Stock Exchange. Explain its significance.
- Q2. Write the features of Stock exchange and describe its functions.
- Q3. Write an Essay on regulation and control of Stock Exchange Market in India.
- Q4. Write a note on Directorate of Stock Exchange.
- Q5. Write a note on origin and development of stock Exchange in India.
- Q6. What are the different types of business combination? Explain each one of them.
- Q7. Describe the function of Securities and Exchange Board of India.
- Q8. Write an Essay on OTSE.
- Q9. Describe the characteristics of pools, trust and cartels as a form of business combination.
- Q10. Distinguish between vertical and horizontal Combination.

### **UNIT IV**

- Q1. What do you understand by advertising? Bring out the differences between Advertising and Publicity.
- Q2. What do you understand by publicity? Describe the modern methods of Publicity.
- Q3. Describe the significance of advertising in the modern world. What are its evils?
- Q4. Write note on:
- a. Types of advertising
  - b. Scientific Advertising

- Q5. Explain the following:
- a. Press media of Publicity
  - b. Electronic Media of Publicity
- Q6. What are the different Advertising media? Explain in detail.
- Q7. What is out-door Advertising? Explain its merit and demerits.
- Q8. Write note on:
- a. Advertising
  - b. Publicity
- Q9. Explain the modern methods of Advertising in detail.
- Q10. Explain the modern methods of Publicity in detail.

## UNIT V

- Q1. What do you understand by “Welfare State” ? Describe main features and objects of a Welfare State.
- Q2. Explain the concept of Welfare State? What are the steps taken by the government of India to establish Welfare State.
- Q3. What do you understand by “Welfare State” ? Explain its functions
- Q4. Describe the drawbacks of a Welfare State.
- Q5. Describe the forms of Government Assistance to Industries in India.
- Q6. Write an Essay on the role of Government in industrial development of the country.
- Q7. What do you mean by Industrial Policy? Give its objectives and importance for a developing country like India.
- Q8. What are the important features of 1991 Industrial Policy of the Government of India? Critically examine.
- Q9. What do you understand by Industrial Democracy? How can it be introduced in India? Explain



Q10. Discuss workers Participation n Management as a mean to achieving industrial democracy in India.

# Cost Accounting

## BBA 203

**Q.1** Discuss briefly :

- a) Over time
- b) Out Workers
- c) Apportionment of Overheads
- d) Office and Administration overheads
- e) Reorder level
- f) Minimum level
- g) Piece wage system

**Q.2** Distinguish between perpetual inventory system and periodic inventory system.

**Q.3** Explain all the important ways of classification of Cost and discuss them in detail.

**Q.4** What is the meaning of Labour Turnover ? How is it measured.

**Q.5** The Extracts from the payroll of a factory is as follows:

Number of Employees at the beginning of 2008.....150

Number of Employees at the end of April 2008.....250

Number of Employees Resigned during April 2008.....25

Number of Employees Discharged during April 2008.....5

Number of Employees replaced due to resignations and discharges during April 2008.....20

Calculate the Labour Turnover rate (Separation ,Replacement ,Flux) for the factory by different methods.

**Q.6** Year 2008

1 July .....Opening stock.....500 units @ Rs.20 each

4 July.....Purchased.....400 units @ Rs.21 each  
6 July.....Issued.....600 units .  
8 July.....Purchased.....800 units @ Rs.24 each  
9 July.....Issued.....500 units.  
13 July.....Issued.....300 units.  
24 July.....Purchased.....500 units @Rs.25 each  
28 July.....Issued.....400 units.

Prepare a store Ledger Account when issues are priced according to standard Price Method. Assume standard price is Rs. 24 per unit.

**Q.7** From the following information , calculate Re order level, Minimum level, Maximum level, Average stock level, Danger level.

**Rate of consumption:** Minimum 250 units per week, Maximum 750 units per week,

Normal 400 units per week.

**Reorder Period :** Minimum 3 weeks, maximum 7 weeks, Normal 4 weeks .For Emergency purchase 2 weeks.

**Reorder Quantity:** 2000 units.

**Q.8** Mr. Gopal furnishes the following data relating to the manufacture of a standard Product during the month of April 2008:

Raw Material Consumed.....	Rs.15000
Direct Labour charges.....	Rs.9000
Machine hours Worked.....	900
Machine hour rate.....	Rs.5
Administration overheads.....	20% on works cost
Selling overheads.....	Rs.0.50 per unit
Unit produced.....	17,100
Unit Sold.....	16,000 at RS.4 per unit.

You are required to prepare a cost sheet from the above.

**Q.9** Discuss briefly: (Any six)

- a) Functions of Cost Accounting.
- b) Cost Sheet
- c) Apportionment
- d) Re-order Quantity
- e) Maximum level
- f) Factory overheads
- g) Casual workers
- h) Time wage system

**Q.10** Describe the Procedure of Purchasing material from supplier.

**Q.11** State and Explain the main differences between Cost Accounting and Financial Accounting.

**Q.12** What do you understand by “Inventory Control”? State it’s objectives.

**Q.13** From the following information, calculate Labour Turnover rate and Flux rate.

No. of workers as on 01.01.2008.....7,600

No. of workers as on 31.12.2008.....8,400

During the year ,80 workers left while 320 workers were discharged, 1,500

workers were recruited during the year of whom 300 workers were recruited because of exits and the rest were recruited in accordance with expansion plans

**Q.14** From the following, calculate earnings of the workers under:

- i. Halsey Plan
  - ii. Rowan Plan
- Standard Time.....10 hours
- Hourly Rate.....Rs.2
- Time Taken.....6 hours

**Q.15** In a manufacturing company, a material is used as follows:

- Maximum Consumption.....12,000 units per week
- Minimum Consumption.....4,000 units per week
- Normal Consumption.....8,000 units per week
- Re-order Quantity .....48,000 unit
- Time Required for delivery.....Minimum: 4 weeks ; Maximum: 6 weeks
- Calculate Re-order level, Minimum level, Maximum level, Danger level, Average Stock level.

**Q.16** What is Cost Accounting ? Explain its three important objectives.

**Q.17** List the various techniques of Cost Accounting.

**Q.18** Distinguish between the following:

- (i) Direct Materials and Indirect Materials.
- (ii) Prime cost and Factory cost.

**Q.19** From the following information, prepare a statement showing the cost and profit per unit.

Direct material consumed.....Rs.400000  
Direct labour .....Rs.40% of direct material cost.  
Direct expenses.....Rs.50% of direct Labour cost.  
Factory overheads.....Rs.25% of prime cost.  
Office and adm. Expenses have been absorbed @ Rs.150 per 10 units produced.  
Selling and distribution expenses have been applied @ Rs.500 per 100 unit sold.  
Opening finished stock.....Rs.800 unit@ Rs.85.50 per unit.  
Closing finished stock .....Rs.400 units.  
Finished goods sold.....16400.  
Profit.....1/6<sup>th</sup> of sales.

**Q.20** From the following information, calculate Re-order quantity and various stock level:

Average usage..... 50 units per week  
Minimum re-order period .....4 weeks.  
Maximum usage.....75 units per week.  
Average re-order period .....5 week.  
Average stock level.....375 Units.

**Q.21** The extracts from the payroll of a factory is as follows:

Number of employees at the beginning of period.....150.  
Number of employees at the end of period.....250.

Number of employees resigned during period.....25.

Number of employees discharged during period.....5.

Number of employees replaced during period.....20.

Calculate the labour turnover rate and equivalent annual rate for the factory by different methods.

**Q.22** Explain the concept of 'ABC analysis' as a technique of Inventory control.

**Q.23** Give the meaning of each of the following in a system of stores accounting.

- (i) Purchase Requisition
- (ii) LIFO
- (iii) Material Requisition

**Q.24** What is overheads? Give its classification.

**Q.25** Standard output 100 units, Normal piece rate Rs.1 per piece, X produced 60 Units, Y produced 100 units, Z produced 110 units. Calculate earnings using Taylor's differential piece rate plan.

**Q.26** Discuss the main steps involved in purchasing procedure.

**Q.27** The Following are the figures about the receipt and issue of materials in Z Ltd.

During January:

Jan. 1.....Received.....500 units @ Rs.2.00 each

Jan.18.....Received.....350 units @ Rs.2.10 each

Jan. 19.....Issued.....600 units

Jan. 24.....Received.....600 units @ Rs.2.20 each  
 Jan. 25.....Issued.....450 units  
 Jan. 26.....received.....500 units @ Rs.2.30 each  
 Jan. 29.....Issued.....510 units

Prepare stores Ledger Account using LIFO method

**Q.28** What do you mean by cost accounting? Explain various objectives of cost accounting?

**Q.29** What is the difference between financial accounting and cost accounting?

**Q.30** Define cost accounting? Explain its various advantages?

**Q.31** What do you mean by cost? Explain various elements of cost?

**Q.32** Give a specimen of statement of cost (Cost sheet) using imaginary figures?

**Q.33** Explain various items not to be shown in cost sheet?

**Q.34** Prepare a statement of cost from the following data to find out profit and cost per unit-

- Raw materials consumed 15,000
- Direct wages 9,000
- Machine hours worked 900
- Machine hours rate 5Rs. Per hour
- Office overhead 2% of factory cost
- Selling overhead 50 paise per unit
- Units produced 17,100
- Units sold 16,000
- Selling price 4 Rs. Per unit

**Q.35** Give four examples of factory overhead, administrative overhead, selling overhead and distribution overhead?



**Q.36** A limited has received an order for the supply of three types of casting weighting 36, 90 and 54 tons respectively. 10% of the raw material used are wasted in manufacturing and are sold as scrap for 25% of the cost price of raw material. Material cost Rs. 500 per ton and the wages would amount to Rs. 12,000/-, 31,500/- and 16,500/- respectively. The cost of moulds for casting is Rs. 1,200/-, 1,000/- and 900/- respectively. Factory overheads are to be charged at 30% of wages and administration and other overhead at 20% of works cost. It is desired to earn a profit of 25% on selling price. Ascertain the price to be quoted for the supply of these different types of castings, on the basis of above information.

**Q.37** A factory's normal capacity is 1,20,000 units per annum. The estimated cost of production are as under-

- Direct Material 3Rs. Per unit
- Direct Labour 2Rs. Per unit(minimum 12,000/-p.m.)
- Fixed overhead 1,60,000 per annum
- Variable overhead 2Rs. Per unit

Semi variable overhead are Rs. 60,000 per annum up to 50% capacity and an extra expense of Rs. 20,000/- per annum for every 20% increase in capacity or a part thereof. Factory worked at 50% capacity for the first 3 months but it was expected to work at 80% capacity for the remaining 9 months. During the first 3 months, the selling price per unit was Rs. 12. what should be the price in the remaining 9 months to earn a total profit of Rs. 2,18,000/-.

**Q.38** What do you mean by process costing? Explain various characteristics of process cost accounting?

**Q.39** Explain various differences between normal loss of material and abnormal loss of material?

**Q.40** What do you mean by process accounts? Describe the general principles of process costing?

**Q.41** Thekedar accepted a contract for the construction of a building for Rs. 10,00,000; the contractee agreeing to pay 90% of work certified as complete by the architect. During the first year, the amounts spent were:

Material	Rs. 1,20,000
Labour	Rs. 1,50,000
Machinery	Rs. 30,000
Other expenses	Rs. 90,000

At the end of the year, the machinery was considered to be of Rs. 20,000, and materials at site were of the value of Rs. 5,000. Work certified during the year totaled Rs. 4,00,000. In

addition, work in progress but not certified at the end of year had cost Rs. 15,000. Prepare Contract Account in the books of Thekedar. Also show the various figures of profit that can be transferred reasonably to the Profit & loss Account.

**Q.42** Distinguish between job costing and contract costing. State the special features of contract costing.

**Q.43** A limited produces a product which passes through three distinct processes.

The following cost data are available for the year ended-

Particulars	Process A	Process B	Process C
Input of material (1000 tons)	2,00,000	NIL	NIL
Wages	60,000	35,000	10,000
Overheads	12,500	5,800	710
Normal loss on input (no sale value)	5%	10%	20%
Scrape @ Rs. 50 per ton (tons)	50 tons	30 tons	51 tons
Selling price per ton	350	500	800

Two third of articles produced in process A and one half in process B were transferred to next process and the balance were sold. Management expenses amounted to Rs. 17,500/- and selling expenses Rs. 14,000/-. You are required to prepare process accounts and a statement showing the profit for the year.

**Q.44** Describe the general features of process costing. In what type of industries is process costing generally adopted?

**Q.45** What are the basic difference between job order and process cost system?

**Q.46** State and explain the main difference between cost accounting and financial accounting.

**Q.47** The following are some of the ways in which costs may be classified:

- a) Direct and indirect
- b) Variable and fixed
- c) Controllable and uncontrollable

Bring out clearly the significance of each of these classifications and explain the meaning of the terms used therein.

**Q.48** Distinguish between variable, semi-variable and fixed costs.

**Q.49** “Costs may be classified in a variety of ways according to their nature and the information needs of management.” Explain.

**Q.50** Explain various techniques of costing.

# Communication Skills & Personality Development

## BBA 204

### Unit I

1. Define communication. What are the principles of effective Communication?
2. Why communication is important for good relationship and effective management?
3. Discuss communication as a two way process of exchange of information.
4. What is communication? Discuss important barriers in the communication process.
5. Explain the various communication barriers in detail. Also explain the ways to overcome these barriers.
6. Explain in the detail the various communication models.
7. Why do we communicate? Explain the different channels of communication.
8. What is communication? Explain the different types of communication.
9. Describe the communication process. Also Describe the Formal and informal communication in business organization.
10. Write note on:
  - Barriers to Communication
  - Importance of communication

### Unit II

1. Define Communication in detail.
2. Write an essay on Communication in Orgnizational setting.
3. What do you understand by Communication in Orgnizational setting? Explain the Internal and External Communication
4. Define Communication. Explain Linguistic and Non- Linguistic Communication.
5. Explain the process of Communication in detail.
6. Explain in detail the 7C's of communication.
7. Explain the importance of Communication in Organizational Setting.
8. Define Communication. Explain the importance of in maintaining relationship with the external environment
9. Explain the following:
  - a. Communication in Organizational Setting.
  - b. Components of Communication
10. Explain the following:
  - a. linguistic and Linguistic
  - b. Internal and External Communication

### Unit III

1. Define Report. Explain the different elements of report.
2. What are business reports? Explain the different types of Report.
3. Explain the importance of report. Describe the steps used in writing a report.
4. Design a hypothetical letter of Transmittal for a report on Environment Protection in southern area of the state.
5. Define resume. Design a resume of your own.
6. Define memo. Explain the fundamentals of memo.
7. Explain the importance of Memo in organization. What are different types of Memo.
8. What is Memo? Draft a hypothetical memo.
9. What is a Business Email? Explain the points to be remember while writing an Email.
10. Write an email from Mr. Ram to a vendor for placing an order.

