

12 UBA 07

(For the candidates admitted from 2012–2013 onwards)

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

Fourth Semester

Time : Three hours Maximum : 75 marks

SECTION A – (10 x 2 = 20 marks)

Answer ALL the questions.

1. What is saddle point?
 2. Define "Game Theory".
 3. What is queuing system?
 4. What are the assumptions of model?
 5. State the two methods
 6. What do you mean by LIFO?

Company B

$$\text{Company A} \begin{pmatrix} 2 & 4 & 2 \\ 1 & -5 & -4 \\ 2 & 6 & -2 \end{pmatrix}$$

7. Under what circumstances replacement can be done?

8. What is replacement?

9. Define the term "Inventory".

10. What is inventory control system?

SECTION B — (5 x 5 = 25 marks)

Answer ALL the questions.

11. (a) Briefly explain about the minimax-maximin principle.

Or

(b) Solve the game with the pay-off matrix given below and determine the best strategies for the companies A and B and find the value of the game for them.

Company B

Company A

$$\begin{pmatrix} 2 & 4 & 2 \\ 1 & -5 & -4 \\ 2 & 6 & -2 \end{pmatrix}$$

12. (a) Briefly explain about the examples for queues or long waiting lines.

SECTION B—(5 × 5 = 25 marks)

Answer ALL the questions.

- Time : Three hours Maximum : 15 marks

SECTION A — (10 × 2 = 20 marks)

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4. What are the assumptions of single server queuing model?

5. State the two methods of network analysis.

6. What do you mean by PERT?

Briefly explain about the examples for queues or long waiting lines.

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- (b) Auto car service provides a single channel

water wash service. The incoming arrivals occurs at the rate of 4 cars per hour and the mean service rate is 8 cars per hour. Assume that arrivals follow a poisson distribution

and the service rate follows an exponential probability distribution.

Determine the following measures of performance:

- (i) What is the average time that a car waits for water-wash to begin?
(ii) What is the average time a car spends in the system?

(iii) What is the average number of cars in the system?

13. (a) What are the advantages of Network (PERT/CPM).

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- (b) A project is composed of 11 activities whose time estimates (in days) are given below (a - optimistic time; b - pessimistic time; m - most likely time)

Activity a m b Activity a m b

- | | | | | | | | |
|-----|----|----|-----|----|----|----|----|
| 1-2 | 7 | 9 | 17 | 37 | 1 | 5 | 10 |
| 1-3 | 10 | 20 | 60 | 47 | 40 | 48 | 68 |
| 1-4 | 5 | 10 | 15 | 58 | 5 | 10 | 15 |
| 2-5 | 50 | 65 | 110 | 68 | 20 | 27 | 52 |
| 2-6 | 30 | 40 | 50 | 78 | 30 | 40 | 50 |
| 3-6 | 50 | 55 | 90 | | | | |

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Draw the network diagram for the project. Calculate early and late occurrence times and slack for each node and hence determine critical path.

The cost per year of running a truck whose purchase price is Rs. 30,000 are as follows.
Determine when is the replacement due:

Briefly explain the various types of replacement problems.

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1	5,000	15,000
2	6,000	7,500
3	7,000	3,750
4	9,000	1,875
5	11,500	1,000
6	14,000	1,000
7	17,000	1,000

15. (a) Explain the need for Inventory control.

10

- Calculate (i) Re-order level (ii) minimum level and (iii) maximum level for each component A and B from the following information:

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- Normal usage 50 units per week each
- Minimum usage 25 units per week each
- Maximum usage 75 units per week each
- Re-order quantity A-300 units
B-500 units
- Re-order period A-4 to 6 weeks
B-2 to 4 weeks.
- SECTION C — (3 × 10 = 30 marks)**
- Answer any THREE questions.
16. Solve the game whose payoff matrix is given by
- | | | | |
|----------------|----------------|----------------|----------------|
| Player A | B ₁ | B ₂ | B ₃ |
| Player B | 1 | 2 | 1 |
| A ₁ | 1 | 2 | 1 |
| A ₂ | 0 | -4 | -1 |
| A ₃ | 1 | 3 | -2 |
17. Describe the characteristics of queuing system.
18. Explain the PERT/CPM Network components with illustrations.

