The following adjustments are to be made :

(a) Stock as on 31.3.2004 Rs. 17,500.

(b) Outstanding : Interest Rs. 250; Salaries Rs. 1,000; Rent Rs. 500; Audit fees Rs. 500.

(c) Prepaid expenses : Insurance Rs. 125; Advertisement Rs. 200.

(d) Maintain reserve for doubtful debts @ 5% on sundry debtors.

(e) Provide depreciation : Furniture 10%; Cycle 15%; Typewriter machine 15%.

Prepare Trading and Profit and Loss Account for the year ended 31.3.2004 and a Balance Sheet as on that date.

17. Describe the objectives and importance of accounting standard board.

18. Give the specimen entries in the books of hire purchaser and hire vendor.

19. Give the model entries in the books of drawer and drawee of a bill.

20. What is cost sheet? Prepare a specimen format of cost sheet.

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(For the candidates admitted from 2008 - 2009 onwards)

B.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2012.

Third Semester

FINANCIAL AND COST ACCOUNTING

Time : Three hours   Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Mention the groups interested in accounting information.

2. What is trial balance?

3. What do you mean by Accounting Standard?

4. Mention the formation of accounting standard board.

5. What is hire purchase?

6. Define hire purchase trading account.

7. What do you mean by accommodation bill?

8. What is dishonuor of a bill?

9. What is material cost?

10. Define 'Cost Accounting'.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What are the functions of accounting?

Or

(b) State the procedure to calculate average due date.

12. (a) Explain the features of accounting standards.

Or

(b) Briefly explain the functions of accounting standard board.

13. (a) Discuss the various methods of calculation of interest under hire purchase system.

Or

(b) Distinguish between Hire Purchase and Instalment System.

14. (a) Explain the salient features of Bills of Exchange.

Or

(b) Bring out the concept of accommodation bill and its different methods.

15. (a) Discuss the objectives of cost accounting.

Or

(b) Explain the limitations of cost accounting.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. The following ledger balances extracted from the books of Mr. Vishnukumar as on 31.3.2004 :

	Rs.		Rs.
Capital	12,500	Cycle	200
Drawings	6,200	Opening stock	21,500
Furniture	1,750	Sundry debtors	12,000
Typewriter machine	1,200	Sundry creditors	10,000
Purchases	1,80,000	Travelling expenses	900
Sales	2,35,000	Insurance	500
Lorry hire on purchase	12,000	General expenses	600
Interest paid	250	Postage & Telegrams	150
Rent & Taxes	5,000	Bad debts	500
Return outwards	5,000	Reserve for doubtful debts	400
Carriage outwards	8,000	Commission earned	9,000
Salaries	11,000	Cash on hand	450
Advertisement	1,200		
Discount allowed	5,000		
Overdraft	6,500		

08 UBX 05

(For the candidates admitted from 2008–2009)

B.B.A. (CA) DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2012.

Third Semester

FINANCIAL AND COST ACCOUNTING

Time : Three hours   Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1.   Define management accounting.

2.   What is ledger?

3.   Write two 'objectives of accounting.

4.   Define business entity concept?

5.   What do you mean by the term book keeping?

6.   Define current account.

7.   Define cost accounting.

8.   Expand FIFO, LIFO.

9.   What is meant by cost unit?

10. Give any two techniques of costing.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a)   State the rules of double entry system.

Or

     (b)   Give short note on principles of accounting.

12. (a)   What are the main functions of accounting?

Or

     (b)   Differentiate double entry system from single entry.

13. (a)   Give short note on hire purchase.

Or

     (b)   What is meant by hire purchase trading account?

14. (a) What are the guidelines for preparing bank reconciliation statement?

Or

(b) From the following particulars. Prepare a bank reconciliation statement showing the balance as per pass book as on 31st March 2002. As on the data the cash book of Mr. Raman showed a bank balance of Rs. 8.850. On verifying the pass book, the following facts were ascertained:

(i) Cheques deposited into bank before 31st March 2002, but not credited by the bank amount in all Rs. 1850.

(ii) Cheques issued but not presented for payment before 31st March 2002 amounted to Rs.2500.