#### **Unit IV**

1. Define Business Message. Describe the points to be keep in mind while business Message.
2. Explain the importance of Business Message. Draft a routine message.
3. What is a good news message. Draft a good news message.
4. Define Message. What are bad news messages.
5. Write a message to Rahul, informing that his job application has been rejected.
6. Draft a message to Ramesh, informing him about his selection in your company.
7. Explain what are Persuasive messages.
8. Draft An hypothetical Persuasive message
9. Explain the following:
  - a. Persuasive Message
  - b. Bad News message
10. Explain the following:
  - a. Routine Message
  - b. Good News message

#### **Unit V**

1. What are the business letters? Explain its importance.
2. Explain the usage of Business Letters. Also explain the points to be kept in mind while drafting these messages.
3. Explain the different types of business letters in detail.
4. Define business letters. Explain the structure and layout of the same.
5. What are persuasive letters? Explain with example.
6. Explain request letters, with example.
7. Define letter of complaints with example.

8. Draft a letter to **Divine shirts** complaining about the defect in the shirt that you have bought.
9. Write a letter to **Vision optical**, requesting to change the sun glasses that you have bought a month before  
Write a letter to the accounts officer requesting him to give relaxation

# **Business Law**

## **BBA 205**

### **UNIT-I**

1. Define Contract and discuss the object and scope of Indian Contract Act.
2. What is Contract? Is Indian Contract Act an exhaustive law relating to contract?
3. “An agreement enforceable by law is a Contract”. Comment. Discuss the essentials of a valid contract in brief.
4. ‘All contracts are agreements but all agreements are not contracts’. Explain.
5. By giving definition of the word ‘agreement’ and ‘contract’, explain the difference between the same.
6. What do you mean by ‘Proposal’ or ‘Offer’? Explain its various characteristics.
7. What are the legal rules as to a valid contract? Discuss with the help of suitable examples.
8. What do you mean by “An Invitation to offer”. Explain
9. By giving definition of an acceptance explain the various general rules regarding acceptance of an offer.
10. What do you mean by the communication of acceptance? By describing the modes of revocation of it, explain is there any time limit of its revocation.

### **UNIT – II**

1. What do you understand by capacity to Contract?
2. Who are competent and not competent to contract under Indian Contract Act, 1872.
3. Minors are incapable to enter into a contract. Discuss
4. “An agreement requires a meeting of minds” Comment.
5. What are the factors concerning consent not a free one? Discuss their effect on validity of Contract.
6. What do you understand by ‘Coercion’?
7. What do you mean by ‘Undue Influence’? How it differs from Coercion?
8. What is Fraud? Discuss its effect on Contract.
9. What do you mean by ‘Misrepresentation’? Distinguish between Fraud and Misrepresentation.
10. What is ‘Mistake’? What are the kinds of it? Discuss the mistake of Law and its effect on Contract.

### **UNIT – III**

1. Define Consideration. Is the existence of consideration essential for the validity of Contract?
2. ‘A promise without consideration is a Gift, made for consideration is Agreement’ (Salmond). Comment.

3. Under what circumstances the object and consideration of a Contract is deemed unlawful? Explain with examples.
4. “Contract without consideration is void”. What are the exceptions of this rule?
5. “Stranger to the contract can not sue”. Comment and Point out the exceptions of this rule.
6. What agreements are void if consideration and objects are unlawful in part?
7. “Agreement in restraint of Marriage and Trade are void”. Discuss.
8. What do you mean by Contingent Contract?
9. What agreements have been expressly declared to be void by Indian Contract Act?
10. Explain the effect of void, voidable, unlawful and uncertain agreements on Contract.

#### **UNIT – IV**

1. Discuss the obligation of the parties to the Contract.
2. Can a person who is not a party to the contract demand the performance?
3. What is tender? What are the elements of a valid Tender?
4. What is assignment of a Contract? What are the limitations within which a Contract can be assigned?
5. Who must perform a Contract?
6. Who can demand for the performance of the Contract?
7. What is an anticipatory breach of Contract? What option has been given to an aggrieved party?
8. Write short note on Joint Promises.
9. What is law regarding time and place for performance of Contract?
10. Explain the doctrine of “Frustration of Contract”. What do you understand novation?

#### **UNIT – V**

1. What do you understand by ‘Quasi Contract’?
2. Explain about the juridical basis of Quasi Contracts with distinctive features of it.
3. Discuss the remedies available to the injured party in case of breach of Contract.
4. What do you understand by damages?
5. What are the various kinds of damages? How damages differ from compensation?
6. Discuss with illustrations the principles governing compensation for loss or damages caused by breach of Contract.
7. Distinguish between the liquidated damages and penalty. Does Indian law recognise it?
8. “Section 74 boldly cuts the most trouble some knot in common law doctrine of damages.” Explain.
9. Explain and distinguish between security deposit and earnest money.
10. Whether a party rightfully rescinding contract is entitled to compensation?



### Third Semester Examination

<b>Code No.</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
BBA 301	Marketing for Managers	4	-	4
BBA 302	Statistical Methods for Business	4	-	4
BBA 303	Management Accounting	4	-	4
BBA 304	Business Law II	4	-	4
BBA 305	Corporate Law I	4	-	4
BBA306	Economics -II	4		4
	<b>Total</b>	<b>24</b>	<b>-</b>	<b>24</b>

# Marketing for managers

## BBA-301

### Unit I

- Q1 State the nature of marketing. How does marketing satisfy the wants of people?
- Q2 What is marketing? Give the modern definitions of marketing and explain the main features of marketing.
- Q3 Discuss the nature, concept and scope of marketing. State its importance in the Indian economy.
- Q4 Explain the scope of marketing. What is meant by 4Ps of marketing?
- Q5 Discuss the significance of marketing in the liberalized economy.
- Q6 Write short notes on:
- a) Production Concept
  - b) Product Concept
  - c) Selling Concept
- Q7 State all the steps of marketing process? What is meant by 4P's in marketing?
- Q8 Discuss all important concepts of marketing. Discuss the impact of external environment on firm's marketing decision.
- Q9 'Marketers can create needs'. Do you agree? Give reasons to support of your answer.
- Q10 Distinguishing clearly between selling and marketing.
- Q11 Discuss all important concepts of marketing. Discuss the impact of external environment on firm's marketing decision.

### Unit II

- Q12 What do you mean by B2B Marketing? How is it different from B2C Marketing?

- Q13 Mention all the participants of business buying. Also explain the stages of purchasing process.
- Q14 What is the importance of studying consumer behavior/ Also explain the various factors which effect consumer behavior.
- Q15 Define Consumer behaviour. Also describe its relevance in marketing decision making.
- Q16 Explain the various factors which affect consumer behaviour.
- Q17 Write Short-note on ‘The importance of the study of consumer behaviour’.
- Q18 Explain what is meant by consumer behaviour. Mention in this connection the various psychological factors that influence the consumer decision making.
- Q19 What do understand by Institute and Government Markets, Also give examples.
- Q20 Briefly explain:
- a) Consumer Behaviour
  - b) Business markets
  - c) B2C Marketing

### Unit III

- Q21 Define the term ‘Marketing segmentation’. What is the basis for market segmentation?
- Q22 Describe different elements that influence in deciding the principles segmentation.
- Q23 Define the term ‘Marketing segmentation’. Describe different elements that influence in deciding the principles segmentation.
- Or
- Q24 Marketing segmentation is important for target markets and target markets are important for product positioning. Elaborate with examples.
- Q25 Discuss the importance of market segmentation in marketing decisions and explain the basic methods of market segmentation.
- Q26 Market segmentation is important for target market and target markets are important for product positioning. Elaborate with examples.
- Q27 What are the elements that influence in deciding the principles of segmentation.
- Q28 What do you mean by S.T.P. strategy in marketing? How it can be used for competitive advantage.

Q29 Write short notes on:

- a) Target Marketing
- b) Positioning
- c) Segmentation

Q30 What is meant by market segmentation? What are the criteria of successful market segmentation?

#### **Unit IV**

Q31 State the important of product innovation. Discuss various stages of new product Development.

Q32 Explain the major factors which you will take into account while pricing a product. Explain the various methods of pricing.

Q33 Define a Product. Explain the concept of Product mix.

Q34 Write an essay on New product development process.

Q35 What do you mean by Product policy? State its objectives and significance.

Q36 Define Product life cycle. Explain its importance in marketing.

Q37 Discuss the various stages of PLC. State suitable marketing strategies for each stage.

Q38 Discuss the important pricing objectives of marketing companies.

Q39 Explain the major factors which you will take into account while pricing a product.

Q40 Explain the various methods of pricing.

#### **Unit V**

Q41 What factors would you take into consideration while selecting suitable channel of distribution? Discuss.

Q42 What is advertising media? What are the factors influencing media decision?

Q43 What do you mean by channels of distribution? Discuss its role and functions.

- Q44 What is whole selling? State the type of wholesalers.
- Q45 What do you understand by Ratailing? State typs of Retailers.
- Q46 What is advertising? What are its various features?
- Q47 What do you mean by sales Promotions? Discuss various sales promotion technique.
- Q48 Discuss various sales promotion technique used for consumer by a marketing company.
- Q49 What do you mean by personal selling? Describe its characteristics.
- Q50 Explain in detail the process of personal selling.

# **BUSINESS STATISTICS**

## **BBA 302**

### **UNIT I**

1. Define survey and methods of executing survey?
2. Give the definition of statistical data and mention their characteristics with suitable examples.
3. Write a note on the misuse and distrust of statistics.
4. What do you mean by Statistical Investigation? Explain the various methods of Statistical Investigation.
5. Give the definition of statistical data and clearly describes its function and limitations.
6. Discuss the importance of statistics in modern times.
7. “Statistics is not a science ; it is a scientific method.” Discuss critically scope, limitation and utility.
8. “Statistics may be defined as the collection, presentation, analysis and interpretation of numerical data,” Explain
9. What is a statistical investigation? Describe the preliminary steps you would take into consideration while planning a statistical investigation.
10. What is a “Statistical Unit”? What are the various types of statistical units? Explain with examples.

## UNIT 2

1. Define and differentiate between classification and tabulation.
2. Explain the types of various series with help of example
3. Examine critically the important methods of collection of primary data. Can any method be called the best under all circumstances
4. What is a questionnaire? What precaution should be taken in drafting a good questionnaire?
5. Define tabulation. Describe the objects, advantages and limitation of tabulation
6. What are secondary data? Why is it necessary to scrutinize and edit them before use? What precaution should be necessary before using them?
7. Define classification. What are its object? Give different method of classification.
8. Define Tabulation. Describe different parts of a table.Explain the main precautions you will take while tabulating your data.
9. Differentiate between:
  - (a) Continuous Series and Discrete Series
  - (b) Exclusive and Inclusive class interval
  - (c) More than and less than frequency tables
10. The following are the wages in Rupees of 30 workers of a factory :  
**104, 124, 140, 120, 126, 109, 146, 135, 129, 134, 119, 140, 125, 133, 128,**  
**107, 150, 119, 122, 127, 116, 130, 124, 127, 124, 120, 149, 130, 116, 144**  
Taking a class interval of 10, prepare a frequency distribution table in exclusive and inclusive forms.

## UNIT 3

1. Calculate mode from the following data:

Marks ( out of 50)	0- 5	5-10	10-15	15-20	20-25	25-30	30-35
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No. of Students	3	10	22	14	4	2	1
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2. Calculate mean and median from the following data:

Central Size	5	15	25	35	45	55	65	75
Frequency	15	20	25	24	12	31	71	52

3. From the following data calculate mean, median and mode-

Wages in Rs.	No. of persons
Less than 20	5
Less than 40	12
20 to 60	29
60 & above	31
80 to 100	8
100 & above	19
120 & above	5

4. Explain the meaning of central tendency? Name the various methods of measuring it. Also explain their methods of solution with example.



5. Compare the relative merits and demerits of the arithmetic mean, median and mode.

6. From the following data regarding weights of 60 students of a class, find modal weight:

Weights: 50 51 52 53 54 55 56 57 58 59 60

No.of Students: 2 4 5 6 8 5 4 7 11 5 3

7. Answer the following questions:

(i) What is statistical average?

(ii) What are the characteristics of an ideal average?

(iii) What are the functions of an average?

8. Calculate Mean, Median and Mode from the following data:

Wages( Rs. )	20-60	20-55	20-40	20-30
No of workers	80	74	40	12
Wages( Rs. )	20-50	20-45	20-25	20-35
No of workers	67	55	5	22

9. Calculate Mean, Median and Mode from the following data:

Wages( Rs. )	Below 13	13-15	15-17	Below 19	Below 21	21-23	Below 25
No of workers	30	50	60	70	50	40	30

10. Calculate Mean and Mode from the following data:

x	0-10	10-20	20-30	30-40	40-50	50-60	60-70
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f	10	12	25	35	45	55	65
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#### Unit 4

1. The table given below shows the marks obtained by 10 students of B.Com. from roll numbers 1 to 10 in an examination. Calculate standard Deviation and its coefficient

by short cut method.

<b>Roll no</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
<b>Marks</b>	<b>43</b>	<b>48</b>	<b>65</b>	<b>57</b>	<b>31</b>	<b>60</b>	<b>37</b>	<b>48</b>	<b>78</b>	<b>59</b>

2. Calculate Standard Deviation and its coefficient from the following data by step deviation method.

Age (under):	10	20	30	40	50	60	70	80
No. of Persons:	15	30	53	75	100	110	115	125

3. Calculate standard deviation by direct and short cut method from the following data:

Size	1	2	3	4	5	6	7	Total
Frequency	1	5	11	15	13	4	1	50

4. Calculate Standard Deviation and its coefficient from the following data by direct and short cut method:

Marks out of 10:	0-2	2-4	4-6	6-8	8-10	Total
No of students:	2	5	15	7	1	30

5. What is meant by dispersion? Explain various measures of dispersion.
6. "Averages and measures of dispersion are complementary to one another in understanding frequency distribution." Comment.
7. Calculate Mean Deviation and its coefficient from the following data

Marks less than	80	70	60	50	40	30	20	10
No of students	100	90	80	60	32	20	13	5

8. From the data given in the following table calculate Mean Deviation and its Coefficient:

Length(mm)	118-126	127-135	136-144	145-153
Frequency	3	5	9	12
Length(mm)	154-162	163-171	172-180	Total
Frequency	5	4	2	40

## Unit5

1. Calculate index number by aggregate expenditure method for 2006 taking 2005 as base from the following data:

Commodity	Unit	Qty. consumed	Price (Rs.)	
		2005	2005	2006
Wheat	Per quintal	2 quintals	250	500
Rice	Per quintal	1 quintals	400	550
Arhar	Per kg	20 kg	6	14
Sugar	Per kg	0.5 quintal	10	15
Salt	Per quintal	10 kg	100	150
Oil	Per kg	10 kg	20	40
Clothing	Per meter	20 meter	15	25
Fuel	Per quintal	4 quintal	60	75
rent	Per house	-	250	375

2. Define index numbers and mention its utility and importance.

3. Construct Fishers ideal index no from the following formula and show that it satisfies time reversal test

Articles	2006		2007	
	Expenses ( in Rs.)	Price ( in Rs.)	Expenses ( in Rs.)	Price ( in Rs.)
X	300	10	150	10

Y	400	8	250	25
Z	420	7	200	40

4. What are Index Numbers? Why is Fisher's formula called ideal? What are its demerits?

5. Construct Fisher's ideal index number from the following formula and show that it satisfies factor reversal test

Articles	Base Year		Current Year	
	Quantity ( in Rs.)	Price ( in Rs.)	Quantity ( in Rs.)	Price ( in Rs.)
X	50	6	55	9
Y	100	2	125	3
Z	60	4	65	6
	30	10	25	14

6. Calculate weighted index number for 2003 of the following data by:

- (i) Weighted Average Method
- (ii) Weighted Average of relatives Method

Commodities	Base Year		2006	
	Price	Qty(kg)	Price	Qty(kg)
A	5.00	10	7.50	9
B	2.00	20	2.40	17
C	4.00	5	6.00	4
D	10.00	7	11.00	7

7. An association of drinkers consists 50 members using standard drinks. Calculate weighted consumer price index for 2007 based on 2006 prices:

Name of the Drink	Whisky	Rum	Gin	Brandy	Wine	Tharra
Price per bottle						
2006	60	55	40	30	10	10
2007	75	60.50	50	45	12	08

Out of 50 members 10 members prefer to take Whisky, 5 members Gin, 8 members Brandy, 7 members Rum, 12 members wine and the rest prefer to take Tharra.