19. A truck owner finds from his past records that the maintenance costs per year of a truck whose purchase price is Rs. 8,000 are as given below:

Year	Maintenance Cost (Rs.)	Resale price (Rs.)
1	1,000	4,000
2	1,300	2,000
3	1,700	1,200
4	2,200	600
5	2,900	500
6	3,800	400
7	4,800	400
8	6,000	400

Determine at which time it is profitable to replace the truck.

20. A Trading company expects to sell 15,000 mixers during the coming year. The cost per mixer is Rs. 200. The cost of storing a mixer for one year is Rs.5 and the ordering cost is Rs. 540 per order. Find and EOQ would it be profitable to the company to accept a discount offer of 30% on a single order per year. The storing cost continuing to be Rs. 5 per mixer per year.
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(For the candidates admitted from 2012-2013 onwards)

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

Fourth Semester

MANAGEMENT ACCOUNTING

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. State any two objectives of management accounting.
2. What do you understand by management accounting?

3. What is flow of funds?

4. Mention any two limitations of funds flow analysis.
5. Define 'Cash Flow Statement'.
6. What is 'Cash From Operations'?

7. Define the term Ratio'.
8. What is the significance of Current Ratio?
9. What is budgeting?
10. What is master budget?

SECTION B — (5 × 5 = 25 marks)

Answer ALL the questions.

11. (a) What are the characteristics of management accounting?

Or

- (b) Differentiate management accounting from financial accounting.

12. (a) Bring out the advantages of funds flow analysis.

Or

- (b) Prepare a statement of changes in working capital from the following details of Raju Ltd.

Liabilities	31.12.04	31.12.05	Assets	31.12.04	31.12.05
	Rs.	Rs.		Rs.	Rs.
Share Capital	5,00,000	5,00,000	Fixed Assets	6,00,000	7,00,000
Debentures	3,70,000	4,50,000	Long term investment	2,00,000	1,00,000
Tax payable	77,000	43,000	Work in process	80,000	90,000

(e) Income tax provided during the year Rs. 33,000.

(f) Loss on sale of machinery Rs. 200 was written off to Reserve.

You are required to prepare the Cash Flow Statement.

Further information:

(a) Sales at 10% realised in the month of sale. Balance realised equally in two subsequent months.

(b) Purchases : Creditors are paid in the month following the month of purchase.

19. From the following particulars, prepare a Balance sheet.

- (a) Working Capital Rs. 75, 000
- (b) Reserves and Surplus Rs. 1,00,000
- (c) Bank overdraft Rs. 60,000
- (d) Current Ratio 1.75
- (e) Quick Ratio 1.15
- (f) Fixed Assets to Proprietor's Fund 0.75
- (g) There is no long term liabilities.

20. From the following data, forecast the cash at the end of April, May and June 2008.

Month	Sales	Purchase	Wages	Sundry Expenses
February	1,20,000	80,000	10,000	7000
March	1,30,000	98,000	12,000	9000
April	70,000	1,00,000	8000	5000
May	1,16,000	1,03,000	10,000	10,000
June	85,000	80,000	8000	6000

Creditors	96,000	1,92,000 Stock	1,50,000	2,25,000
Dividend payable	87,000	80,000 Debtors	70,000	1,40,000
			30,000	10,000

11,30,000 12,65,000

11,30,000 12,65,000

13. (a) Briefly explain the limitations of Cash Flow Analysis.

Or

- (b) Compute cash from operations from the following figures. Profit for the year 2006 is a sum of Rs. 10,000 after providing for depreciation of Rs. 2000.