(iii) The bank has charged Rs. 150 as bank charges and credited Rs. 350 as interest.

(iv) The bank has given a wrong debit for Rs. 450.

(v) A customer has paid directly into bank account a sum of Rs. 590 on 30th March 2002, which has not been in to the cashbook.

(vi) A cheque for Rs. 275 sent for collection and returned unpaid has not been entered in the cash book.

15. (a) Give the importance of cost accounting.

Or

(b) Give the limitations of cost accounting.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Enumerate the limitations of management accounting.

17. Write in detail about the accounting conventions.

18. What are the various methods of cost accounting?

19. Prepare a profit and loss account from the following balances of Mr. Murugan for the year ending 31.12.2007.

Office Rent Rs. 3,000

Printing Expense Rs. 2,200

Tax Insurance Rs. 1,400

Discount Received Rs. 400

Advertisement Rs. 3,600

Salaries Rs. 8,000

Stationaries Rs. 2,400

Discount allowed Rs. 600

Travelling Expenses Rs. 2,600

Gross Profit Transferred from the trading account Rs. 25,000.

20. From the following particulars of product X, prepare a production statement (cost sheet) for the month of September 2002.

Raw materials	Rs.
Opening stock	40,000
Purchase	3,00,000
Closing stock	20,000
Direct labor	1,20,000
Factory overheads	45,000
Office administration overheads	55,000
Selling and distribution expenses	20,000

Finished Stock

Opening stock 1.000 units at Rs. 11.20 per unit

Closing stock 3,000 units at current cost price

Profit on sales at 20 per cent

Units produced 50,000 units.

(7 pages)

S.No. 1562 | **06 UBA 05**

(For the candidates admitted from 2006–2007 onwards)

B.B.A. DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2012.

Third Semester

INTRODUCTION TO OPERATIONS RESEARCH — I

Time : Three hours   Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define operations research.

2. What are the various types of models?

3. What do you mean by standard form of L.P.P?

4. What is optimal solution?

5. What do you mean by unbalanced transportation problem?

6. Name any two methods of finding i.b.f.s of a transportation problems.

7. What is an Assignment problem?

8. Give two applications of Assignment problem.

9. What is decision making under conditions of uncertainty?

10. Define decision trees.

PART B — (5 × 4 = 20 marks)

Answer ALL questions.

11. (a) Write notes on scope of operations research in management.

Or

(b) What are the various schemes by which the models can be classified?

12. (a) A person requires 10, 12 and 12 units of chemicals A, B and C respectively for his garden. A liquid product contains 5, 2 and 1 units of A, B and C respectively per jar. A dry product contains 1, 2 and 4 units of A, B, C per carton. If the liquid product sells for Rs. 3 per jar and the dry product sells for Rs. 2 per carton, how many of each should be purchased, in order to minimize the cost and meet the requirements. Formulate the problem.

Or

(b) What are the advantages of L.P.P?

13. (a) Write down the mathematical formulation of transportation problem.

Or

(b) Find the initial basic feasible solution of T.P by North west corner rule.

	D_1	D_2	D_3	Supply
O_1	2	7	4	5
O_2	3	3	1	8
O_3	5	4	7	7
O_4	1	6	2	14
Demand	7	9	18	

14. (a) Describe the method of solving an Assignment problem.

Or

(b) What is unbalanced Assignment problem? How you make it balanced?

15. (a) What are the major steps involved in decision making process.

Or

(b) Summarize the steps in EMV criterion.

PART C — (5 × 12 = 60 marks)

Answer ALL questions.

16. (a) Discuss in detail the characteristics of operations research.

Or

(b) Explain the schemes of classification of models.

17. (a) Solve the L.P.P by graphical method.

Maximize $Z = 100x_1 + 40x_2$

Subject to the constraints

$5x_1 + 2x_2 \leq 1000$

$3x_1 + 2x_2 \leq 900$

$x_1 + 2x_2 \leq 500$

$x_1, x_2 \geq 0$.

Or

(b) Use simplex method to solve the L.P.P

Maximize $Z = 3x_1 + 2x_2$

Subject to the conditions

$x_1 + x_2 \leq 4$

$x_1 - x_2 \leq 2$

$x_1, x_2 \geq 0$.