8. From the following data construct chain base index numbers taking 2000 as base year:

Article	2000	2001	2002	2003
A	5	8	12	21
B	12	15	21	21
C	20	26	26	39

9. Construct Index Numbers by Laspeyers, Paasche and Fishers formulae:

Year	Bread		Butter		Coffee	
	Qty	Price	Qty	Price	Qty	Price
2000	10	1.0	12	5.0	5	8.0
2004	8	1.5	10	6.0	2	10.0

10. From the following data compute quantity Index Numbers for the year 2000 taking 2004 as base year:

Year	Commodity I		Commodity II		Commodity III	
	Price	Qty	Price	Qty	Price	Qty
2000	5	10	8	6	6	3
2004	4	12	7	7	5	4

# Management Accounting

## (BBA 303)

### Unit I

1. What do you mean by management accounting? How it is useful for managers?
2. Explain various differences between financial accounting and management accounting?
3. What role management accounting plays in the planning and control function of management?
4. "Management Accounting is the presentation of accounting information in such a way as to assist management in the creation of policy and the day to day operation of an undertaking". Elucidate this statement giving suitable illustration.
5. "Management Accounting is concerned with accounting information that is useful to management". Comment and define management Accounting. How does it differ from financial & cost Accounting?
6. "Management Accounting is an extension of the managerial aspect of cost accounting". Explain.
7. Define Management Accounting. How can we differentiate management accounting with Financial and cost accounting?
8. Discuss nature and scope of Management Accounting. Give its advantages also.
9. Discuss management accounting as an effective tool of financial control.
10. Define Mgmt. Accounting and discuss the functions and limitations of management accounting.

### Unit II

11. What do you mean by ratio analysis? Describe various objectives of ratio analysis?
12. Define ratio analysis? How it is important in analysis of financial statements?
13. Explain limitations of ratio analysis?
14. Determine the closing stock, liquid assets and current ratio from following information-
  - sales 15,00,000/-
  - Gross profit ratio 30%
  - Current liabilities 2,50,000/-
  - Inventory turnover (based on closing stock) 3times



- Acid test ratio .75:1
15. Calculate current assets, current liabilities & stock turnover ratio from the following-
- Current ratio 2.5:1
  - Working capital 60,000
  - Opening stock 29,000
  - Closing stock 31,000
  - Sales 3,20,000
  - Gross profit ratio 25% on sales

16. What is financial statement analysis. Give its significance and limitations also.

17. What do you mean by Comparative financial statement.

18. What do you mean by common size statement.

19. From the following Balance Sheets of Exe Ltd on 31 st March, 2007 and 2008, prepare a common size Balance Sheet:

<b>Liabilities</b>	<b>2007</b>	<b>2008</b>	<b>Assets</b>	<b>2007</b>	<b>2008</b>
	Rs.	Rs.		Rs.	Rs.
Equity Share Capital	6'00,000	9,00,000	Fixed Assets	12,00,000	15,00,000
Preference Share Capital	3.00,000	6,00,000	Investment	3,00,000	3,00,000
Reserve & Surplus	3,00,000	3,00,000	Current Assets	6,00,000	12,00,000
8% Debenture.	6,00,000	6,00,000			
Current Liabilities	3,00,000	6,00,000			
	21,00,000	30,00,000		21,00,000	30,00,000

20. Also prepare common size statement from above balance sheet.

**Unit III**

21..From the following balance sheets and additional information prepare cash flow statement.

<b>Liabilities</b>	<b>2009</b>	<b>2010</b>	<b>Assets</b>	<b>2009</b>	<b>2010</b>
	Rs.	Rs.		Rs.	Rs.
Share Capital	60,000	67,500	Fixed Assets	30,000	42,000
Creditors	15,000	22,500	Stock	15,000	10,500
P & L A/c	22,500	34,500	Debtors	45,000	67,500
Outstanding Exp.	4,500	7,500	Cash	7,500	9,000
Income received	3,000	1,500	Prepaid Exp.	4,500	3,000
			Deferred Expenses	3,000	1,500
	1,05,000	1,33,500		1,05,000	1,33,500

22. What is cash flow statement? Discuss its main uses and limitations?

23. Give a specimen of cash flow statement using imaginary figures?

24. Define cash flow statement? How it is different from income statement?

25. Prepare cash flow statements from the balance sheets of Ram and company limited are as follows-

Liabilities	2009	2010	Assets	2009	2010
Equity share capital	50,000	60,000	Fixed Assets	70,000	88,000
Profit & Loss account	26,400	20,900	Investments	40,000	40,000
Debentures	35,000	35,000	Cash	6,000	8,000
Accumulated Dep.	20,000	21,500	Debtors	7,000	12,000
Creditors	7,200	9,000	Prepaid rent	3,600	2,400
Taxes payable	6,000	6,000	Stock	32,000	28,000
Bills payable	14,000	26,000			
<b>Total</b>	<b>1,58,600</b>	<b>1,78,400</b>	<b>Total</b>	<b>1,58,600</b>	<b>1,78,400</b>

Additional informations are as follows-

- Purchased a new fix asset costing Rs. 25,000/-. Paid 13,000/- in cash and gave short term bills for the remaining.
- Issued additional capital for cash.
- Disposed off a fully depreciated asset having an original cost of Rs. 7,000/- and no scarp value.
- Net profit for the year amounted to Rs. 2,000/- (after tax)

26. Prepare Fund flow statement from the following Balance sheets-

Liabilities	2008	2009	Assets	2008	2009
Equity Share Capital	40,000	50,000	Fixed Assets	69,000	61,000
Preference Share capital	50,000	60,000	Less Depreciation	6,000	7,000
6% Debentures	38,000	46,000	Net fixed assets	63,000	54,000
General Reserve	5,000	5,000	Stock	40,000	50,000
Profit & Loss A/c	10,000	12,000	Debtors	30,000	50,000
Creditors	9,000	8,000	Cash	20,000	30,200
Provision for tax	2,000	5,000	Prepaid Expenses	5,000	6,000
Proposed Dividend	4,000	4,200			
	1,58,000	1,90,200		1,58,000	1,90,200

27. Explain the meaning of funds flow statement. What are its main objectives.

28. From the following balance sheets and additional information prepare a statement of sources and uses for the year.

Liabilities	2009	2010	Assets	2009	2010
	Rs.	Rs.		Rs.	Rs.
Creditors	40,000	44,000	Fixed Assets	80,000	55,000
Loan from A	25,000	-	Stock	35,000	25,000
Loan from B	40,000	50,000	Debtors	30,000	50,000
Capital	1,25,000	1,53,000	Cash	10,000	7,000
Current Liabilities	75,000	1,10,000			

	2,30,000	2,47,000		2,30,000	2,47,000
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29. Give a specimen of fund flow statement by using imaginary figures?  
 30..What are the various sources and uses of funds.

#### Unit IV

31. What do you mean by standard costing? Explain its various advantages?  
 32. Define standard costing? Describe the limitations of standard costing?  
 33. The standard cost of a certain chemical mixture includes 40% material A @ Rs. 22.50 per ton, 60% material B @ Rs.30 per ton. A standard loss of 10% is expected in production. During a period of one month, 90 tones of material A @ Rs. 18 per ton and 110 ton of material B @ 34 per ton were used to produce 182 ton of good production. Calculate all material variances.  
 34. A factory which employed 100 workers on a job, all are working for 50 hours a week. The standard rate is Rs. 10 per hour and standard output is 200 units per gang hour.  
 During a week in June, 10 employees were paid at Rs. 8 per hour and 5 at Rs. 12 per hour. Rests of the employees were paid at the standard rate. Actual number of units produced was 10,200. Calculate all labour variances.  
 36. From the following particulars, compute: - Material cost variance, Material price variance, and Material usage variance.

Quantity of Material purchased	3000 units
Value of material purchased	Rs. 9000
Standard quantity of Materials required per ton of output	30 units
Standard rate of Material	Rs. 2.50 per unit
Opening stock of Material	Nil
Closing stock of Material	500 Units
Output during the period	80 tons

37. From the following information given below, calculate:- Labour cost variance, Labour Rate variance, Labour efficiency variance.

Standard hours per unit	15
Standard rate	Rs. 4 per hour
<u>Actual data:-</u>	
Actual production	1000 units
Actual hours	15,300 hours

Actual rate

Rs 3.90 per hour

39. Define variances? Give its classification with formulas.
40. Write short notes on:
  - a) Material variances
  - b) Price variances

### Unit V

41. A factory manufacturing sewing machines has the capacity to produce 500 machines per annum. The marginal cost of each machine is Rs. 200 and each machine is sold for Rs. 250. Fixed overheads are Rs. 12,000 per annum. Calculate the Break even point for output and sales.
42. Write an Essay on Cost-Volume-Profit Analysis.
43. What is Break-even Point? How is it computed? Explain with Examples.
44. What are Break-even charts? How they are prepared? What are their limitations.
45. Explain break-even point. Discuss the utility of break even analysis and show its limitations.
46. From the following information calculate the break even point and turnover required to earn a profit of Rs. 36,000:

Fixed Overheads                Rs. 180000

Variable cost Per unit        Rs. 2

Selling Price                    Rs. 20

If the company is earning a profit of Rs. 36000, express the margin of safety available to it.

47. What do you understand by Cost-Volume profit Analysis.
48. In 2005 the Position of X ltd. Was as follows:

Sales                                1,20000

Variable Overheads        96000

Gross profit                    24000

Fixed overheads            16000

Net profit                        8000

Find out P/V ratio, Break even point, Net profit for sales of Rs. 180000, Desired sales for net profit of Rs. 16000.

49. The following data are obtained from the records of a company.

	2005	2006
Sale	80000	90000
Profit	10000	14000

Calculate: P/V ratio, Break even sales.

50. The break even analysis is a useful device of profit planning. Do you agree Discuss.

# **BUSINESS LAW-II**

## **BBA 304**

1. What do you mean by contract of indemnity? Explain various features of contract of indemnity?
2. What is indemnity contract? Explain various rights and duties of indemnity holder?
3. What is indemnity contract? Explain various rights and duties of indemnifier?
4. In what circumstances, liability of indemnifier commences in a contract of indemnity?
5. What do you mean by contract of guarantee? Describe various essentials of contract of guarantee?
6. What is guarantee contract? Explain various differences between contract of indemnity and contract of guarantee?
7. Who is surety in a contract of guarantee? Explain the nature of surety's liability in contract of guarantee?
8. What is guarantee? Describe various types of guarantee?
9. Who is surety in a contract of guarantee? Explain various rights of surety against creditor and co-sureties?
10. Under what circumstances a surety is discharged from his liability?
11. What do you mean by contract of bailment? Explain various features of contract of bailment?
12. Describe various types of bailment?
13. Explain various differences between gratuitous bailment and non-gratuitous bailment?
14. Who is a bailor? Explain various duties and rights of bailor?
15. Who is bailee? Explain various duties and rights of bailee?
16. Describe various rights and duties of finder of goods lost?
17. What is lien? Explain various differences between general lien and particular lien?
18. What is pledge? How it is different from bailment?
19. What do you mean by contract of pledge? Explain various essentials of contract of pledge?
20. Who is Pawnee? Explain various rights and duties of Pawnee?
21. Who is Pawnor? Explain various rights and duties of Pawnor?
22. "Only an owner of goods can pledge his good." Explain this principle with all exceptions to this rule.
23. What do you mean by agency? Explain various essentials of agency?
24. Who may be an agent and who may be a principal in an agency contract?
25. What is a contract of agency? Explain various methods of creation of agency?
26. Who is an agent in a contract of agency? Explain various rights and duties of agent?
27. Who is a principal in a contract of agency? Explain various rights and duties of principal?
28. Describe various differences between sub agent and substituted agent?



29. In what circumstances, agent can personally be liable for the contracts made with third parties?
30. Describe various methods of termination of agency?
31. Explain the circumstances when agency becomes irrevocable?
32. How a person entitled to the possession of specific immovable property may recover it under specific relief Act.
33. How a person entitled to the possession of specific movable property may recover it under specific relief Act.
34. Explain various contracts which are specifically enforceable under specific relief Act.
35. Explain various contracts which cannot be specifically enforceable under specific relief Act.
36. What do you mean by injunction? Explain various kinds of injunction?
37. Describe the conditions when perpetual injunction may be granted?
38. Explain various situations when relief of injunction can be refused.
39. Describe various situations when damages can also be granted in addition to injunction.
40. Define partnership? Explain various essentials of partnership?
41. What do you mean by partnership? How it is different from co-ownership?
42. What do you mean by partnership deed? Explain various contents of partnership deed?
43. What do you mean registration of partnership firm? Explain the procedure of registration?
44. Explain various rights of partners not affected from non-registration?
45. Explain various implied authorities of partners?
46. What do you mean by partnership? How it is different from HUF?
47. Write short notes on following-
  - a. Types of partners
  - b. Types of partnerships
48. What do you mean by dissolution of partnership firm? Explain various methods of dissolution of partnership firm?
49. What do you mean by partnership? How it is different from company?
50. What is reconstitution of partnership firm? Describe various methods by which a partnership firm can be reconstituted?