	2005 (Rs.)	2006 (Rs.)
Sundry debtors	10,000	11,000
Provision for doubtful debts	1,000	1,200
Bills Receivable	4,000	3,000
Bills payable	5,000	6,000
Sundry creditors	8,000	9,000
Inventories	5,000	8,000
Short-term investment	10,000	12,000

14. (a) State the limitations of Ratio Analysis.

Or

- (b) Calculate the amount of Current Assets and Current Liabilities.

Current Ratio 2.5

Working Capital Rs. 60,000

15. (a) Draw material procurement budget quantitatives from the following information:

Estimated sales of a product 40,000 units. Each unit of the product requires 3 units of material A and 5 units of material B.

- Estimated opening balance at the beginning of the next year

Finished Product 5000 units

Material A 12000 units

Material B 20000 units

Material on order:

Material A 7000 units

Material B 11000 units

The desirable closing balances at the end of the next year:

Finished product 7000 units

Material A 15000 units

Material B 25000 units

Material on order:

Material A 8000 units

Material B 10000 units

Or

- (b) What are the types of functional budgets?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the scope of management accounting.

17. From the following balances sheets of Aravind Ltd., prepare a statement of changes in working capital and funds flow statement.

Balance sheets					
Liabilities	2005 Rs.	2006 Rs.	Assets	2005 Rs.	2006 Rs.
Share capital	1,00,000	1,25,000	Land	1,00,000	95,000
Reserve	25,000	30,000	Machinery	75,000	84,500
P and L A/c	15,250	15,300	Stock	50,000	37,500
Bank loan	35,000	—	Debtors	40,000	32,000
Creditors	75,000	67,500	Cash	250	300
Provision for	15,000	17,500	Bank	—	4000
Taxation					
	<u>2,65,250</u>	<u>2,55,300</u>	Goodwill	<u>2,65,250</u>	<u>2,55,300</u>
				<u>5,30,500</u>	<u>5,10,800</u>

Additional Information:

- (a) Dividend for Rs. 11,000 was paid during 2006.
- (b) Depreciation on machinery written off in the year 2006 was Rs. 7000.
- (c) A provision for income tax Rs. 16500 was made during the year.

18. The following are the Balance sheet of BR Co. Ltd. as on 31.12.2005 and 31.12.2006.

Balance sheets					
Liabilities	2005 Rs.	2006 Rs.	Assets	2005 Rs.	2006 Rs.
Share capital	2,00,000	2,50,000	Land and Building	2,00,000	1,90,000
Reserve	50,000	60,000	Machinery	1,50,000	1,69,000
P & L A/c	30,500	30,600	Stock	1,00,000	74,000
Mortgage loan (long term)	70,000	—	Sundry Debtors	80,000	64200
Creditors	1,50,000	1,35,200	Cash	500	600
Provision for taxation	30,000	35,000	Bank	—	8000
			Goodwill	<u>5,30,500</u>	<u>5,10,800</u>
				<u>5,30,500</u>	<u>5,10,800</u>

The following assets were purchased:

- (a) Dividend was paid Rs. 23,000
- (b) Assets of another company were purchased for a consideration of Rs. 50,000, payable in shares.
- (c) Machinery was further purchased for Rs. 8000.
- (d) Depreciation written off of machinery Rs. 12,000.

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(For the candidates admitted from 2008–2009 onwards)

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

Fourth Semester

INTRODUCTION TO OPERATIONS RESEARCH – II

Time : Three hours Maximum : 75 marks

PART A – (10 x 2 = 20 marks)

Answer ALL questions.

Answer to each question shall not exceed 6 lines.

1. What is game in game theory?

2. Define gamepure strategy.

3. What do you understand by queue discipline?

What do you mean by traffic intensity?

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7 What is replacement?