18. (a) Explain V.A.M and least cost method.

Or

(b) Solve the following transportation problem.

		P	Q	R	S	Supply
From	A	21	16	25	13	11
	B	17	18	14	23	13
	C	32	17	18	41	19
Demand		6	10	12	15	

(The heading "To" spans the columns P Q R S)

19. (a) Explain travelling salesman problem and the method of solving it.

Or

(b) Solve the assignment problem to minimize the assignment cost.

Mechanic	Job 1	2	3	4	5
A	10	3	3	2	8
B	9	7	8	2	7
C	7	5	6	2	4
D	3	5	8	2	4
E	9	10	9	6	10

5

20. (a) An ice - cream retailer buys ice - cream at a cost of Rs. 5 per cup and sells it for Rs. 8 per cup any remaining unsold at the end of the day can be disposed of at a salvage price of Rs. 2 per cup past sales have ranged between 15 and 18 cups per day; there is no reason to believe the sales volume will take on any other magnitude in future. Find the EMV if the sale history has the following probabilities.

Market Size:	15	16	17	18
Probability:	0.10	0.20	0.40	0.30

Or

(b) Under an employment promotion programme it is proposed to allow sale of newspapers on the buses during off peak hours. The vendor can purchase the newspapers at a special concessional rate of 25 paisa per copy against the selling price of 40 paisa. Any unsold copies are however a dead loss. A vendor has estimated the following probability distribution for the number of copies demanded.

6

Number of copies:	15	16	17	18	19	20
Probability:	0.04	0.19	0.33	0.26	0.11	0.07

How many copies should he order so that his expected profit will be a maximum.

(For the candidates admitted from 2008-2009 onwards)

B.B.A. (CA) DEGREE EXAMINATION, NOVEMBER/DECEMBER 2012.

Third Semester

E-BUSINESS

Time : Three hours   Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define FTP.

2. Define electronic mail.

3. Define the meaning for e-CRM.

4. Define CRM.

5. Write any two uses of MS-Office.

6. What are the functions of MS-Office?

7. What is electronic market?

8. Write any two examples for online sellers.

9. Write any two types of online bunsiness.

10. What is one to one market?

Answer ALL questions.

11. (a) Write a short note on overview of the Internet.

Or

(b) Explain the importance of internet technology.

12. (a) Write the difference between CRN and e-CRM.

Or

(b) Explain the features of e-CRM.

13. (a) Explain various types of formulas to create in excel.

Or

(b) What are the functions of Microsoft office access?

14. (a) What is electronic market place technology?

Or

(b) What is the online catalog?

15. (a) What is "copy left"? Is it the same as "open source"?

Or

(b) What is a "permissive" open source license?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the methods to search the web to gain market intelligence.

17. Explain e-CRM customer satisfaction with example.

18. Explain how to create a data entry form with the Excel Template Wizard.

19. What is personal identification number?

20. What about software the "public domain"? Is that open source?

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S.No. 1826

08 UBA 06

(For the candidates admitted from 2008-2009 onwards)

B.B.A. DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2012.

Third Semester

BUSINESS LAW — I

Time : Three hours   Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1.   Define the term 'Law'.

2.   State the sources of business law.

3.   What do you understand by discharge of contract?

4.   What is mean by breach of contract?

5.   What is contract of Indemnity?

6.   Define 'Tledge'.

7.   What is warranty?

8.   What are the types of goods?

9. Who can appoint an agent?

10. What is a termination of agency?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What are the elements of a valid contract?

Or

(b) Write short notes on:

(i) Voidable contract

(ii) Valid contract.

12. (a) Write notes on "Agreements by way of wager".

Or

(b) What are the remedies avoidable to an aggrieved party on the breach of contract?

13. (a) What are the characteristics of bailment?

Or

(b) What are the rights of a bailee?

14. (a) Briefly explain the rules relations to transfer of property.

Or

(b) Distinguish between sale and agreement to sell.

15. (a) Explain the various modes by which an agency may be created?

Or

(b) Bring out the classification of agents.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the various classification of contracts in brief.