# **CORPORATE LAW-I**

## **BBA 305**

1. Define company? Describe various characteristics of company?
2. “A company is a legal person just as much as an individual but with no physical existence.” Explain fully.
3. “A company is an artificial person created by law, having a separate entity with a perpetual succession and a common seal.” Discuss the above statement and explain the nature of a company.
4. “A company has a separate legal existence from its members.” Discuss the statement and state the circumstances under which the corporate veil of a company may be lifted?
5. What do you mean by company? Describe various differences between company and partnership?
6. Define a foreign company? What are the provisions of the companies Act regarding documents and accounts to be delivered to the registrar?
7. State the provisions of the companies Act relating to a government company?
8. What do you mean by separate legal existence of a company? Explain.
9. What do you mean by promoter? Explain various functions performed by promoter?
10. “The services of a promoter are quite extraordinary.” Explain the statement and discuss his legal position in the company?
11. Define the term promoter? How is he remunerated by the company for his services?
12. Describe various rights and duties of company promoter?
13. Explain various preliminary steps involved in the incorporation of a company?
14. Which documents are required to be filed for incorporation of a company and briefly describe such documents?
15. Describe rules regarding subscription of capital at the time of incorporation of company?
16. Write short notes on following-
  - a. Preliminary contracts
  - b. Provisional contracts
17. “The certificate of incorporation is the conclusive evidence of registration of company.” Explain.
18. Explain various effects and consequences of incorporation?
19. Describe the classification of company according to the mode of incorporation?
20. Describe the classification of company on the basis of liability of members?
21. Describe the classification of company on the basis of invitation to public.
22. Explain the differences between the company limited by shares and company limited by guarantee?
23. What is defunct company? Explain various powers of registrar regarding defunct companies?

24. Discuss the legal formalities that are required to be complied with under the Indian companies Act, regarding the formation of a company?
25. When a company is called one man company? Discuss the details of saloman V. saloman & company limited.
26. Write short notes on following-
  - Holding company
  - Government company
27. What do you mean by Memorandum of Association? How it is important in the life of a company?
28. Define Memorandum of Association? Explain the preparation procedure of Memorandum of Association?
29. What is Memorandum of Association? Describe various contents of Memorandum of Association?
30. What is object clause of Memorandum of Association? Explain its importance and alteration procedure?
31. Describe the conditions and procedure of shifting registered office from one state to another?
32. What do you mean by doctrine of ultra virus? Explain the ultra virus acts? and state the effects of such acts?
33. What is doctrine of ultra virus? Explain various exceptions to the doctrine of ultra virus?
34. Describe the effects of ultra virus acts in a joint stock company?
35. What is Articles of Association? Describe various features of Articles of Association?
36. What do you understand by Articles of Association? Describe its contents?
37. "Memorandum and Articles are public documents." Explain this statement and discuss the doctrine of Indoor Management in this connection?
38. What are the effects of the registration of the memorandum and articles of a company? Discuss in detail.
39. Can articles be altered? If so, under what restrictions these may be altered?
40. Write short note on following-
  - Doctrine of Indoor Management
  - Doctrine of constructive notice.
41. What do you understand by prospectus of a company? What particulars are given in a company prospectus? Explain in detail.
42. What is prospectus? Is the issue of a prospectus obligatory for a public company? Discuss the consequences of misstatement in a prospectus?
43. Describe the circumstances under which a director may be relieved from the liability of misstatement in prospectus?
44. Explain the provisions relating to the registration and issue of a prospectus?
45. What is allotment of shares? What conditions must be satisfied before a public company can allot its shares?

46. What is irregular allotment of shares? What are the effects of the irregular allotment?
47. What do you mean by share certificates? Describe various object and effects of share certificate?
48. What do you mean by transfer of shares? Explain various legal provisions regarding transfer of shares?
49. What do you mean by reduction of share capital under the Indian Companies Act? Explain the procedure of reduction in share capital?
50. Define Debenture? Describe various types of debentures?

# **Economics II**

## **BBA 306**

### **Unit – I**

1. Explain the evolution of Money? What are the important stages in the evolution of Money?
2. What do you mean by inflation? Explain the effects of inflation on economy.
3. “Money is what money does.” Critically examine the statement?
4. What is Money? Discuss the nature of money. What are the main characteristics of money?
5. Define the function of money? How does paper money perform them well?
6. Define money and give its role in a capitalist as well as in a socialist economy?
7. What do you mean by money supply? What are the main components of money supply?
8. What is meant by the supply of money? Discuss the factors which determine the supply of money?
9. What is ideal supply of money? How is supply of money determined?
10. What do you mean by deflation? Explain the reasons of deflation on economy.
11. What do you mean by inflation? How can we control over Inflation.
12. What do you mean by monetary policy? Explain main tools of monetary policy.
13. Discuss the various functions of Central Bank in the context of the Reserve Bank of India?
14. Define Central Bank. Discuss the various functions of a central Bank?
15. Discuss the main functions of the Reserve Bank of India and till how it controls the quantity of money and credit in the country?
16. Discuss the policy and achievements of Reserve Bank of India in the sphere of agricultural and industrial credit in the country?

## Unit – II

1. Explain the classical theory of output, income and employment. Discuss using suitable diagrams.
2. Explain the Keynesian theory of output, income and employment. Discuss using suitable diagrams.
3. What is meant by business cycle? Explain the main phases of Business Cycle.
4. What do you mean by Poverty Line? What are the reasons of Poverty in India?
5. Explain the policy measure to remove poverty in India?
6. What do you mean by Unemployment? What are the reasons of Unemployment in India?
7. Explain the policy measure to remove Unemployment in India?
8. What do you mean by trade cycle? Explain the measure to control trade or business cycle?
9. Explain followings :
  - (i) Monetary measure to control business cycle
  - (ii) Government programmes of Poverty and Unemployment eradications
10. Write short note on :
  - (a) Suggestions to remove poverty
  - (b) Suggestions to remove Unemployment

## Unit – III

1. Explain the state efforts to control market fluctuations?
2. What are the essential responsibilities of the state in the different markets?
3. What is the current public-private mix in different markets?
4. What mechanisms best promote the availability, affordability and rational use of different commodities in the private sector?
5. What role should the government play in the manufacture of goods?
6. What is the difference between Public sector companies & Private sector companies?
7. What are the objectives and significance of economic planning in India?
8. What is the Strategy of Economic Planning in India?

9. Define the concept of economic planning and evaluate the planning goals and strategies in India during the last three five year plans periods?
10. What are the achievements and failures of economic planning in India?

## Unit – IV

1. What is free trade? What does a free trade area mean?
2. What are the benefits of free trade for the average person?
3. What is the difference between fixed and flexible exchange rates?
4. Define balance of trade? What is a favorable balance of trade?
5. Can a nation have a favorable balance of trade and an unfavorable...?
6. "The record of a country's transactions in goods, services, and assets with the rest of the world is its Balance of Payment" Examine the statement.
7. What is the current relationship between the IMF and World Bank How has that changed over time? Do their functions overlap?
8. What is the IMF and World Bank's relationship to the World Trade Organization (WTO) ?
9. How does the IMF set its policies? How do multinational corporations benefit from IMF policies?
10. What should Congress do to reform/abolish the IMF/World Bank? What could the IMF do to promote sustainable development?
11. What is the World Bank? Who makes decisions at the World Bank and IMF?

## Unit – V

1. What is the impact of new economic policy in India?
2. What was the overall impact of the New Economic Policy (NEP)?
3. What is the New Economic Policy and how it was executed?
4. What are the factors on which utilization of foreign exchange is governed under the new economic policy?
5. Define the Debt Crisis and Structural Adjustment Programmes (SAP's)?
6. What is the reason / benefits of structural adjustment programme in India (SAP)?
7. Define second generation reforms regarding New economic policy?

8. "Regional trading blocks are building blocks or stumbling blocks". Explain?
9. Explain Bilateral Trade Treaties with examples?
10. What are trading blocks? Mention some trading blocks and their roles in context of economic liberalization?





### **Fourth Semester Examination**

<b>Code No.</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
BBA 401	Financial Management	4	-	4
BBA 402	Human Resource Management	4	-	4
BBA 403	International Marketing	4	-	4
BBA 404	Research Methodology	4	-	4
BBA 405	Corporate Law –II	4	-	4
BBA 406	Banking & Insurance	4	-	4
	<b>Total</b>	<b>24</b>	<b>-</b>	<b>24</b>

# **Financial management**

## **BBA 401**

### **Unit 1**

- 1 Define financial management and discuss its main functions.
- 2 what is financial management? How does a modern financial management differ from? Traditional financial management?
- 3 What is meant by financial management? What are the salient features of financial Management?
- 4 Explain the scope of financial management . What role should the financial manager play in modern enterprises.
- 5 What do you understand by financial management? Discuss its significance in business management.
- 6 “The importance of financial management has increased in modern times “ Elucidate.
- 7 “Sound financial management is a key to the progress for corporation “ Explain .
- 8 Discuss the objectives and goals of financial management.
- 9 What should be the basic objectives of financial management ? Explain giving reasons.
- 10 Explain the role and status of financial manager in the organisation structure of an enterprise.

### **Unit II**

- 1 What do you understand by capital structure of a company?
- 2 What do you understand by a balanced capital structure of a company ? Discuss the basic qualities of a balanced capital structure .
- 3 Explain the concept and features of an optimal capital structure .
- 4 What do you understand by capital structure ? How does it differ from financial structure.
- 5 How is capital structure is affected by capital market conditions / nature of investors ?

- 6 Define cost of capital . Explain its significance in financial decision making.
- 7 How is the cost of debt capital is computed ? Illustrate your answer with the help of examples.
- 8 Critically examine the concept of cost of capital .
- 9 Write five importance of cost of capital .
- 10 How many types of cost of capital ? Explain it.

### **Unit III**

- 1 What do you understand by capital budgeting ? Explain the importance of capital budgeting from the point of view of industrial concern.
- 2 Give essential elements of capital budgeting .
- 3 Write five objectives of capital budgeting ?
- 4 Explain the procedure for capital budgeting .
- 5 How is projects evaluated according to pay back method ?
- 6 What is post pay back profitability ? Explain it.
- 7 State the suitability of payment price method .
- 8 Explain computation of accounting rate of return.
- 9 What is the internal rate of return method ? Explain.
- 10 Compare 'NPV' method with 'IRR' method.

### **Unit IV**

- 1 Explain clearly the meaning of cash management and its objectives.
- 2 What are the important motives for holding cash in a firm . Explain those factors determining the level of cash in a firm .
- 3 What do you understand by Receivable Management ? Explain its objectives .
- 4 Define Accounts Receivables . Describe the factors affecting the investment in a firm's receivables.

5 What do you mean by Receivables management ? How will you control the investment in receivables..Explain.

6 What is the objectives of “Management of Receivables”?

7 Write short notes on the following;

A EOQ

B Re order point

C ABC Analysis

D Safety Stock

8 What is meant by inventory management ? Describe their advantages.

9 What is meant by inventory ? Explain different techniques used for inventory control .

10 Describe the objectives of inventory management .Discuss the factor determining the investment in inventory

## **Unit V**

1 Why net working capital concept is superior? Explain it .

2 How is working capital effected by nature of business ? Explain it .

3” Working Capital to a business is What blood circulation is for human body .” Explain.

4 Explain the concept of working capital . What are the constituents of working capital of a company.

5 What is operating cycle concept of working capital ? How will you determine the amount of working capital under this method ?

6 What is the importance of working capital for a manufacturing unit ? Explain .

7 What is working capital ? On the formation of a new business, What consideration are taken into account in estimating the amount of working capital required ?

8 What is the concept of working capital ?What factors determine the needs of working capital and how is measured ?

9 Write shorts notes on the following;

A Operating cycle of working capital

B Types of working capital

# HRM

## BBA 402

1. What information is given in Job Analysis? How is it collected and what purpose does it serve? Explain.
2. Describe the procedure of recruitment and selection in an organization.
3. Differentiate between financial and non financial incentives. What is the importance of non financial incentives for increasing industrial productivity? Describe.
4. Distinguish between recruitment and selection. Explain the various sources of recruitment.
5. What do you understand by psychological tests? Describe the various psychological tests used for selection of Human Resource in modern organization.
6. Write short notes on :
  - Employee counseling
  - Performance Appraisal
  
7. Define HRM. Discuss the significance of HRM in modern organizations.
8. Define Performance Appraisal. Discuss any two methods of performance appraisal.
9. Define Performance Appraisal. Discuss process of performance appraisal.
10. What is meant by incentive wage plan? Discuss the characteristics of sound wage plan?
11. Write short notes on:
  - Human resource Planning
  - Training
12. Define HRM. Discuss the functions of HRM in modern organizations
13. Define Performance Appraisal. The main characteristics of an effective performance appraisal programme.
14. Define any two definition of HRM and Explain the Principles of HRM“Human Resource Management seeks to achieve personnel and social goals.” Explain. Outline the major functions of HRM.
15. Write short notes on:
  - Job Design
  - Induction
  
16. What do you mean by Internal Mobility? Also explain various types of Internal Mobility
17. Define the term promotion and transfer. What are the kinds of promotion and transfer?
18. What is meant by Training and Development? Discuss the process of training.
19. What is meant by Training and Development? Discuss methods of Ttraining.
20. Discuss various on the job training techniques?
21. How is a training and development programme designed?
22. Bring out the need, criteria, and technique of evaluation of training results.

23. "Job evaluation is the heart of compensation programme." Explain this statement and the importance of job evaluation in industries.
24. What is Job Evaluation? Also state its objective?
25. What do you understand by employee remuneration? Bring out the components of employee remuneration.
26. Write short notes on:
  - Job enrichment
  - Human Resource Planning
  - Fringe benefits
  - Demotion
  - Job analysis
  
27. Write short notes on:
  - Training and Development
  - Orientation
  - Evaluation
  - Workers Participation in Management
  - Morale
28. Explain the different steps in job analysis process?
29. Distinguish between job specification and job description. What information commonly appears in them?
30. What is the process of manpower planning before a factory is commissioned and for an on-going enterprise?
31. What do you understand by human resources planning? How would you draw-up a manpower plan for an organization.
32. Briefly explain the concept of selection. What are the different techniques of selection followed by a personnel manager, while employing the personnel in an organization.
33. What type of interview techniques do you adopt for selecting middle level management personnel in state bank of India.
34. What is transfer? Explain the reasons for transfer.
35. What is demotion? What are the reasons for demotion?
36. Explain the various legally required fringe benefits in India.
37. Explain various social security measures in India.
38. What is job evaluation. Explain the objectives of job evaluation. How do you prepare the ground for evaluating jobs.
39. How do you identify the training needs of an enterprise.
40. Explain different methods of training the employees.
41. What are the objectives of training.
  
42. Define Human resource Management? Explain Scope of Human resource Management in relation of procurement, Development, maintenance, Integration and Compensation.
43. Bring out the role of HRM in strategic formulation, implementation and evaluation.

44. What do you understand by HRP? Explain the various steps in HRP process.
45. Define recruitment. Explain the sources of recruitment.
  
46. Define the term training. Bring out the steps in the training process.
47. Define various methods of Training. Give its Importance also.
  
48. What is Performance appraisal? What are its objectives?
49. Write short note on 360 Degree appraisal technique.
  
50. Describe the use of Job evaluation in practice. Explain its process also.
51. Describe the components of executive remuneration.