8. What are the categories into which the replacement of items are classified?

9. Define buffer stock.

10. Define time horizon.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

Answer to each question shall not exceed 3 pages.

11. (a) What are the assumptions made in the theory of games?
Or

(b) Solve the game whose payoff matrix is given below :

$$\begin{bmatrix} -2 & 0 & 0 & 5 & 3 \\ 3 & 2 & 1 & 2 & 2 \\ -4 & -3 & 0 & -2 & 6 \\ 5 & 3 & -4 & 2 & -6 \end{bmatrix}$$

12. (a) Explain the operational characteristics of the 'Queuing System'.
Or

(b) In a railway marshalling yard, goods trains arrive at a rate of 30 trains per day. Assuming that the inter-arrival time follows an exponential distribution and the service

17. A self-service store employees one cashier at its counter. Nine customers arrive on an average every 5 minutes while cashier can serve 10 customers in 5 minutes. Assuming Poisson distribution for arrival rate and exponential distribution for service rate find

- Average number of customers in the system
- Average number of customers in queue or average queue length
- Average time a customer spends in the system
- Average time a customer waits before being served.

18. The following table shows the jobs of a network along with their time estimate. The time estimates are in days.

Job	Optimistic	Most likely	Pessimistic
1-2	3	6	15
1-6	2	5	14
2-3	6	12	30
2-4	2	5	8
3-5	5	11	17
4-5	3	6	15
5-8	1	4	7
6-7	3	9	27
7-8	4	19	28
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- Draw the project network.
- Find the critical path.
- Find the probability that the project is completed in 31 days.

19. Let the value of money be assumed to be 10% per year and suppose that machine 'A' is replaced after every three years where as machine 'B' is replaced every six years. The yearly costs of both the machines are given below :

Year :	1	2	3	4	5	6
Machine A (Rs.) :	1,000	200	400	1,000	200	400
Machine B (Rs.) :	1,700	100	200	300	400	500

Determine which machine should be purchased.

20. Find the optimum order quantity for a product for which the price breaks are as follows :

Quantity	Unit cost (Rs.)
$0 \leq q_1 \leq 100$	Rs. 20/unit
$100 \leq q_2 \leq 200$	Rs. 18/unit
$200 \leq q_3$	Rs. 16/unit

The monthly demand for the product is 400 units. The storage cost is 20% of the unit cost of the product and the cost of ordering is Rs. 25.

time (the time taken to jump a train) distribution is also exponential with an average of 36 minutes. Calculate

- Expected queue size (line length)
- Probability that the queue size exceeds 10.

13. (a) Explain the rules of network construction.

Or

- (b) A project schedule has the following characteristics.

Activity	Time (days)
1-2	4
1-3	1
2-4	1
3-4	1
3-5	6
4-9	5
5-6	4
5-7	8
6-8	1
7-8	2
8-10	5
9-10	7

14. (a)

Fleet cars have increased their cost as they continue in service due to increased direct operating cost (gas and oil) and increased maintenance (repairs, tyres, batteries, etc). The initial cost is Rs. 3,800 and the trade-in value drops as time passes until it reaches a constant value of Rs. 600. Given the cost of operating, maintaining and the trade-in value, determine the proper length of service before cars should be replaced.

Year of service	Year end	Annual trade in value (Rs.)	Annual operating cost (Rs.)	Annual maintenance cost (Rs.)
1	2,000	1,600	400	
2	1,200	1,900		500
3	800	2,200		700
4	700	2,500		900
5	600	2,800		1,100

From the above information, you are required to

- Construct a network diagram.
- Compute the earliest event time and latest time.

Or

(b) The cost pattern for two machines 'A' and 'B', when more value is not considered is given in the table below :

Year Cost at the beginning of year

	Machine A	Machine B
1	900	1400
2	600	100
3	700	700

Find the cost pattern for each machine when money is worth 10% per year, and hence find which machine is less costly.

15. (a) What are the reasons for maintaining inventories?