17. Discuss the different modes by which a contract may be discharged.

18. Describe the rights and duties of bailer.

19. Examine the essentials of a contract of sale of goods.

20. What are the rights and duties of an agent to wards his principal.

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18. Sketch a letter to the editor of a newspaper about the present challenges of business activities.

19. Explain the purpose and importance of communication with directors, shareholders and government authorities related to the business.

20. Describe the importance of precise writing relating to the communication and business.

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(For the candidates admitted from 2008-2009 onwards)

B.B.A. (CA) DEGREE EXAMINATION, NOVEMBER/DECEMBER 2012.

Third Semester

BUSINESS COMMUNICATION

Time : Three hours   Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Communication - Define.

2. List out any two objectives of communication.

3. How business enquiries can be attempt?

4. Define a circular letter.

5. Define the term insurance.

6. List out any four functions of a bank.

7. Define "Company".

8. What is meant by Stakeholders?

9. Define Report Writing.

10. What is meant by precise writing related to business?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) How communication is associated with business process?

Or

(b) Explain about the principles of communication with examples.

12. (a) Briefly explain about quotations and orders.

Or

(b) Differentiate collection letters with circular letters.

13. (a) Explain the importance of insurance correspondence.

Or

(b) Discuss the procedure to be followed to write an application for job.

14. (a) Explain the role of a secretary.

Or

(b) Describe the responsibilities of the shareholders of a company.

15. (a) Explain the characteristics of a good report.

Or

(b) Discuss the advantages of a good writing.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss about the types of business communication, and explain it along with the layout. V

17. Explain the different terms used in business processes.

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3   S.No. 1819

18. Sketch a letter to the editor of a newspaper about the present challenges of business activities.

19. Explain the purpose and importance of communication with directors, shareholders and government authorities related to the business.

20. Describe the importance of precise writing relating to the communication and business.

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S.No. 1819

08 UBX 06

(For the candidates admitted from 2008-2009 onwards)

B.B.A. (CA) DEGREE EXAMINATION, NOVEMBER/DECEMBER 2012.

Third Semester

BUSINESS COMMUNICATION

Time : Three hours   Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Communication - Define.

2. List out any two objectives of communication.

3. How business enquiries can be attempt?

4. Define a circular letter.

5. Define the term insurance.

6. List out any four functions of a bank.

7. Define "Company".

8. What is meant by Stakeholders?

9. Define Report Writing.

10. What is meant by precise writing related to business?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) How communication is associated with business process?

Or

(b) Explain about the principles of communication with examples.

12. (a) Briefly explain about quotations and orders.

Or

(b) Differentiate collection letters with circular letters.

13. (a) Explain the importance of insurance correspondence.

Or

(b) Discuss the procedure to be followed to write an application for job.

14. (a) Explain the role of a secretary.

Or

(b) Describe the responsibilities of the shareholders of a company.

15. (a) Explain the characteristics of a good report.

Or

(b) Discuss the advantages of a good writing.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss about the types of business communication, and explain it along with the layout. V

17. Explain the different terms used in business processes.

(6 pages)

S.No. 1824

08 UBA 04

(For the candidates admitted from 2008–2009 onwards)

B.B.A. DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2012.

Third Semester

INTRODUCTION TO OPERATIONS RESEARCH

Time : Three hours   Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is operations research?

2. State any two features of OR.

3. List out any two uses of LPP.

4. What is Linear Programming?

5. What is Transportation Problem?

6. How do you obtain initial basic feasible solution?

7. Give a mathematical formulation of the assignment problems.

8. What is meant by 'Assignment problem'?

9. Define 'Decision Theory'.

10. What do you mean by "Probability"?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain the scope of Operations Research.

Or

(b) Bring out the models in OR.