# **International Marketing**

## **(BBA 403)**

- Q1. Define the term International Marketing. Also Give its Importance.
- Q2. Write Short notes on:
- a) Obstacles to internationalization.
  - b) Drivers of internationalization.
- Q3 Identify and analyze the opportunities in the International Trading.  
Briefly explain;
- a) IMF
  - b) WTO
- Q4. Explain various Pricing Strategies i.e. Skimming and Penetration Pricing.
- Q5. Explain all the stages of International product life cycle in detail.
- Q6. What the factors which should be kept in mind while channel selection.
- Q7. Explain “Companies either can build new channels or use existing channels in new market they plan to serve.”
- Q8. What difficulties would you face while evaluating and controlling international marketing strategy?  
Describe different types of modes to enter into international market.
- Q9. Define the term International Marketing. Also Give its Importance.
- Q10. State the Obstacles and Drivers of Internationalization.
- Q11. Explain International product life cycle in detail with Examples and Diagram.

Q12 Write short note on Liberalization.

Q13. Give up the difference between Domestic & International Marketing.

Q14. Explain in brief.

(a) Define International Marketing?

(b) Identify three drivers of International business?

(c) Define IMF?

(d) Define WTO?

Q15 Explain in brief.

(a) Concept of Trading Environment?

(b) Define Penetration pricing?

(c) Identify Skimming Pricing?

(d) What is Logistics Management?

Q16 Explain in brief.

(a) Give the names of channel partners of International Distribution?

(b) Define Exporting?

(c) Define Licensing?

(d) Define Joint Ventures?

Q.17 Define International Marketing? How does International marketing compare and contrast with domestic marketing?

Q.18 How can (a) Governmental Instability and (b) Legal environment affect an investor as well as manufacturer with regard to International marketing ?

Q.19 Analyze the emerging trends in world trading environment regarding the role of IMF and WTO?

- Q.20. Discuss the International pricing strategies that can give optimal results in business in reference to the International product Life cycle?
- Q.21. Discuss different channels of International distribution using the direct and indirect distribution practices? Analyze which channel strategy is suitable for manufacturing companies in developing countries?
- Q.22. What makes a firm go International? Discuss with suitable examples and appropriate causes and effect analyses?
- Q.23. Explain in brief
- (a) Economic Environment of International Business?
  - (b) Legal Environment of International Business?
- Q.24. How can (a) Political environment and (b) Legal environment affect a Manufacturer with regard to International marketing?
- Q.25. Identify the Protection factors for International Trading?
- Q.26. Discuss the role and functions of IMF?
- Q.27. Discuss the structure and functions of WTO?
- Q.28. What are the drivers in the international business environment that lead a firm to engage in international operations?
- Q.29. What is the difference between international franchising and international licensing? Explain.
- Q.30. Briefly describe each type of international entry mode, and address the risk and controls characterizing each entry mode.
- Q.31. Describe the International product life cycle and the activities involved in developed and developing countries.

- Q32. Companies either can build new channels or use existing channels in new markets. Explain.
- Q33. What type of distribution and logistics challenges do firms face in the process of going international?
- Q34. Evaluate the stages of the international product life cycle and identify locus of operations and target markets at each stage.
- Q35. Examine the new product development process and the activities involved at each stage in international markets.
- Q36. Identify the obstacles preventing firms from engaging in successful international venture.
- Q37. Describe the mission and accomplishments of the world trade organization.
- Q38. Write short note on various Pricing strategies.
- Q39. What are the basic currency considerations in Exporting?
- Q40. What are the main difficulties in evaluating international marketing strategy.
- Q41. Define and explain the features of International Marketing.
- Q42. Explain the need and advantages of International Marketing.
- Q43. Explain the difference between International and Domestic Marketing.
- Q44. Write a note on Basis of International Trade.
- Q45. Describe the factors to be considered by an exporter in designing channel of distribution for export trade.
- Q46. Discuss the merits and demerits of indirect exporting.
- Q47. Discuss the factors to be considered before selecting a particular market for export marketing.
- Q48. Discuss the factors to be considered while designing a product for the international market.
- Q49. Describe the problems associated with international trade.
- Q50. Describe the advantages that a firm derives while entering international business.

# RESEARCH METHODOLOGY

## BBA 404

### Unit I

**Question No.1** Explain Followings:

1. Research
2. Descriptive Research
3. Analytical Research
4. Applied Research
5. Fundamental Research

**Question No.2** Explain succinctly the role of research in managerial planning and decision.

**Question No.3** Briefly describe the different steps involved in a research process.

**Question No.4** What do you meant by research? Explain its significance in modern time.

**Question No.5** What points must be kept in mind while defining a research problem ? Briefly mention the advantages of considering these points while defining a research problem.

**Question No.6** In the research process, why is the problem definition stage probably the most important stage? What are the key issues that need to be addressed at this stage?

**Question No.7** Describe fully the techniques of defining a research problem.

**Question No.8** Explain how research helps in making better decision in following areas:

- (1) Government Policy and Economics Decisions
- (2) Marketing Research

**Question No. 9** “The task of defining the research problem often follows a sequential pattern” Explain.

**Question No. 10** What is the necessity of defining a research problem? Explain.

## **Unit II**

**Question No. 11** Explain followings:

- (1) Research Proposal
- (2) Research Design
- (3) Exploratory Research
- (4) Descriptive Research

**Question No.12** Explain the meaning and significance of a research design.

**Question No. 13** “Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability.” Discuss.

**Question No.14** Give your understanding of a good research design. Is single research design suitable in all research studies? If not why?

**Question No. 15** Describe briefly the different types of research design available clearly pointing out the difference in each type.

**Question No.16** How do exploratory, descriptive and casual studies differ from each other?

**Question No. 17** What do you understand by Research design? What are the criteria of a good research design?

**Question No. 18** What is experimental design? Explain its meaning and significance.

**Question No.19** “Experimental research is better than descriptive research” Do you agree with the statement?

**Question No. 20** What is Research Design? Discuss the basis of stratification to be employed in sampling public opinion on inflation.

### **Unit III**

**Question No.31** Railway commutes in Delhi have been facing various problems during travel. You have been assigned the task of finding their problems. Design a suitable questionnaire to be used in this study.

**Question No. 32** Why tabulation is considered essential in a research study? Give the characteristics of a good table.

**Question No.33** Examine the merits and limitations of the observation method in collecting data. Illustrate your answer with suitable example.

**Question No.34** Which method is most suitable method for conducting an enquiry regarding a family welfare programme in India? Explain its merits and demerits.

**Question No.35** Describe in brief the importance of editing, coding, classification, tabulation and presentation of data in the context of a research study.

**Question No.36** A local newspaper wants to ascertain the extent to which the inclusion of a daily stock market page might increase its circulation. Which type of data collection would you like to propose for this? Explain the unit of analysis and the population size for the data collection. Prepare at least eight questions in a questionnaire to collect the pertinent information.

**Question No.37** Explain the difference between primary and secondary data

**Question No. 38** What are the advantages of secondary data over primary data? Explain three different methods for primary data collection.

**Question No. 39** What are the various methods of collecting statistical data? Which of these are reliable and why?

**Question No. 40** Describe the importance of interview method in business research.

#### **Unit IV**

**Question No. 21** Distinguish the differences between parametric and nonparametric test. What is the importance of nonparametric test?

**Question No. 22** What is the purpose of statistical hypothesis? Discuss null and alternative hypothesis with appropriate examples.

**Question No.23** What is meant by "representative ness" in a sample? Explain in what sense a simple random sample is representative of the population. Also distinguish between simple random sampling and convenience sampling.

**Question No.24** The arrival pattern of customers at a supermarket occurs sequentially. The manager noted down the arrival sequence of customers sex-wise (M and W denote man and woman).

WWW MM WW MMM WWW M W MMM WWW MM WWW MMM W MM WW MM W  
MM

Test the hypothesis that the arrival pattern of the customers is random. The critical value of Z at  $\alpha = 0.05$  is 1.96

**Question No.25** Under what circumstances would you recommend?

- a) Convenient sampling
- b) Mutlistage sampling
- c) Quota sampling

Give an example of each one.

**Question No. 26** Differentiate between stratified sampling and cluster sampling, giving examples of each.



**Question No. 27** A sample of 400 male students is found to have a mean height 67.47 inches. Can it be reasonably regarded as a sample from a large population with mean height 67.39 inches and standard deviation 1.30 inches? Test at 5% level of significance.

**Question No.28** A random sample of 30 students obtained the following marks in a class test :  
Test the hypothesis that their median score is more than 50.

58 55 25 32 26 85 44 80  
33 72 10 42 15 46 64 39  
38 30 36 65 72 46 54 36  
89 94 25 74 66 29

**Question No. 29** A die is thrown 132 times with following result:

Number turned up:	1	2	3	4	5	6
Frequency	16	20	25	14	29	28

Is the die unbiased?

**Question No. 30** What is Chi- Square test? Explain its significance in statistical analysis?

### Unit V

**Question No. 41** Computer graphics will have an impact on the research report writing format. Elaborate this in the light of computer application of report writing.

**Question No. 42** Write a format of a good report indicating different parts and their positioning in the report.

**Question No. 43** What are the different categories of research reports? Explain each of these categories in detail. Also give two examples of reports from each of these categories.

**Question No. 44** Define a research report and explain its purpose. What are the characteristics of a research report?

**Question No. 45** What is communication dimension considered an essential component of presentation skills?

**Question No.46** What are the different categories of research report? Explain each of these categories in detail.

**Question No. 47** “Interpretation is a fundamental component of research process.” Explain why so?

**Question No.48** What points will you keep in mind while preparing a research report? Explain.

**Question No.49** Explain the technique and importance of oral presentation of research findings. Is only oral presentation sufficient? If not, why?

**Question No. 50** Explain the significance of research report and narrate the various steps involved in writing such a report.

## CORPORATE LAW-II

### BBA 405

1. What is the legal position of directors in a company? Are they liable for their acts to third parties?
2. "Directors of a company are not only agents, but they are also in some sense and to some extent trustees also." Discuss the statement.
3. How are directors appointed? What restrictions have been imposed by the companies Act in respect of appointment of directors?
4. What are the disqualifications of directors? Is there any age limit under the Act for retirement of directors?
5. State the statutory provisions regarding vacation of office and removal of directors?
6. State fully, how directors are appointed in a company?
7. What is the position of directors in a company? How can a director of a company be removed from his office?
8. Explain various duties of directors?
9. Explain various liabilities of directors in different circumstances?
10. What do you mean by Managing Director of a company? Explain various provisions regarding appointment of Managing Director?
11. Define company secretary? Explain various provisions regarding appointment of company secretary?
12. What is the position of a company secretary in a company?
13. Who can be appointed in a company as company secretary, having paid capital of less than Rs. 2 crore?
14. Explain the role and importance of company secretary in a company?
15. What do you mean by meeting of a company? Explain various types of meetings?
16. Give various requisites of a valid meeting?
17. What do you know about appointment of chairman of a company meeting? State briefly his duties and powers?
18. Explain the different types of resolutions that can be passed at a company meeting? Give examples in each case?
19. Describe the methods of voting at company meetings?
20. Discuss the legal provisions and secretarial practice relating to proxies?
21. Define proxy and give specimen of a proxy form?
22. What powers can be exercised by the central government for prevention of oppression and mismanagement?
23. "Majority must prevail" is the principle of company management? Explain the exceptions to this rule?
24. Explain the rule of supremacy of majority of shareholders and exceptions to the rule?
25. Who can apply the tribunal for prevention of oppression and mismanagement in a company?

26. Describe the provisions of Indian companies Act with regard to the prevention of oppression and mismanagement in a company?
27. Under what cases a company is said to be mismanaged?
28. Write short notes on following-
  - Acts held as oppressive
  - Acts held as not oppressive
29. What is meant by internal reconstruction? Give conditions when internal reconstruction becomes desirable.
30. What are the different methods of alteration of share capital, as provided under the companies Act?
31. Discuss the legal procedure of alteration of share capital?
32. When does internal reconstruction necessarily involve reduction of capital? Discuss the legal procedure for it.
33. What considerations and steps should be taken in formulating an internal reconstruction scheme?
34. What do you mean by amalgamation of companies? How purchase consideration is determined?
35. Explain various objects of amalgamation of companies?
36. Discuss various differences between 'Amalgamation in the nature of merger' and 'Amalgamation in the nature of purchase'
37. Write short notes on following in the reference of amalgamation-
  - Mutual debts
  - Unrealized profits
38. Explain various differences between Reconstruction and Amalgamation?
39. What is amalgamation of companies? How does it differ from absorption?
40. What are inter-company transactions in reference to amalgamation?
41. Explain various powers of courts in case of amalgamation of companies?
42. What do you mean by dissolution of a company? How it is different from winding up of a company?
43. What do you mean by compulsory winding up of a company? When a court can give an order or compulsory winding up of a company?
44. When a company can be wind up by its members? Explain various conditions?
45. When a company can be wind up by its creditors? Explain various conditions?
46. What do you mean by winding up of a company? Differentiate between winding up by members and winding up by creditors?
47. Explain various facts of the case soloman v/s soloman & company limited? What was the final decision of court?
48. What do you mean by preferential creditors and secured creditors? How should a liquidator make payments to them?
49. Discuss the liability of list B contributories in the event of winding up of a company?

50. Write short notes on following-

- List A contributories

# **BANKING & INSURANCE**

## **BBA 406**

### **Unit I**

1. Define the terms 'banker' and 'customer' and bring out the relationship exists between them.
2. Explain the process of credit creation by commercial banks.
3. Explain the main provisions of the Banking Regulation Act , 1949 and its management with regard to the regulation of Indian Banking System. Discuss its effect on the growth of banking in India.
4. What are Regional Rural Banks? Discuss their functions. Also discuss the main regional rural banks working in India.
5. What are Commercial Banks? Discuss their role & functions.
6. Discuss the structure of cooperative banking in India.
7. Explain the objectives, constitution and working of the Reserve Bank of India.
8. Describe the main provisions of the Reserve Bank of India Act, 1934
9. Discuss in detail Banking Ombudsman Scheme, 1995
10. Discuss the Liability of a Bank under Consumer Protection Act, 1986

### **Unit II**

11. Explain the principles that guide a banker in granting loans and advances.
12. What are the different forms of a banker's advances ?
13. Explain the progress and problems of priority sector lending.
14. Discuss the rationale of priority sector lending.
15. Discuss special schemes of bank finance to priority sectors.
16. What precautions should a banker take while making advances against fixed deposit receipt?
17. Describe the general principles governing secured advances.
18. Enumerate the advantages and disadvantages of goods as security for bank advances. Analyse the precautions to be taken in such cases.
19. Examine the advisability of lending by a banker against documents of title to goods.
20. In granting an advance against life policy, what factors you would examine and precautions you would take ?

### **Unit III**

Q.1 Why is the Commission proposing a framework for bank recovery and resolution?

Q.2 Why is this (recovery by banks) framework needed?