Or

- (b) A stockist has to supply 400 units of a product every Monday to his customers. He gets the product at Rs. 50 per unit from the manufacturer. The cost of ordering and transportation from the manufacturer is Rs. 75 per order. The cost of carrying inventory is 7.5% per year of the cost of the product. Find
- The economic lot size
 - The total optimal cost (including the capital cost).

PART C.— (3 × 10 = 30 marks)

Answer any THREE questions.

All questions carry equal marks.

16. Assume that two firms are competing for market share for a particular product. Each firm is considering what promotional strategy to employ for the coming period.

Assume that the following pay off matrix describes the increase in market share of firm 'A' and the decrease in market share of firm 'B'. Determine the optimal strategies for each firm.

Firm B

	No promotion	Moderate promotion	Much promotion
Firm A	5	0	-10
No promotion	10	6	2
Moderate promotion	20	15	10
Much promotion			

- (a) Which firm would be winner, in terms of market share?
- (b) Would the strategies necessarily maximize profits for either of the firms?

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(For the candidates admitted from 2008–2009 onwards)

**B.B.A./B.B.A. [CA] DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2015.**

Fourth Semester

MANAGEMENT ACCOUNTING

Time: Three hours

SECTION A – (10 × 2 = 20 marks)

Answer ALL the questions.

- Define the term “Management Accounting”

2. What is Financial Accounting?

3. What are Fixed Assets?

4. Working capital = Brief out the term

5

With two advantages of each flow statement

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8. How do you calculate G/P. Ratio?

- ### 9. Define – Budget.

- ## 10. What is sales budget?

SECTION B – (5 × 5 = 25 marks)

11. (a) Describe the various objectives of management accounting.

10

from the following balance sheets, calculate funds from operation.					
Liabilities	1979	1980	Assets	1979	1980
Share capital	10,000	15,000	Buildings	10,000	9,500
Reserve	3,000	3,000	Plant	8,000	9,000
P & L A/c	2,000	2,200	Stock	7,000	12,000
6%	8,000	8,000	Investments	—	1,000
Debentures					
Creditors	6,500	5,800	Goodwill	2,000	1,000
Provision for tax	500	1,000	Debtors	3,000	2,500

Discount on share written off 10,000
 Outstanding Exp: 31.12.83 25,000
 Accrued income 31.12.83 8,000

Income Received in Advance 1.1.83 5,000

Profit on sale of machinery 2,000

Loss on sale of furniture 1,000

Income on Investment 4,000

Depreciation Provided 50,000

19. Calculate

(a) G/p Ratio and

(b) Net profit Ratio and

(c) Operating Ratio.

Rs.

June 1,26,000 2,68,000 15,000

(b) 50% of the credit sales are realised in the month following the sales and the remaining

50% in the second month following.

(c) Creditors are paid in the month following the month of purchase.

(d) Cash at bank on 1-4-67 was Rs. 25,000.

Purchases	20,000
Net sales	1,00,000
<hr/>	<hr/>
Closing stock	5,000
Selling expenses	3,000
Administrative expense	2,000

20. ABC company wishes to arrange over draft facilities during the period April to June 1967. Prepare a cash budget for the above period from the following data.

(a)

Month and year	Sales	Purchases	Wages
1967	Rs.	Rs.	Rs.
February	1,80,000	1,24,800	12,000
March	1,92,000	1,44,000	14,000
April	1,08,000	2,43,000	11,000
May	1,74,000	2,46,000	10,000
June	1,26,000	2,68,000	15,000

(For the candidates admitted from 2008 – 2009 onwards)

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

INTERNET AND WEB DESIGN

Time : Three hours Maximum : 75 marks

SECTION A – (10 × 2 = 20 marks)

Answer ALL questions.