12. (a) Solve the following LPP's graphically

Minimize $z = 7y_1 + 8y_2$

Subject to the constraints

$3y_1 + y_2 \geq 8$

$y_1 + 3y_2 \geq 11$

$y_1, y_2 \geq 0.$

Or

(b) Find the basic feasible solution of the equations

$2x_1 + 6x_2 + 2x_3 + x_4 = 3$

$6x_1 + 4x_2 + 4x_3 + 6x_4 = 2.$

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13. (a) Consider the following transportation problems :

Destination

Origin	D_1	D_2	D_3	D_4	Availability
O_1	1	2	1	4	30
O_2	3	3	2	1	50
O_3	4	2	5	9	20
Requirement	20	40	30	10	100

Determine an initial basic feasible solution using Vogel's approximation method.

Or

(b) Use VAM to find the initial feasible solution :

Destination

Origin	I	II	III	IV	Availability
1	5	8	3	6	30
2	4	5	7	4	50
3	6	2	4	6	20
Requirement	30	40	20	10	

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14. (a) Solve the following assignment problems and find the minimum assignment cost :

Jobs

Person	1	2	3	4
A	10	12	19	11
B	5	10	7	8
C	12	14	13	11
D	8	15	11	9

Or

(b) Describe an assignment algorithm for the solution of assignment problem.

15. (a) Explain the concept of decision tree with examples.

Or

(b) Describe the various types of decision.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the different problem areas of Operations Research.

17. Using Graphical method, solve the LPP :

Maximize : $x = 120x + 100x_2$

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[P.T.O.]

Subject to the constraints :

$$10x_1 + 5x_2 \leq 80$$

$$6x_1 + 6x_2 \leq 66$$

$$4x_1 + 8x_2 \geq 24$$

$$5x_1 + 6x_2 \leq 90$$

$x_1 \geq 0$ and $x_2 \geq 0$.

18. A company has three factories A, B and C which supply units to ware houses X, Y and Z. Monthly factory capacities are 60, 70 and 80 at A, B and C respectively. Monthly warehouse requirements at X, Y and Z are 50, 80 and 80 respectively.

Unit shipping costs in Rs. are as follows :

	Warehouses		
Factories	X	Y	Z
A	8	7	3
B	3	8	9
C	11	3	5

What would be your transportation plan? give minimum distribution cost.

19. Solve the following job machine assignment problem. Cost data are as follows :

		Machines			
	1	2	3	4	5
Jobs A	101	16	59	84	73
B	80	25	94	97	49
C	68	104	13	90	59
D	18	88	86	34	70
E	112	27	70	95	102

20. Explain the application of Bay's theorem.

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(6 pages)

S.No. 1949

08 UBAN 01/
08 UBXN 01

(For the candidates admitted from 2008-2009 onwards)

B.B.A./B.B.A. (CA) DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2012.

Third Semester

PRINCIPLES OF MANAGEMENT — NMEC

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.   What is the contribution Elton Mayo to the management?

     எல்டன் மேயோ-வின் மேலாண்மைக்கான பங்களிப்பு என்ன?

2.   Define the term 'Management'.

     'மேலாண்மை' இலக்கணம் கூறுக.

3.   What is MBO?

     'நோக்கங்கள் வழி மேலாண்மை (MBO)' என்றால் என்ன?

4.   Define 'Planning'.

     'திட்டமிடுதல்' இலக்கணம் தருக.

5.   What do you understand by 'Departmentation'?

     'துறைகளமைத்தல்' என்பது யாது?

6.   What is staffing?

     பணியாளர் நியமனம் என்றால் என்ன?

7.   Write a short note on 'Communication'.

     'தகவல் தொடர்பு' சிறு குறிப்பு எழுதுக.

8.   What is meant by directing?

     இயக்குதல் என்பதன் பொருள் என்ன?

9.   What is the concept of controlling?

     கட்டுப்படுத்துதலின் பொருள் யாது?

10. State the need for coordinating.

     ஒருங்கிணைப்பிற்கான தேவையை கூறுக.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

Answer to each question shall not exceed 3 pages.

11. (a) Briefly explain the development of management thought.

மேலாண்மை சிந்தனையின் முன்னேற்றத்தை சுருக்கமாக விளக்கு.

Or

(b) Explain the contribution of F.W. Taylor to the scientific management.

அறிவியல் ஆய்வு மேலாண்மைக்கான F.W. டெய்லரின் பங்களிப்பை விளக்குக.