Q.3 Why are normal insolvency proceedings unsuitable for banks?

Q.4 What are examples of asset recoveries?

Q.5 How long does it usually take to resolve asset recovery cases?

Q.6 What are the Debts recovery tribunals

Q. 7 What aspects are to be taken into consideration by Indian Bank while granting license to a financial institution?

Q. 8 Under what grounds license of Financial Institution can be cancelled?

Q. 9 State the provision of Financial Institution Act 1993 regarding minimum capital.

Q. 10 What restrictions are there in the Financial Institution Act 1993 in regard to opening of branches

### **Unit IV**

31. Plastic money has replaced paper money. Critically analyze this statement. What are the limitations of credit cards?

32. Discuss how the credit cards are beneficial to banks, customers & retailers.

33. Discuss how ATM has changed Indian banking scenario.

34. Explain the various types of risk associated with Internet banking. How they can be overcome?

35. Discuss internet banking & smart cards in detail.

36. What is a banking fraud ? What are its essential elements ? what are the reasons for occurrence of fraud?

37. What are the areas of fraud in banking? Discuss.

38. How can you prevent banking frauds.

39. Discuss the types of saving account & current account frauds in detail.

40. Discuss the legal regime to control banking frauds.

### **Unit V**

41. Explain the essentials of valid insurance contract.
42. Does the non compliance of insurance principles lead to the contract becoming void or voidable? How?
43. Explain how life insurance is different from non life insurance.
44. Explain the feature of life insurance.
45. Explain the stages of life cycle of a person and link it with the calculation of insurance needs.
46. Define fire insurance. What are the essentials of a fire insurance policy?
47. Define health insurance. Discuss major health insurance issues in India. Also explain the major reasons to rising healthcare costs expenditures in India
48. Explain the constitution, functions & powers of IRDA.
49. Explain the features of Motor insurance in detail.
50. Discuss Consumer Protection Act, 1986 in reference to insurance



### Fifth Semester Examination

<b>Code No.</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
BBA 501	Quantitative Methods for Managers	4	-	4
BBA 502	Rural Marketing	4	-	4
BBA 503	Organizational Behavior	4	-	4
BBA 504	Management of Small Scale Industries	4	-	4
BBA 505	Element of Taxes	4	-	4
BBA 506	Productions & Materials Management	4	-	4
BBA 507	Summer Project	-	-	6
	<b>Total</b>	<b>24</b>	-	<b>30</b>

# **Rural Marketing**

## **BBA-502**

### **Unit I**

- Q1. Define Rural marketing. Explain the evolution of Rural marketing over a period of time.
- Q2. Define the term 'Rural' from the perspective of different stakeholder.
- Q3. Validate the justification for acceptance of rural marketing as an entity distinct from urban marketing.
- Q4. What segmentation basis would you recommend for different categories of products and services to be sold in the rural market?
- Q5. Explain the factors which have made rural markets attractive.
- Q6. "Marketers can create needs". Do you agree? Give reasons to support your answer.
- Q7. Enumerate the different types of rural market characteristics. Illustrate them with examples.
- Q8. What do mean by rural marketing? Write short note on ' Changing scenario of rural markets.
- Q9. What is Rural. What are main characteristics of rural market. Discuss.
- Q10. Why has rural marketing system became complex with time. Explain.

### **Unit II**

- Q11. Critically analyze the following statement:- 'Rural market is a goldmine laid with thorns'.
- Q12. What are the factors that influence rural consumer behavior and the consequent decision making process?
- Q13. Define consumer behavior and discuss the lifestyle of the rural consumer.

- Q14. “Rural consumers are brand loyal”. Evaluate the statement and examine the innovation adoptability of rural consumers.
- Q15. “Understanding of lifestyle of rural consumer by marketer plays important role in increasing sales in rural market” Explain.
- Q16. What are the factors responsible for rural consumer behavior? Also give mysteries of rural markets.
- Q17. Give differences between urban and rural markets with examples.
- Q18. Bring out distinction between rural and urban society.
- Q19. “The problems of rural marketing are multi-faceted, multi-dimensional and long standing”. Discuss.
- Q20. Write short note on “Problems of communications in rural marketing”.

### **Unit III**

- Q21. Define marketing mix. Explain different elements of marketing mix with the help of examples.
- Q22. Explain how rural marketing mix is a distinct or modified form of the conventional marketing mix.
- Q23. Elucidate the 4As model of marketing mix and explain how it is different from the conventional 4Ps model.
- Q24. Justify why social responsibility campaigns are effective means of brand building in the rural areas.
- Q25. Explain some of the corporate led social responsibility campaigns in the rural areas to build their brands.
- Q26. What are the different ways of segmenting a rural market? What bases would you choose for marketing ‘mobile handset’ or fair and ‘lovely cream’ in rural India?
- Q27. Explain the components of rural marketing mix for a product like ODOMOS cream.
- Q28. What do you know about rural market segmentation. Explain.

Q29. Write Notes on:

- a) Targeting
- b) Segment Selection.

#### **Unit IV**

Q31. Explain all the communication strategies with the help of examples.

Q32. Explain different product strategies that are available to the marketer as an option to choose from.

Q33. With the help of an example, explain distribution strategies for marketing in rural areas.

Q34. Elucidate different pricing strategies for marketing in rural areas with the help of examples.

Q35. Write short notes on: (any two)

- a) Product strategies
- b) Pricing strategies
- c) Distribution strategies
- d) Communication strategies

Q36. What is meant by marketing strategy? How can we develop the marketing strategy for a large rural market? Elaborate with examples.

Q37. With the help of Example, explain various Communication strategies for marketing in rural areas.

Q38. Explain major tasks or strategies for rural marketing along with examples.

Q39. What are the rural product strategies. What new methods can you suggest.

Q40. Explain different promotion methods in rural marketing.

#### **Unit V**

Q41. Why do farmers need credit. Also explain sources for credit.

Q42. Write Short notes on:

- a) Kisan Credit Card
- b) Micro finance

Q43. Explain role of Rural banks in development of rural India.

Q44. Briefly explain:

- a) Chit funds
- b) Kisan credit card
- c) Micro finance

Q45. Discuss Role of cooperative banks for the development of rural market.

Q46. Explain the concept of micro finance. Also Explain role of cooperative banks in Rural marketing.

Q47. What are rural Credit Institutions. How are the credit patterns changing.

Q48. What is rural pricing strategy. How does it differs from urban market pricing strategy.

Q49. Write a note on the changing market environment in India since the last decade and its impact on marketing.

Q50. What do you know about different product strategies . Explain with Examples.

# **ORGANISATION BEHAVIOUR**

## **BBA 503**

### **UNIT I**

1. Define Organisational Behaviour. State its importance and scope.
2. Define management. Explain various functions of management.
3. Elaborate the contributions put forth by F.W. Taylor & Henry Fayol towards evolution of management thoughts.
4. Explain the nature, importance & purpose of planning.
5. What is scientific management? How Hawthorne studies helps to understand work behavior?
6. Describe the applications of models in Organisational Behavior
7. What are dependable variables in an organization? Explain Organisational citizenship behaviour.
8. Discuss Henri Fayol's contributions to organizational theory.
9. What are the organizational challenges present in Indian scenario?
10. Explain the various disciplines contributing to Organisation Behaviour

### **UNIT II**

11. Explain the meaning of personality. What are the determinants of personality?
12. What are the Big Five Traits of personality?
13. What are the Erikson's Stages of personality development?
14. Define the term 'perception' and explain 'perception process'
15. What is Attribution Theory of perception? Define its application in OB.
16. Define Attitude and explain its various components.
17. What is Job Satisfaction? What is its relationship with productivity, absenteeism, turnover and accidents?
18. Contrast Classical Conditioning and Operant conditioning Theories of Learning.

19. What is reinforcement? What are the four schedules of reinforcement?

20. Explain Social Learning Theory with reference to your Role Model.

### **UNIT III**

21. Define motivation. Elaborate A. H. Maslow's hierarchy theory of motivation.

22. Write a note on Equity Theory of Motivation.

23. What is group cohesiveness?

24. Contrast the Maslow's Need Hierarchy Theory and Herzberg's Two Factor Theory of Motivation.

25. Discuss merits and demerits of formal and informal group

26. Distinguish clearly between intrapersonal and interpersonal conflicts. Quote an example. How does it deteriorate team work in the organisation.

27. Distinguish traditional Vs modern view of conflict. How is conflict resolved?

28. Explain the theory of transactional Analysis. Discuss ego states affecting the transactions within an organisation.

29. Define leadership. Explain the styles of leadership

30. "Leaders are born & not made". Discuss.

### **UNIT IV**

31. Define Organisation and discuss its components.

32. Discuss the key factors on the design dimensions.

33. What is the difference between Mechanistic and organic organization structures?

34. What is the Bureaucratic approach to organization? Why is it receiving bad results?

35. Explain the various forms of organisation structure

36. Explain centralizing and decentralising authority in hierarchy

37. What is the advantage of Matrix structure?

38. What are High Performance Systems?

39. Define organizational culture.

40. What are the positives and negatives of the organizational culture?

## **UNIT V**

41. “Nothing is constant, only change is constant”. Explain the statement w.r.t. factor responsible for change.

42. Enumerate various factors responsible for change.

43. Explain the types of change in management.

44. What are the different approaches of organisational effectiveness?

45. Explain Lewin’s model of change.

46. Discuss various reasons for individual resistance to change.

47. What do you mean by change? What are the parameters determining scope of change in an organization.

48. Who is a change agent? How does he help an organization change?

49. Explain the action research model for change.

50. What are the challenges of change? Explain.



# ELEMENTS OF TAXES

## BBA 505

1. Write short notes on following-
  - a. Assessment year
  - b. Previous year
  - c. Gross total Income
2. Explain various conditions for determining the residential status of an assessee?
3. How a residential status of HUF, Firm & company will be determined?
4. Explain various rules regarding tax liability of various types of assesseees?
5. Explain various taxable allowances?
6. Explain various taxfree allowances?
7. Explain various types of provident funds and their rules regarding tax liability?
8. Mrs. A is an employee of the Ambuja company, Kolkata since 1<sup>st</sup> April 1987. She has been fixed in the pay scale of 5000-100-6000 since January 2008. She gets 20% of basic pay as dearness allowance (Which is considered as pay for retirement benefit). Rs. 500 per month as entertainment allowance and Rs. 400 per month as travelling allowance. She also receives education allowance Rs. 300 per month (Jointly) and hostel allowance Rs. 300 per month (Jointly) to meet the cost of education and hostel charges of her three children. She has been provided by the company with rent free unfurnished accommodation, the fair rent of which is 20,000/-per annum. The company has provided her the amenity of reimbursement of her own medical expenses and the company paid her in this connection Rs. 17350. The expenses were incurred on treatment by a private doctor. She owns a car which she uses both for office and private work, all the expenses of running and maintenance including driver's salary of car are paid by the company, which during the previous year amounted to Rs. 80,000/-. The car is of 2.0 Litres. She and her employer each contributed @ 12.5% to the recognized provident fund. Rs. 9000 Interest was credited on the balance of Rs. 60000/- on RPF. She paid Rs. 5000 for travel in respect of employer's work as bus fare to the roadways corporation during the previous year. The company transferred her to alwar on 1<sup>st</sup> Dec.2011, where population is 2 lakh. The company has provided her rent free unfurnished accommodation at alwar also. The fair rental value of this house is Rs. 2000 per annum. She did not vacate the accommodation at Kolkata upto 31<sup>st</sup> March 2012. She uses her car for both private and office in alwar also. Determine the taxable income under the head salaries for assessment year 2012-13.
9. Determine the gross income from salary for the assessment year 2012-13 on the basis of the following information- Basic salary Rs. 5000per month, Dearness allowance is 120% of basic salary (60% of which is under the term of service), Entertainment allowance Rs. 600 per month, Transport Allowance Rs. 1000 per month, Travelling allowance Rs. 7000 per annum (Actual expenses being Rs. 4000) Daily allowance 6000 per annum, Education allowance Rs. 300 per month per child for three children, House rent

allowance Rs. 1000 per month. The assessee resides in Delhi in a rented house and pays Rs. 800 per month as rent. The assessee is employed in a private company.

**10.** From the following information of shri sanjay jain, calculate gross income from salary-

- He joined services in R Ltd. Since 1<sup>st</sup> May 2001 and getting Rs. 10,000 per month as basic salary and Rs. 3000/- per month as dearness allowance. R Ltd. Is a company in which 8 employees are working. He was retrenched from service as on 1<sup>st</sup> February 2012.
- Before serving in this company he was serving in A Ltd. He received Rs. 1,00,000/- as gratuity, Rs. 90,000/- as commuted pension, Rs. 50,000 as compensation and Rs. 1,10,000/- as lump sum amount from leave encashment from A ltd. These all were exempted in his hands.
- On an average he is getting 10% commission per month on sales. Company's annual sales for the previous year is Rs. 12,00,000/-
- His employer provided him a car of 1.8 litre for his exclusive personal use for which his employer incurred Rs. 49,600/- including salary of driver and 10% depreciation on cost of car.
- Received Rs. 4,00,000 as gratuity on retrenchment.
- His per month pension was decided equal to 50% of basic salary. He received commuted pension of Rs. 1,80,000/- for 50% of his pension.
- He also entitled for 45 days leave in each year. At the time of retirement he received Rs. 180,000/- for his leave balance of 12months.
- No notice was given to him for his retrenchment so Rs. 60,000/- was given to him as salary of notice period and he received Rs. 4,50,000/- as compensation also.
- In November 2011 he received leave travel concession of Rs. 50,000/- equal to deluxe class air fare. His wife, dependent sister and nephew also travelled with him in this journey. If his journey was from economic class air ticket, then expenses would have been Rs. 30,000/- , while 1<sup>st</sup> class AC fare through railway would have been Rs. 20,000/- only. He availed such facility in March 2011 also. He travelled by rail.

**11.** How annual value of a let out house is determined? Explain with suitable example.

**12.** Explain various exempted incomes of house property?

**13.** Explain various deductions and their rules, available to an assessee out of annual value while calculating taxable income from house property?

**14.** Write short notes on following-

- a. Unabsorbed depreciation                      b. Tea development account

**15.** What do you mean by cost for the purpose of calculating depreciation according to income tax Act?

**16.** Specify the expenses which are expressly allowed in computing taxable profits from business?





of capital gain taxable for the assessment year 2012-13. Assume that the shares have been sold outside a recognized stock exchange.

**29.** Compute the taxable income of Mr. A under the head income from other sources for the assessment year 2012-13. He has received the following amounts of interest on securities and dividends during the previous year-

• From taxfree debentures of LIC	18,000
• From Improvement trust debentures	9,000
• Interest from Nepal Govt. Loan	4,450
• Interest from listed debentures of N CO.	400
• Interest from unlisted debentures of M Co.	4,500
• Dividend from preference shares of Century mills	4,475
• Dividend from equity shares of JCT Ltd.	1,790
• Interest from debentures of Co-operative society	2,170
• Interest from 7% Capital Investment bonds	6,000

Bank charges 2% commission on the amount of interest and dividend realized.

