

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. (a) Find the sum up to 'n' terms of the series
 $5 + 55 + 555 + 5555 + \dots$
 (b) Express 0.0444... as a fraction.

17. Find the inverse of the matrix $A = \begin{bmatrix} 2 & 5 & -1 \\ 3 & -1 & 2 \\ 7 & 2 & -3 \end{bmatrix}$.

Find A^{-1} .

18. Mention the merits and demerits of collecting data through schedule method.

19. Calculate the missing value when its mean is 115.86.

Wages (Rs.)	110	112	113	117	?	125	128	130
No. of workers	25	17	13	15	14	08	6	2

20. Calculate the mean deviation from mean for the following data :

Class interval	2-4	4-6	6-8	8-10
Frequency	3	4	2	1

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08 USTA 10

(For the candidates admitted from 2008-2009 onwards)

B.A. DEGREE EXAMINATION,
 NOVEMBER/DECEMBER 2015.

First Semester

BUSINESS MATHEMATICS AND STATISTICS - I

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

- Write down the sum to 10 terms of an 'A.P.' whose first term is 1 and common difference is 5.
- What are the 6th and 8th terms of a Geometric progression whose first and second terms are 125 and 25 respectively?
- What do you mean by Unit matrix?
- If $A = \begin{bmatrix} 5 & 10 & 15 \end{bmatrix}$ and $B = \begin{bmatrix} 4 \\ 8 \\ 12 \end{bmatrix}$ find AB.

5. What is Pitot survey?

6. What is classification of data?

7. What is a Pie diagram?

8. Define mode.

9. Define Standard deviation.

10. Define Kurtosis.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Find the sum of all natural numbers between 500 and 1,000 which are divisible by 13.

Or

(b) Find three numbers in Geometric progression. Such that their sum and product are 14 and 64 respectively.

$$A = \begin{bmatrix} 1 & 2 & 2 \\ 2 & 1 & 2 \\ 2 & 2 & 1 \end{bmatrix}$$

12. (a) Show that A satisfies the

$$\text{equation } A^2 - 4A - 5I = 0.$$

Or

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(b) If $A = \begin{bmatrix} 4 & 5 \\ 6 & 7 \end{bmatrix}$, $B = \begin{bmatrix} 5 & 2 \\ 4 & 8 \end{bmatrix}$, $C = \begin{bmatrix} 0 & 2 \\ 1 & 3 \end{bmatrix}$ verify that $(A+B)+C = A+(B+C)$.

13. (a) What are the objectives of classification?

Or

(b) Mention the uses of tabulation.

14. (a) M can marks of 100 students were found to be 40. Later on it was discovered that a score of 53 was misread as 83. Find the corrected mean corresponding to the corrected score.

Or

(b) Calculate the harmonic mean from the following data :

Size	3	5	7	9	Total
Frequency	20	40	30	10	100

15. (a) Coefficient of variation of two series are 75% and 90% and their standard deviations are 15 and 18 respectively. Find their mean.

Or

(b) Find the quartile deviations from the following data :

Size	4-8	8-12	12-16	16-20	20-24	24-28	28-32	32-36	36-40
Frequency	6	10	18	30	15	12	10	6	2

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PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

All questions carry equal marks.

16. (a) Are $\frac{7}{11}$, $\frac{7}{19}$ and $\frac{7}{27}$ in H.P.?

- (b) Insert two H.M.s between 10 and 40.

17. If $A = \begin{bmatrix} 2 & 3 & 5 \\ 4 & 7 & 9 \\ 1 & 6 & 4 \end{bmatrix}$ and $B = \begin{bmatrix} 3 & 1 & 2 \\ 4 & 2 & 5 \\ 6 & -2 & 7 \end{bmatrix}$ show that
 $5(A + B) = 5A + 5B$.

18. Describe the sources of secondary data.

19. Calculate G.M and H.M.

Marks	20	21	22	23	24	25
No. of students	4	2	7	1	3	1

20. Calculate the standard deviation of the following frequency distribution :

Annual profit (Rs. in	20-40	40-60	60-80	80-100
crores)				
No. of banks	10	14	25	48
Annual profit (Rs. in 100-120	120-140	140-160		
crores)				
No. of banks	38	24	16	

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12 USTA 10

(For the candidates admitted from 2012–2013 onwards)

B.A. DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2015.

First Semester

BUSINESS MATHEMATICS AND STATISTICS

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

All questions carry equal marks.

1. What is meant by series?
2. What is "Harmonic Progression"?
3. Define 'matrix'.
4. What is "Null matrix"?
5. State any two characteristics of statistics.
6. What do you mean by "classification"?
7. What is the use of pie-diagram?

8. State any two merits of arithmetic mean.

9. What is mean deviation?

10. What is the basic difference between Skewness and Kurtosis?

PART B — ($5 \times 5 = 25$ marks)

Answer ALL the questions.

All questions carry equal marks.