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

திட்டமிடலின் நோக்கத்தை வெளிக் கொணர்க.

Or

(b) Mention the merits of MBO.

நோக்கங்கள் வழி மேலாண்மை (MBO)-யின் நன்மைகளைத் தருக.

13. (a) What is span of control? Explain the factors determining span of control.

'கட்டுப்பாட்டின் பரப்பு' என்றால் என்ன? அதை நிர்ணயிக்கும் காரணிகளை விளக்குக.

Or

(b) Distinguish between centralisation and decentralisation.

அதிகாரச் செறிவுக்கும், அதிகார பரவலுக்கும் உள்ள வேறுபாடுகளைத் தருக.

14. (a) What is leadership? State its importance.

'தலைமை' என்றால் என்ன? அதன் முக்கியத்துவத்தைத் தருக.

Or

(b) Explain the elements (process) of communication.

தகவல் தொடர்பின் பல்வேறு கூறுகளை (படிநிலைகள்) விளக்குக.

15. (a) Identify the principles of coordination.

ஒருங்கிணைப்பின் தத்துவங்களை அடையாளம் காண்க.

Or

(b) Explain the advantages of controlling.

கட்டுப்படுத்துதலின் நன்மைகளை விளக்கு.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

Answer to each question shall not exceed 6 pages.

16. Describe the principles of management contributed by Henri Fayol to the management thought.

மேலாண்மை சிந்தனைக்கு ஹென்றி பயோல்-ன் பங்களிப்பினை மேலாண்மைத் தத்துவங்களை விவரி.

17. Explain the various steps involved in planning.

திட்டமிடுதலின் பல்வேறு நடைமுறை படிகளை விளக்குக.

18. Discuss the merits and demerits of line and staff form of organisation.

நேர் மற்றும் துணை அலுவலர் நிர்வாக அமைப்பு முறையில் நன்மைகள் மற்றும் குறைபாடுகளை விவாதிக்கவும்.

19. What are the barriers of communication? Suggest the suitable measures to solve the barriers of communication.

தகவல் தொடர்பின் தடைகள் யாவை? தகவல் தொடர்பிலுள்ள இடர்பாடுகளை நீக்குவதற்கான வழிகாட்டி ஷரத்துக்களைத் தருக.

20. Explain the traditional and modern methods of controlling.

மரபு வழி கட்டுப்பாட்டு முறைகளையும் நவீன கட்டுப்பாட்டு முறைகளையும் விளக்குக.

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S.No. 1956

08 UBAS 02/
08 UBXS 02

(For the candidates admitted from 2008-2009 onwards)

B.B.A./B.B.A. (CA) DEGREE EXAMINATION, NOVEMBER/DECEMBER 2012.

Third Semester

ELEMENTS OF INSURANCE (IV – SBEC)

Time : Two hours   Maximum : 50 marks

SECTION A — (5 × 2 = 10 marks)

Answer ALL questions.

Answer to each question shall not exceed 6 lines.

1.   Define 'Marine Insurance'.

'கடல்சார் காப்பீடு' – இலக்கணம் தருக.

2.   What is double insurance?

'இரட்டைக் காப்பீடு' என்றால் என்ன?

3.   Bring out the kinds of marine losses.

கடல்சார் நஷ்டங்களின் வகைகளை வெளிக்கொணர்க.

4.   What is fire waste?

'தீ சேதாரம்' என்றால் என்ன?

5.   Define 'Reinsurance'.

'மறுகாப்பீடு' – இலக்கணம் யாது.

SECTION B — (4 × 5 = 20 marks)

Answer any FOUR questions.

Each answer should not exceed 3 pages.

6. Explain the principles of insurance.

    காப்பீட்டுக் கோட்பாடுகளை விவரி.

7. Briefly explain the objects of life insurance.

    ஆயுள் காப்பீட்டின் நோக்கங்களை சுருக்கமாக விவரி.

8. What are the types of marine policies?

    கடல்சார் திட்டாவணத்தின் வகைகள் யாவை?

9. Describe in brief the functions of fire insurance.

    தீ காப்பீட்டின் பணிகளை சுருக்கமாக விளக்குக.