**30.** What do you mean by grossing up of interest? How the interest is grossed up? Explain the deductions allowed from interest on securities?

**31.** Explain various deemed incomes according to income tax Act 1961?

**32.** Explain various rules regarding set off and carry forward of losses?

**33.** Explain the deduction of section 80C available to an individual assessee?

**34.** Explain various income tax rates applicable on individual assessee?

**35.** The agricultural income is exempt from tax, yet it increases the tax liability on other incomes. Discuss?

**36.** Discuss the salient features of assessment of HUF under income tax Act 1961?

**37.** What do you understand by partition of HUF? How is the assessment made on such family after partition?

**38.** How can an individual become member of HUF & how his membership from HUF is ceased?

**39.** Explain various deductions of section 80 available to partnership firms?

**40.** What do you mean by Book profit? How maximum limit of partner's remuneration is calculated with the help of book profit?

**41.** What are the differences in the assessment of individual and HUF?

**42.** What do you mean by HUF? Explain various characteristics of HUF?

**43.** Explain various incomes which are not taxable for HUF?

**44.** What do you mean by marginal relief? Explain with a suitable example.

**45.** Mr. A resides in a rented house in jaipur, the rent of which is Rs. 2000 per month. His income for the previous year was as under-

• Salary Received	1,00,000/-
• Taxable income from profession	85,000/-
• Interest on Company's Debentures	10,000/-

- Interest on Saving Bank 2,000/-
- Long term Capital Gain 20,000/-

During the previous year he paid a donation of Rs. 4,000/- to Indira Gandhi Memorial fund and purchased National Saving Certificate VIII issue for Rs. 15,000 and Rs. 20,000 were spent on medical treatment of his handicapped dependent son. Ascertain the total income of Mr. A for the assessment year 2012-13.

46. Mr. A has submitted the following particulars of his incomes and expenses for the previous year 2011-12-

- Taxable income from salary 1,46,000
- Rent received from house property 12,000
- Income from general business 78,000
- Profit from small scale industry established on 1/4/90 40,000
- Dividend from foreign company 3,880
- Winning from lottery (net received) 21,000
- Net agricultural Income 10,000

He paid following amounts out of his taxable income-

- LIC premium on policy of independent married son 16,000
- Deposited in Public Provident Fund 25,000
- Purchased National Saving Certificate 17,000
- LIC premium on policy of dependent father 4,000

You are required to find out total taxable income and net tax liability of this assessee for the assessment year 2012-13.

47. Following are the particulars of income etc. of Mr. B for the previous year ending on 31<sup>st</sup> march 2012-

- Taxable income from house property 10,000
- Long term capital gain (Computed) 80,000
- Received from lottery 31,500
- Dividend from Indian company 10,000
- Short term capital gain from shares u/s 111A 40,000
- Donation to National foundation for communal harmony 10,000
- Donation to approved educational institutions 15,000
- Purchased NSC VIII issue 10,000

Compute the total income and net tax payable by Mr. B for the assessment year 2012-13.

48. Explain total income and method of computation of tax in brief for an individual?

49. What are long term capital gains? Explain the provisions of the Income tax Act regarding the tax liability and computation of tax on them?
50. Explain various incomes which are not taxable for individuals?

# **Production and Materials Management**

## **BBA 506**

### **Unit-1**

1. “Nature of production can better understood if we view the manufacturing function from three angles” Explain those three angles?

2. What is operation research ? Account for the growing importance of production management and operational strategies in business decisions

3. What do you understand by production and operation management? Also explain its scope.

4. Write short notes on:

(a) Mass Production

(b) Batch Production

With their merits and demerits.

5. What are the competitive priorities? Explain how a firm can compete on the basis of cost with special reference to its operations.

6. Describe the various stages involved in satisfying a customer’s need. Which of these stages form a part of production and operation management?

7. What do you understand by service package while designing a service?

8. How do you classify services?



9. What do you understand by batch method of production? How does it differ from the job shop method?

10. Define materials management with its 5Ms also explain its importance.

### **Unit-II**

1. What is the meaning of plant location? What factors affect the choice of the suitable place for location of a plant?
2. Discuss the various factors involved in the location of a Plant with an emphasis on an automobile plant?
3. What key factors would you consider while locating the following?
  - (a) Nursery school
  - (b) Fast food restaurant
  - (c) Five star hotel
4. What do you mean by stores management? What is the purpose of stores?
5. Explain stores system and procedure.
6. Evaluate the advantages and disadvantages of an urban site versus a rural life.
7. What are the factors to be considered for the location at a plant of a multinational company?
8. How is location for a plant selected?
9. Discuss the steps to be taken in choosing a plant location.
10. Explain storage methods.

### **UNIT-III**

1. (i) Differentiate between process and product layout?

(ii) "Plant layout involves besides grouping of machinery, an arrangement of other facilities also" Discuss.

2. How does a good plant layout help to improve productivity?

3. Plant layout involves besides grouping of machinery an arrangement of other facilities also. Discuss.

4. What is a manufacturing cell or cellular manufacturing layout?

5. Mention the types of layout. Briefly describe each.

6. Explain Process and advantages of Codification.

7. Explain Stock verification.

8. Write notes on:

(a) FIFO

(b) LIFO

(c) Codification

(d) Process Layout

9. Bring out comparison between product layout and process layout.

10. “An ideally laid out plant goes a long way in reducing manufacturing costs through reduced materials handling, reduced personnel and equipment requirements and reduced in process inventory” elaborate

#### **UNIT-IV**

1. What are the basic production planning problems? In the context of production planning and control, explain the function of routing, scheduling, dispatching and follow up?

2. Define the following terms:

(a) Carrying cost

(b) Ordering cost

(c) Reorder level

(d) Safety cost

3. What is quality assurance? Discuss the nature of inspection.

4. Consider the following data-

Annual demand rate	800 units
Unit cost	Rs. 40/-
Ordering cost	Rs. 800/-
Inventory carrying cost	40% of unit price
Back order cost	Rs. 10/-

Find EOQ, Maximum number of back orders, number of orders per year, time between 2 orders, Maximum inventory level, total annual variable cost.

5. (a) "Quality can't be inspected in a product it must be built in a product." Comment.  
(b) TQM focuses on "Satisfy the customer first, last and always". Explain.

6. What do you understand by Just in Time Manufacturing?

7. What is ISO? Explain procedure?

8. What are quality circles? Define quality? What are the dimensions of product quality?

9. Define different terminology used in inventory?

10. What do you mean by inventory control also explain ABC analysis.

### **Unit-V**

1. Define the term "maintenance." Bring out its importance and scope.
2. Outline the various types of maintenance.
3. Distinguish between preventive maintenance and breakdown maintenance.
4. What is total productive maintenance? What are its guiding principles?
5. What are the trends in maintenance management?



### **Sixth Semester Examination**

<b>Code No.</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
BBA 601	Modern Business Practices and Strategies	4	-	4
BBA 602	Project Planning and Control	4	-	4
BBA 603	Entrepreneurship Development	4	-	4
BBA 604	Export Import Procedure and Documentation	4	-	4
BBA 605	Public Relations	4	-	4
BBA 606	Industrial Law	4	-	4
BBA 607	Comprehensive Viva Voice		-	6
	<b>Total</b>	<b>24</b>	<b>-</b>	<b>30</b>

# **Modern Business Practices & Strategies**

## **BBA 601**

- Q.1 What is the scope of business Policy?
- Q.2 What is the concept of strategy?
- Q.3 What are the different levels at which strategy operates?
- Q.4 What is strategic decision-making?
- Q.5 Enumerate the major issues of strategic decision-making.
- Q6 Define strategic management. Also discuss various types of planning system.
- Q7 Enumerate the elements in the strategic management process.
- Q8 Describe the process of strategic management. Draw a neat chart showing comprehensively the different elements in the strategic management process.
- Q9 Describe the different levels at which strategy operates. How is integration of strategies operating at different levels done?
- Q10 What do you understand by corporate governance. Enumerate the major issues of corporate governance.
- Q11 Define 'Mission' in your own words. Mention the characteristics of a good mission statement.

- Q12 Explain the three dimensions of business definition.
- Q13 Mention the characteristic of objectives. Also mention some important constraints under which objectives are set.
- Q14 Describe the essential characteristic of a mission statement. In what different ways can a mission statement be formulated.
- Q15 Through the use of suitable examples, Explain the role that objectives play in strategic management.
- Q16 What are the various desirable characteristics that objectives should possess in order to be effective.
- Q17 Examine the various issues involved in objective setting. How can each of these issues be resolved?
- Q18 Provide a few examples of the opportunities and threats facing any organisation of your choice.
- Q19 What is the rationale behind performing a SWOT analysis?
- Q20 Enumerate the pitfalls of using the SWOT analysis indiscriminately.
- Q21 What is the concept of environment in strategic management.
- Q22 What aspects does an environmental appraisal deal with?
- Q23 Mention some of the important characteristics of environment.

- Q24 Differentiate clearly between the external and internal components of environment.
- Q25 What different types of factors affect the process of environmental?
- Q26 What is meant by organizational appraisal?
- Q27 What are the factors that affect organizational appraisal?
- Q28 What sources of information can be used for appraising an organisation?
- Q29 Write a detailed explanatory note on the methods and techniques used for organizational appraisal.
- Q30 What impact do organizational resources and behavior have on the internal environment of the organizational?
- Q31 How can a firm use horizontal integration to expand in the same industry.
- Q32 What is the difference between backward and forward integration.
- Q33 Specify the conditions under which each of this corporate level strategy is adopted:  
11. Expansion  
12. Retrenchments
- Q34 What are the four alternative corporate level strategies.
- Q35 Describe the reasons why related and unrelated diversification is adopted.

- Q36 Why do buyer firms wish to merge? Why do seller firms wish to merge.
- Q37 Under what conditions are joint ventures created.
- Q38 Discuss the different types of merger strategies.
- Q39 Describe the four types of international strategies.
- Q40 Distinguish between the terms investment and disinvestment.
- Q41 Explain the three types of stability strategies.
- Q42 Enumerate the different structural mechanism required to implement a strategy.
- Q43 Distinguish between:  
11. Vertical and Horizontal structures.  
12. Tall and Flat Structures.
- Q44 Describe the role of senior manager's business level executives and functional plans and policies arise.
- Q45 What do functional plans and policies essentially deal with.
- Q46 Why does the need for functional plans and policies arise?
- Q47 How does the development of functional plans and policies take place?
- Q48 What is the basic nature of strategy evaluation?



Q49 Why is strategy evaluation important to organisation?

Q50 Discuss the different types of techniques used for operational control.

# Project Planning & Control

## BBA 602

### UNIT1

1. Define the term 'project'. Briefly explain steps in project management
2. What is project life cycle? Describe in brief the action needed at each stage from designing to developing of a project?
3. Define the roles & responsibilities of project manager.
4. Explain types of Organization structure.
5. What are the different organization structures recommended for project organization and what are their advantages and disadvantages?
6. "Project is a one short time limited goal oriented, major undertaking requiring commitment of varied skills and resources, a combination of human and non human resources posted together in a temporary organization to achieve a specific purpose." Describe.
7. What are the major contents of a Detailed Project Report (DPR)? Briefly describe each part.
8. "The ideas that flash are like rough diamonds which are converted into diamonds that shine by idea generating and screening process." Explain.
9. Discuss the various types of projects as classified by financial institutions.
10. What is a pre feasibility study? What are the objectives of such a study?

### Unit2

1. “Technical feasibility of project depends largely on location, availability and cost of various requirements in alternative locations.” Discuss the statement.
2. Why it is necessary to conduct market survey? What steps are involved in conducting a market survey?
3. Differentiate the following:
  - (i) Census survey vs. Sample survey
  - (ii) Primary information vs. Secondary information
  - (iii) Pre feasibility report vs. Detailed project report
4. Discuss the various methods of financial evaluation of the projects. Make a comparative analysis of these methods.
5. What are the major contents of a detailed project report? Briefly describe each part.
6. “Market and Demand analysis is an integrated approach to generate market power by critical analysis of the market logistically.” Explain
7. “Financial analysis involves the evaluation of the project from financial angle. It requires collection, summarizing, analyzing, presenting and interpreting the financial information of the project.” Explain.
8. Write short notes on:
  - (i) Cost of project
  - (ii) Break even point
  - (iii) Material inputs and utilities
  - (iv) Plant capacity
9. Write short notes on:
  - (i) SWOT analysis
  - (ii) Means of finance
  - (iii) Cost of production
  - (v) Technical Arrangements
10. What aspects are considered in technical analysis?

1. (a) Why is the use of work break down structure important to the project manager.
- (b). Why should an organization use the matrix structure

2. A project consists of the following activities and different time estimates-

- a. Draw a network diagram.
- b. find the critical Path.
- c. What is the probability that the project will completed by 27<sup>th</sup> day.

Activity	Least time (to)	Most time (tp)	Most likely time(tm)
1-2	3	15	6
1-3	2	14	5
1-4	6	30	12
2-5	2	8	5
2-6	5	17	11
3-6	3	15	6
4-7	3	27	9
5-7	1	7	4
6-7	2	8	5

3. Draw the project diagram from the information given below. Also identify the critical path and determine the project completion time. Also find out the earliest start time, earliest finish time, latest start time and latest finish time.

	A	B	C	D	E	F	G	H	I	J	K	L	M
Precedence: -	A	B	B	D	D	E,F	G	G	H,I	C	K	J,L	
Time: (hours)	16	11	14	9	12	10	30	19	11	7	40	9	14

4. What is CPM and list the steps in CPM project planning? How critical path can be identified in CPM?

5. From the following network determine (a) Construct a network diagram

(b) Calculate completion time (c) Total float, free float and independent float

Activity	1-2	1-3	1-4	2-4	2-5	3-6	4-6	5-7	6-7	6-8	7-8	8-9
Duration	4	12	10	8	6	8	10	10	0	8	10	6

6. What do you mean by PERT and CPM. Discuss its advantages and limitations.

7. From the following network determine (a) Construct a network diagram  
 (b) Calculate completion time

Activity	Description	Predecessor Activity	Duration
A	Dismantle pipe connections	-	2
B	Dismantle heater, closure, and floating front	A	4
C	Remove tube bundles	B	8
D	Clean shell	B	3
E	Replace tube bundle	B	5
F	Prepare shell pressure test	C	2
G	Clean bolt	C	8
H	Clean tube bundles	F,G	6
I	Clean heater	D,E,F	5
J	Prepare tube pressure test	I	7

8. What is network analysis? Where is it used? Explain the procedure for drawing network diagram.
9. What do you mean by project organization structure? Describe the various types of project organizations in brief.
10. What is work break down structure? Describe the process used in preparing a WBS.