11. (a) In an arithmetic series, the seventh and the ninth terms are respectively 16 and 20. Find the n^{th} term.

Or

(b) Find the sum of a terms of the following series :

$$7 + 77 + 777 + \dots$$

12. (a) Find the inverse of $A = \begin{bmatrix} 2 & 2 \\ 3 & 5 \end{bmatrix}$.

Or

(b) If $A = \begin{bmatrix} 9 & 1 \\ 4 & 3 \end{bmatrix}$ and $B = \begin{bmatrix} 1 & 5 \\ 7 & 12 \end{bmatrix}$, find the matrix X such that $3A + 5B + 2X = 0$.

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13. (a) What are the limitations of statistics?

Or

(b) Bring out the methods of collection of primary data.

14. (a) Find the median :

No. of cars sold in a day 10 15 17 18 21 Total

No. of days 4 16 12 5 3 40

Or

(b) Calculate the arithmetic mean :

Marks 40 50 54 60 68 80

No. of students 10 18 20 39 15 8

15. (a) Weekly wages of a labourer are given below.

Calculate Quartile Deviation.

Weekly wages (Rs.) 100 200 400 500 600

No. of weeks 5 8 21 12 6

Or

(b) Calculate Karl Pearson's coefficient of Skewness for the following data :

25, 15, 23, 40, 27, 25, 23, 25, 20.

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S.No. 1405

12 UBA 01/12 UBAA 08

(For the candidates admitted from 2012–2013 onwards)

B.B.A. DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2015.

First Semester

PRINCIPLES OF MANAGEMENT

(Common for B.Sc. Psychology)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is the principle of Scalar chain?
2. State the three levels of management.
3. Define "Decision-making".
4. State any two limitations of Planning.
5. What is an "Organisational structure"?
6. What is delegation of authority?
7. Who is a leader?

8. Mention any two importance of motivation.

9. What is the need for coordination?

10. Define the term "control".

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Distinguish between management and administration.

Or

(b) What are the functions of management.

12. (a) Bring out the advantages of planning.

Or

(b) State the merits and limitations of MBO.

13. (a) What are the differences between centralisation and decentralisation.

Or

(b) Distinguish between formal and informal organisation.

14. (a) Give the characteristics of motivation.

Or

(b) Explain any two leadership styles.

15. (a) What are the features of coordination?

Or

(b) Discuss the advantages of controlling.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the nature and scope of management.

17. Describe the various methods of planning.

18. Enumerate the basic principles of organisation.

19. Explain the Maslow's need theory of motivation.

20. Describe the various Traditional control devices or techniques.

S.No. 1391

12 UBA 02/ 14 UBA02/ 12 UBAA 10

(For the candidates admitted from 2012-2013 onwards)

B.A. DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2015.

First/Third Semester

BUSINESS COMMUNICATION

(Common for -B.Sc. Psychology)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Give the meaning of "Communication".
2. State the types of Business Letters.
3. What is an offer letter?
4. What is the importance of status enquiry letter?
5. What is Bio-data?
6. Define the term "Banking".
7. Who is Secretary?
8. Define 'Company'.

9. What is report?

10. Give the importance of report writing.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain the principles of communication in brief.

Or

(b) What are the components of business letter?

12. (a) Bring out the essentials of a status enquiries.

Or

(b) Write a circular letter to your customer for introduction of your new products.

13. (a) Mention the importance of drafting letters to the editors.

Or

(b) Draft a letter to the company asking for agencyship in your city.

14. (a) State characteristics of the Joint Stock Company.

Or

(b) Point out the statutory duties of a company secretary.

2

S.No. 1391

15. (a) What are the types of reports?

Or

(b) Highlight the essentials of precise writing and mention the steps for precise writing.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the merits and demerits of oral and written communication.

17. Draft an enquiry letter for the purchase of goods, to the company and also write a replay letter from the company.

18. Draft an application for the post of chief accountant in a company.

19. Write a letter, as a secretary, to the shareholders asking for attending general body meeting of the company.

20. Explain the salient features of a good reports.

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S.No. 1404

13 UBA 02

(For the candidates admitted from 2012 – 2013 onwards)

B.B.A. DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2015.

First Semester

CAMPUS TO CORPORATE

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. What is company?
2. Define the term "BPO".
3. What is resume?
4. What is sales letter?
5. Define "Agenda".
6. What do you mean by "Meeting"?
7. What is the use of tenses?
8. Define "Listening".
9. What do you understand by time management?
10. What is corporate etiquette?

SECTION B — (5 × 5 = 25 marks)

Answer ALL the questions.

11. (a) Distinguish between campus and corporate.
Or
(b) Brief explain about the layout of letters.
12. (a) What are the essentials for drafting business letters?
Or
(b) Draft a letter to Indian Bank to open a current account for your firm.
13. (a) Bring out the various types of reports.
Or
(b) Distinguish between agenda and minutes.
14. (a) How do you construct a sentence in English?
Or
(b) Write about:
(i) Vowels and
(ii) Intonation.
15. (a) How do you improve your dressing and grooming skills?
Or
(b) What are the objectives of stress management?