10. Explain the importance of reinsurance.

    மறுகாப்பீட்டின் முக்கியத்துவத்தை விவரி.

SECTION C — (2 × 10 = 20 marks)

Answer any TWO questions.

Each answer should not exceed 6 pages.

11. Discuss the different classifications of contracts of insurance.

    காப்பீட்டு   ஒப்பந்தங்களின்   பல்வேறு   வகைகளை விவாதிக்கவும்.

12. Explain the principles of life assurance.

    ஆயுள் காப்பீட்டின் கோட்பாடுகளை விவரி.

13. Describe about the surveys and inspections.

    சர்வே மற்றும் ஆய்வுகளைப் பற்றி விளக்குக.

_____

19. (a) What are the duties of a Agent?

Or

(b) What are the rights of the surety against the Co surety?

20. (a) Legal rules relative to delivery.

Or

(b) What are the Rights and duties of the buyer?

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06 UBA 08/
06 UBAA 01

(For the candidates admitted from 2006–2007 onwards)

B.B.A.(C.A)/B.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2012.

Third Semester

BUSINESS LAW – I

Time : Three hours   Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Define Free Consent.

2. What is the differens between illegal contract and void Contract?

3. Define offer and acceptance.

4. Define consideration.

5. Who are competent to Contract?

6. Kinds of Mistake – Explain.

7. Rules of Agency – Explain.

8. Who is called Unpaid Seller?

9. What are future goods?

10. What is warranty?

PART B — (5 × 4 = 20 marks)

Answer ALL the questions.

11. (a) What is consensus – ad – ideam?

Or

(b) Legal rules of valid offer.

12. (a) What are the differences between void agreements and voidable Contract?

Or

(b) Differences between cross offer and counter offer.

13. (a) Who is competent to Contract?

Or

(b) Difference between coercion and duress.

14. (a) Discuss the difference between sale and heir purchaser.

Or

(b) What are the exceptions to the doctorane of caveate empter?

15. (a) What are the rights of the surety against the crediter?

Or

(b) Difference between particular lien and general lien.

PART C — (5 × 12 = 60 marks)

Answer ALL the questions

16. (a) Essentials of valid Contract.

Or

(b) Which circumstances an offer comes to an end?

17. (a) Essentials of a valid consideration.

Or

(b) Difference between fraud and mis representation.

18. (a) Briefly explain the type of damages in breach of Contract.

Or

(b) Discuss the various modes by which a contract may be discharged.

20. (a) Explain classification of forecasting method.

                    Or

     (b) Describe classification of Cost.

                    ————

S.No. 1565 | 06 UECA 06 |

(For the candidates admitted from 2006–2007 onwards)

B.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2012.

Third Semester

BUSINESS ECONOMICS

Time : Three hours   Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1.   What do you mean by want?

2.   What do you mean by Cross elasticity demand?

3.   What is breakeven point?

4.   What do you mean by demand function?

5.   What do you mean by Average Variable Cost?

6.   What do you mean Sunk Cost?

7.   What is an oligopoly?

8.   What is Accounting profit?

9. Write note on "Monopoly".

10. What is meant by profiteering?

PART B — (5 × 4 = 20 marks)

11. (a) Describe types of elasticity of demand.

Or

(b) Describe exception to the law of demand.

12. (a) Describe Money Cost, Real Cost and Opportunity Cost.

Or

(b) Explain the types of Goods.

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

Or

(b) State the factors that influence the price of a Commodity.

14. (a) Write note on Accounting profit and economic profit.

Or

(b) What are the aims of profit policy?

15. (a) Explain forecasting demand for New Product.

Or

(b) Analyse the features of good forecasting method.

PART C — (5 × 12 = 60 marks)

16. (a) Explain of measuring elasticity of demand.

Or

(b) Explain the types of Income elasticity of demand.

17. (a) Explain short run and long run cost curve.

Or

(b) Describe the limitation of BEP.

18. (a) Describe the characteristics of indifferent Curves.

Or

(b) Explain the classification of markets.

19. (a) Describe Pricing in Public Utilities.

Or

(b) What are the various pricing method available? Explain.