#### UNIT4

1. “Risk management involves identifying assessing and responding to project risk in order to minimize the likelihood and impact of the adverse event on the achievement of the project objective.” Discuss.
2. “Evaluation of a project is another means of project control.” Discuss
3. Explain the tools to use in controlling project objectives?
4. What improvements could you make in evaluating performance, quality, or status?
5. Write short notes on:
  - (a) Kickoff Meetings
  - (b) Resource Control
  - (c) Change Control
  - (d) Graphical Reports
6. Describe the change control process used in the project.
7. Describe the project control process.
8. What is Project termination? Discuss the various reasons of Project termination.
9. “Project final report is a perfect repository of the knowledge and tools applied on every project which help in future performance.” Discuss.  
Why reporting on project objectives is necessary? Explain in detail.

# **Entrepreneurship Development**

## **BBA 603**

### **UNIT I**

1. Define Entrepreneurship. Explain the role of Entrepreneurs in Economic Development of a country.
2. Explain the concept of Entrepreneurship. What are its Characteristics and Function.
3. Explain the points to be kept in mind while starting one's own business.
4. Explain in the the self- Assessment techniques of Entrepreneurs.
5. Explain the personality that differentiate Enterepreneur from other people.
6. Explain how the development of a country gets effect by stage of entrepreneurship in that country.
7. Define entrepreneurship. Explain in detail the different types of Entrepreneur.
8. Explain the following:
  - a. Alternative Competitiv Entry Wedges
  - b. Preliminary screening questions
9. Explain the following:
  - a. Mental sequences in idea development
  - b. Go/No-GO Decisions
10. Explain the following:
  - a. The Entrepreneur Personality
  - b. Preliminary Screening Questions

### **UNIT II**

1. Define Business Plan. What are the points which needs to be remember while developing business plan?
2. Explain what is Projection Identification? Also explain the contents and formulation of a project report.
3. Define feasibility study in detail. Also eplain the points to be kept in mind while doing it.
4. Define product selection. Explain the points to be keep in mind while selecting a product.
5. Discuss the significance and contents of Project report
6. Explain in detail the formulation of project report.
7. Write an Essay on Planning commision guidelines.
8. Define business plan. Explain the points to be keep in mind while devoping business

- plan.
9. Discuss business plan appraisals in detail.
  10. Explain the following:
    - a. Form of ownership
    - b. Licensing

### **UNIT III**

1. Explain the various Institutional Support given for the Entrepreneurship Development.
2. Explain the different types of entry barriers in detail.
3. What are the factors to be kept in mind while positioning the firm in the market.
4. What are the factors to be considered while comparing large and small start up.
5. Define entrepreneurship. What are efforts made for the development of entrepreneurship development?
6. Explain in detail the efforts made for the development of entrepreneurship development in India.
7. Explain the start up factors in detail.
8. What are the small start up and large start up
9. Explain the following:
  - a. Technology absorption
  - b. networking with Industries and Institution
10. Explain the following :
  - a. Entry Barriers and firm positioning
  - b. Comparison of large and small start up

### **UNIT IV**

1. Explain the Barriers in the growth of small firm. Also explain the stages of growth model.
2. Explain the stages of growth in entrepreneurial ventures.
3. What factors are responsible for the growth of entrepreneurial ventures?
4. Write an Essay on Business Crisis.
5. Write an Essay on International Entrepreneurship.
6. What are the growth factors in continued entrepreneurship in small firms.
7. Explain the following :
  - a. Growth factors for entrepreneurship
  - b. Business Crisis
8. Explain the following :
  - a. Stages of growth model



- b. Barriers to small firm
9. Explain the following :
- a. Business Crisis
  - b. International Entrepreneurship

## **UNIT V**

1. Explain how the face of family business is changing with the changing scenario?
2. Discuss the emerging role of Women & minority entrepreneurs.
3. Write an Essay on The Middle Managers and Innovators.
4. Write an Essay on the changing face of Family Business
5. Discuss in detail the myths involved in entrepreneurship.
6. Discuss in detail the different levels of conflict
7. Define Conflict. What are the ways of Conflict management?
8. Write an essay on successor development.
9. Write an Essay on Impact of timing and mode of entry.
10. Write an Essay on Women & minority entrepreneurs.

# **Export Import Procedure and Documentation**

## **BBA 604**

### **Unit – I**

1. What is an IEC number? Highlights its nature and importance for the purpose of exports-imports.
2. Describe the general provisions of exports under the Export Import Policy of India. Do you think that these provisions facilitate exports? Discuss.
3. What documents are required to be attached with the application, for obtaining and IEC number?
4. IEC number is a must for everyone who wants to be in the business of export import in India. Discuss.
5. What is meant by SEZ? Discuss the benefits available to units working from SEZs ?
6. Write a detailed note on EOUs and units working from EHTPs, STPs and BTPs in India?
7. What do you mean by Deemed exports?
8. What is the difference between Direct and Indirect Exports?
9. What are the different categories of Exporters specially Manufacturers and Merchant Exporters?
10. Attempt short note on:
  - (a) EOU
  - (b) SEZ
  - (c) STJ

## Unit – II

1. What is duty drawback? Explain the procedure of claiming duty drawback along with the documentation formalities?
2. Discuss the various import concessions available to exports from India?
3. What are the excise procedures available to exporters in India for exporting goods without excise duty?
4. What do you mean by Exports Benefits given to exporters in India?
5. Enumerate the concept of Duty drawback for exporters?
6. Examine the concept of CENVAT and IPRS?
7. What are the excise clearance benefits for the exporters?
8. What do you understand by the term Advance Licensing?
9. Examine the concept of Star Export Houses?
10. Short Notes :
  - (a) Excise Clearance Rebate
  - (b) Income Tax Benefit

## Unit – III

1. What is Import? Why is it significant? What changes have taken place regarding imports in India?
2. Discuss the term Import Management in a developing economy as India?
3. Highlight the significant provisions in the current foreign trade policy regarding imports?
4. What do you understand by the term Import Procurement Planning?
5. Explain the selection process of suppliers including Identification, selection and evaluation of suppliers?
6. Write a detailed note on Purchase Contract?
7. Enumerate the steps used in terms of delivery and payment?
8. What kind of government support available to exporters for marketing their products abroad? Highlight the role being played by concerned authorities?
9. What is the role played by C&F agents in import procedures? Discuss their importance as assistants to importers?

10. Short Notes :

- a. DGTD
- b. SSE

Unit – IV

1. What do you understand by the term Advance License in Import Licensing Policy?
2. What is the impact of Duty exemption Scheme under different import procedures?
3. Enumerate the role of Clearing and Forwarding Agents in import activities?
4. Define Custom Duty and Custom Valuation Rules along with certain practical examples?
5. List the important documents for Customs clearance of import consignment?
6. What do you understand by the term 'Import Cargo' ?
7. What are the different routes of imports and highlight the custom clearance for the same?
8. Define the basic features of Post Marine Insurance?
9. What is Marine Cargo Insurance? What risk does it cover? Which risks are excluded from its coverage? What are the special features of such policies?

10. Short Notes:

- (a) Import Cargo by Sea
- (b) Import Cargo by Air
  
- (c) Licensing policy
- (d) Transport till destination

Unit – V

1. What are the basic principles of ECGC operation? Explain the procedure of filing claim from ECGC along with the documentation formalities.
2. Enumerate the basic features of Export Import Policy 2002-2007 ?
3. What are the key elements of Procedures and Documentation of Export Import ?

4. What types of risks are faced by importers in India? What is the best process to manage such risks?
5. What role does ECGC play to help Indian importers, banks and other financial institutions?
6. List the important documents prescribed by some importing countries?
7. Enumerate the importance of Trade Fair Authority Exhibitions?
8. Enumerate the importance of International Trade Fair Exhibitions?
9. Short Notes:
  - (a) FIEO
  - (b) ITPO
10. Short Notes:
  - (a) Lines of Credit
  - (b) GSP rules of Origin

# **Public Relations**

## **BBA 605**

- Q1. Advertising is a tool of Public Relations, but PR is not a Tool of Advertising. Please justify the statement.
- Q2. Publicity is a tool of public relations. Please explain and justify the statement.
- Q3. What is meant by public relation? Explain its scope also.
- Q4. Explain the importance of Public Relation in Current Scenario.
- Q5. Explain the difference between:
- a) PR and Advertising
  - b) PR and Publicity
- Q6. Give comparison between Advertising and Publicity.
- Q7. Advertising and Publicity have Supporting roles. Elaborate their role as PR Tools.
- Q8. Draw up a list of public relation objectives? Where does we use public Relations for the benefit of business.
- Q9. The success or failure of an organization, to a large extent depends on Public Relations? Explain.

- Q10. Write short note on 'Public Relations'? Explain its scope also.
- Q11. What are the challenges that the profession of public relations face in the 21<sup>st</sup> century? List them and discuss them in detail.
- Q12. What are developments and changes in the economic scenario in India, which you think, brighten up of the chances of growth of public relation profession?
- Q13. Explain all types of Advertising media used for maintaining Public relation.
- Q14. What are the methods which can be used for maintain relations with customers.
- Q15. What are the Kinds of publics that can an organization should establish relationship and understanding with?
- Q16. Write an essay on 'Experience economy'.
- Q17. Why do we need to adopt a new way of thinking about customer? Explain with reference of 'experience economy'.
- Q18. What are the challenges that the management have to meet for the success of PR system.
- Q19. Write short note:
- a) Participants and People involved in PR.
  - b) Challenges of modern Public relation system.
- Q20. What are the tools used for public relations. Explain each one of them in detail.
- Q22. Write short note on PR techniques and methods.

- Q23. What are the PR tools that a Public relation practitioners is expected to use while maintaining relation with public.
- Q24. Discuss tools for modern PR and its effectiveness with related factors.
- Q25. Mention some PR techniques and their effectiveness in terms of crises management.
- Q26. Give brief note on:
- a) Media management
  - b) Customer relations
  - c) Corporate Social Responsibility
  - d) Public opinion
  - e) Event Management.
- Q27. Define and describe communication, what are the kinds of communication that an organization practices to run the management business?
- Q28. What is organizational communication? Explain public relation and its role within the communications.
- Q29. Explain the term of reputation management. Also explain role of PR and reputation management.
- Q30. Why strategy is central to PR and reputation management.
- Q31. What are the strategies that the public relation practitioner can use for the success of an organization?



- Q32. Write a comprehensive note on PR with business objective and strategies.
- Q33. Write explanatory notes on:
- a) Reputation management
  - b) PR strategies
  - c) Communication
- Q34. State the importance of strategy in reputation management.
- Q35. Explain role of PR in establishing business objective.
- Q36. Write brief note on the role of PR while making business objectives.
- Q37. Describe in your own words 'Practice of PR today'.
- Q38. Draw up a list of Dangers of overusing PR Practices in modern scenario.
- Q40. Draw up a list of Dangers of abusing PR Practices in modern scenario.
- Q41. Write short note on:
- a) Dangers of overusing PR.
  - b) Dangers of abusing PR.
- Q42. How can we relate Advertising with public relations? Explain with Examples.
- Q43. How can we relate Publicity with Public relations? Explain with Examples.
- Q 44. What are the methods which can be used for maintaining relations with Dealers.

Q 45. What are the methods which can be used for maintaining relations with media persons.

Q46. What do you understand by term Lobbying.

Q 47. Write short note on:

a) Crises Management

b) Event Management.

Q48. Discuss various types of activities used for event Management..

Q49. Discuss Audio-Visual tools as Public relation tools ana technique.

Q50. Discuss communication as a special application of PR.

# **Industrial Laws**

## **BBA 606**

### **Unit I**

1. What do you mean by factory? Explain the history of factory legislation?
2. Define following terms according to the factories Act 1948-  
(a) Child (b) Adolescent (c) young person (d) Adult
3. Write short notes on following-  
(a) Manufacturing process (b) Worker
4. What do you mean by occupier? Describe general duties of occupier?
5. Explain various powers of inspectors described in the factories Act?
6. Explain various rules regarding “Health” contained in Chapter III of the factories Act 1948?
7. Explain various rules regarding “Safety” contained in Chapter III of the factories Act 1948?
8. Explain various rules regarding “Welfare of workers” contained in Chapter III of the factories Act 1948?
9. Explain various rules regarding “Working hours for adults” contained in Chapter III of the factories Act 1948?
10. Explain various rules regarding “Annual leave with wages” contained in Chapter III of the factories Act 1948?

### **Unit II**

1. Explain various objects of the minimum wages Act 1948?
2. Describe salient features of the minimum wages Act 1948?
3. Write short notes on following-  
(a) Minimum wages                      (b) Fair wages                      (c) Living wages
4. What is minimum rate of wages? Describe the procedure for fixing and revising minimum wages?
5. Explain the powers of inspectors appointed under the minimum wages Act?
6. Describe various provisions regarding penalties and procedures mentioned in the minimum wages Act 1948?
7. Explain the powers of the appropriate government to make further rules regarding the minimum wages of workers?
8. Write short notes on following-
  - Overtime wages
  - Wages of worker who works for less than normal working days
9. Describe various rules regarding maintenance of registers and records according to the minimum wages Act 1948?
10. Write short notes on following-  
(a) Wages                      (b) Employee

### Unit III

1. Explain various causes or factors responsible for the slow growth of trade unionism in India?
2. Give various suggestions for improvement of trade unionism in India?
3. Define trade union? What is the need of trade union in India?
4. Describe various objectives of trade unions?
5. Explain various types of trade unions?
6. What is trade union? Which types of functions are performed by trade unions?
7. Describe various rules regarding registration of trade unions?
8. Explain various rights available to registered trade unions?
9. Describe various penalties mentioned in the trade unions Act 1926?
10. Write short notes on following-
  - (a) Amalgamation of trade union
  - (b) Dissolution of registered trade union

### Unit IV

1. Describe various objects of workmen's compensation Act 1923?
2. Explain various features of the workmen compensation Act 1923?
3. Explain various principles governing compensation?
4. What do you mean by contract of service? How it is different from contract for service?
5. What do you mean by dependent? Which relatives of workmen can be treated as dependent on him?
6. Describe employers liability for compensation according to the workmen compensation Act 1923?
7. Explain the method of calculation of wages for the purpose of computing lump sum compensation?
8. Write short notes on following-
  - (a) Bonus
  - (b) Workman
9. Define following-
  - (a) Compensation
  - (b) Employer
10. What do you mean by partial disablement? How it is different from total disablement?

### Unit V

1. Explain scope and objects of Industrial dispute Act 1947?
2. Explain various features and characteristics of Industrial disputes Act 1947?
3. Explain following terms according to Industrial Dispute Act-
  - (a) Appropriate government
  - (b) Average pay
4. What do you mean by strike? Explain various types of strike?
5. What is lock out? How it is different from strike?
6. Write short notes on following-

(a) Lay off (b) Retrenchment

7. Explain various causes of Industrial disputes in India?

8. Explain various methods of regarding settlement of industrial disputes?

9. Describe various unfair labour practices mentioned in Industrial Disputes Act 1947?

10. What do you mean by conciliation officer? Explain his powers and duties according to Industrial Disputes Act?