2

S.No. 1404

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the merits and demerits of oral communication.
17. Draft an application for the post of Assistant Manager (HR) of the BPO company.
18. Explain the various kinds of meetings in corporates.
19. Describe the various principles of good listening.
20. What is "Group Discussion" (GD)? Explain the procedure for conducting GD.

3

S.No. 1404

19. What is Report and explain what are the essentials of a good report?

20. Write a letter to the insurance company for claiming, goods damaged by fire.

S.No. 1356

08 UBA 02

(For the candidates admitted from 2008 – 2009 onwards)

B.B.A. DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2015.

First Semester

BUSINESS COMMUNICATION

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is communication?
2. Name two objectives of communication.
3. What is enquiry letter?
4. What is FOB?
5. Write any two types of agents?
6. Define "Marine Insurance".
7. What is Savings Bank Account?

8. Agenda – Write a brief note.

9. What are the importance of a Report?

10. What is "Precis"?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Write about salutation and complimentary close of a business letter.

Or

(b) What are the situations in which the circular letter is written?

12. (a) Write a collection letter to a customer for the pending amount of Rs. 1,00,000 to Mr. Rafi and Company Madurai.

Or

(b) What is Letter Head and Inside Address?

13. (a) Write an application letter to a large shopping complex. (Lulu Traders) Salem for a post of a sales manager.

Or

(b) Apply for an Agency for a Baby food dealership.

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S.No. 1356

14. (a) Write a letter to the Board of directors, for the Board meeting will be convened on 12th December 2014.

Or

(b) Write duties of a secretary regarding the company meeting.

15. (a) Report of a committee – Write a note.

Or

(b) Essentials of a good precis writer.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Elucidate the different types of communications.

17. You have received the goods from Asian and company, Nagercoil, in damaged condition, write a letter to the Asian and company stating your complaint.

18. Apply for a loan to the Canara Bank, Salem Branch to the extend of Rs. 5,00,000 by pledging your assets.

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S.No. 1356

S.No. 1355

08 UBA 01/ 08 UBX 01

(For the candidates admitted from 2008 – 2009 onwards)

B.B.A./B.B.A.(C.A.) DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2015.

First Semester

**BUSINESS ORGANISATION AND PRINCIPLES OF
MANAGEMENT**

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

Answer to each question shall not exceed 6 lines.

1. Define Management.
2. "Management is a continuous process" — explain.
3. Explain group decisions.
4. Define planning.
5. What is organization?
6. What is meant by span of Management?
7. List out the leadership styles.

8. Specify any two principles of Direction.

9. State any two need of co-ordination.

10. Explain control.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

Answer to each question shall not exceed 3 pages.

11. (a) Explain the characteristics of business.

Or

(b) Explain the important functions of Management.

12. (a) Describe the different types of decisions.

Or

(b) What are the steps involved in MBO?

13. (a) Explain the steps involved in successful delegation.

Or

(b) Detail the functions of staffing.

14. (a) State the qualities of a good leader in an organization.

Or

(b) Detail Herzberg's two factor theory of needs.

15. (a) What techniques of co-ordination can a supervisor use?

Or

(b) Explain the different types of control.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

Answer to each question shall not exceed 6 pages.

16. Examine the principles of scientific management.

17. Explain the steps in planning.

18. What is called line and staff organization? State its merits and demerits.

19. What are the barriers to effective communication?

20. What are the various steps involved in control process?

19. Discuss the different phases of system development life cycle.

20. Compare structured programming and object oriented programming.

S.No. 1422

08 UBX 02

(For the candidates admitted from 2008-2009)

B.B.A. (CA) DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2015.

First Semester

INTRODUCTION TO COMPUTER TECHNOLOGY

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is a PDA?
2. Find the binary number for the decimal number 8.
3. Expand :
(a) OCR
(b) MICR
4. Write down any two features of Floppy Disk.
5. Define : Computer Network.
6. What is the function of WWW?

7. Define : Multimedia.

8. What is a Data Processing?

9. What is a class?

10. Define : Computer Program.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

All questions carry equal marks.

11. (a) Describe the classification of computers based on size and speed.

Or

(b) Find the decimal number for the following binary numbers

(i) 1001.11

(ii) 1111.10

12. (a) What is ROM? What are the types of ROM? Explain.

Or

(b) What are the different types of printers? Explain any one.

13. (a) What are the two categories of software? Explain.

Or

(b) Define : Internet. What are the applications of internet?

14. (a) How e-commerce works?

Or

(b) Explain the various applications of multimedia.

15. (a) Describe the features of high level programming languages.

Or

(b) Write a short note on special purpose programming tools.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

All questions carry equal marks.

16. What are the logic gates? Explain.

17. Explain the functions of any two input devices.

18. What are the types of networks? Explain.