S.No. 1821

08 UBAS 03/
08 UBXS 03

(For the candidates admitted from 2008–2009 onwards)

B.B.A/B.B.A.(CA) DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2012.

Third Semester

BUSINESS PROCESS OUTSOURCING

Time : Three hours   Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1.   Define BPO?

2.   What do you mean by non-voice based BPOs?

3.   What is near shore outsourcing?

4.   Define onshore outsourcing.

5.   What is a call centre?

6.   What is meant by back office?

7.   Define the term employee selection?

8.   Define customer.

9. Define the term Numerical aptitude.

10. Define Computer proficiency Test.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Discuss about the future potential of BPO industry?

Or

(b) Discuss the various roles of a Team Player?

12. (a) Write down any two apprehensions the BPO industry faces presently in India.

Or

(b) What are the 'Basic Computer Skill' required for an employee in a 'Call center'.

13. (a) How would you describe the importance of a customer?

Or

(b) Explain the difference between telephonic communication and face to face Communication.

14. (a) What are the significance of Written Test.

Or

(b) List out the advantages and disadvantages of Telemarketing?

15. (a) What are the types of personal interview?

Or

(b) Discuss the Qualities of Good Communicator.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. What are advantages and disadvantages of BPO.

17. What are the various steps involved in selecting employee for a BPO organization?

18. What are the factors that used to reducing stress?

19. Why do companies using teleselling? Explain with examples.

20. Bring out the advantages of Personality Development.

S.No. 1827   08 UECA 11

(For the candidates admitted from 2008–2009 onwards)

B.B.A. DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2012.

Third Semester

BUSINESS ECONOMICS – Allied Course – III

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.   Give a meaning of Business economics.

2.   Define 'Business'.

3.   What is business cycle?

4.   What do you understand by demand analysis?

5.   Define 'Break Even Analysis'.

6.   What is cost curve?

7.   Bring out the meaning of Duopoly.

8.   What is monopoly?

9. Define the term 'Profit'.

10. What is the role of pricing in public utilities?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

Answer to each question shall not exceed 3 pages.

11. (a) What are the objectives of profit maximisation?

Or

(b) Write notes on "Social responsibilities of business".

12. (a) Bring out the various types of business cycles.

Or

(b) Why does the demand curve slope downwards? Explain.

13. (a) How do you classify the costs? Explain with examples?

Or

(b) What are the assumptions of break even analysis?

14. (a) Identify the various types of price discrimination.

Or

(b) Briefly explain the features of monopoly market.

15. (a) Explain the importance of profit in the organisation.

Or

(b) Describe the theories of profit in brief.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

Answer to each question shall not exceed 6 pages.

16. Discuss the nature and scope of business economics.

17. Explain the various methods of demand forecasting for establishing a product in the market.

18. Describe the managerial uses and limitations of Break Even analysis.

19. Analyse the pricing decisions under perfect competition.

20. Enumerate the different pricing methods of public utility services.

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S.No. 1817

08 UBAA 02

(For the candidates admitted from 2008-2009 onwards)

B.B.A.(CA) DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2012.

Third Semester

ENTERPRISE RESOURCE PLANNING

Time : Three hours   Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1.   Define Enterprise.

2.   What is meant by ERP packages?

3.   Define MRP.

4.   Define BOM.

5.   Write any three ERP packages.

6.   Write any two uses of SAP.

7.   Define table space.

8.   What is known as schema?

9. Why to implement an ERP system in company?

10. List out different phases of ERP.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Describe the principles of ERP.

Or

(b) Explain the benefits of ERP.

12. (a) Discuss about the functions of MRP.

Or

(b) Explain the functions of MRP II.

13. (a) Explain the benefits of SAP.

Or

(b) Write a short note on ERP applications.

14. (a) Discuss the evolution of oracle.

Or

(b) Explain the overview of SAP.

15. (a) Discuss about the ERP implementation life cycle.

Or

(b) Sketch the process for project planning in ERP.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Write a short note on ERP and functional area model.

17. Explain ERP a manufacturing perspective.

18. Write an elaborate note on people soft.

19. Explain the architecture of SAP.

20. Describe the various methods for ERP implementations.

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