1. Define the term "Internet".
 2. What are the two major protocols for accessing email from servers?
 3. How to preview a webpage in internet explorer?
 4. Define : Padding.
 5. How to use a graphic as a hyperlink?
 6. What is an animation?
 7. Write a syntax for height of a table.

8. What is the use of text – based navigation bar?

9. Define : Positioning division.

10. What is the purpose of frameset?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What are the elements of WWW? Explain.

Or

(b) Explain the purpose of HTTP protocol.

12. (a) How do you setup a web location for publishing a web site? Describe.

Or

(b) Write a simple HTML program for unordered list.

13. (a) Write down the purpose of selecting a graphics format.

Or

(b) How do you controlling image size and padding? Explain.

14. (a) Describe about the image map using rectangular.
Or
(b) Write a HTML program for your class time table using table tag.

15. (a) What are the difference between the check box and option button? Explain.
Or
(b) Write a simple HTML program for job advertisement using marquee.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE out of Five.

16. Explain in detail about the advantages of web browser.

17. Discuss about the steps to formatting text to a webpage.

18. Write a HTML program to display college UG course details using hyperlinks.

19. Explain how to apply borders by cascading style sheet.

20. Write a HTML program for news paper website using frames.

(For the candidates admitted from 2012–2013 onwards)

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

Fourth Semester

MONEY, BANKING AND GLOBAL BUSINESS

Time: Three hours **Maximum:** 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define "Branch banking".
 2. What is bankers bank?
 3. What is credit card?
 4. What is 'ATM'?
 5. Define the term 'Deflation'.
 6. What is mean by "Trade cycle"?
 7. What do you understand by Indian money market?

8. What is money market?
9. What is GATT?
10. What is Euro – Currency?
- SECTION B — ($5 \times 5 = 25$ marks)
- Answer ALL questions.
11. (a) Explain the functions of RBI in brief.
Or
(b) Briefly describe the role of commercial banks in economic development.
12. (a) What are the various repayment methods in Indian banking?
Or
(b) State the demerits of credit cards.
13. (a) What are the types of inflation?
Or
(b) Write a note on "Control of deflation".
14. (a) State the important provisions of monetary policy.
Or
(b) Distinguish between capital market and money market.
15. (a) Briefly write about devaluation of money.
Or
(b) Bring out the functions of WTO.
- SECTION C — ($3 \times 10 = 30$ marks)
- Answer any THREE questions.
16. Discuss the functions of central bank in economic development.
Or
17. Explain the recent trends in Indian Banking Sector.
18. Examine the various phases of trade cycle.
19. Distinguish between London money market and New York money market.
20. Explain the various methods of determination of exchange rates.

18. Describe the phases of trade cycle with diagram.

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19. Define money market and explain the characteristics of a development money market and its importance.
 20. Discuss the basic principles, objectives and defects of GATT.

(For the candidates admitted from 2008 – 2009 onwards)

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

Fourth Semester

MONEY, BANKING AND GLOBAL BUSINESS

Time : Three hours Maximum : 75 marks

PART A – (10 × 2 = 20 marks)

Answer ALL questions.

Answer to each question should not exceed 6 lines.

1. Give the meaning and structure of branch banking.
 2. What are the ways of raising bank deposits by commercial banks?
 3. State the meaning for the term monetary policy.
 4. How does open market operations help in controlling credit?

5. Point out any five advantages of credit cards to the banker.
6. What are the different types of e-banking services?
7. List the instruments traded in Indian money market.
8. What is cost – push inflation?
9. Write a short note on GATT.
10. Mention the different forms of foreign capital.
- PART B — (5 × 5 = 25 marks)
- Answer ALL questions.
- Answer to each question shall not exceed 3 pages.
11. (a) Trace the evolution of banking in India.
- Or
- (b) Explain the agency services and general utility services of commercial banks.
12. (a) Write a brief note on the different types of financing.
- Or
- (b) What is e-banking? List out its functions.
13. (a) Define deflation and give the factors that contribute to deflation.
- Or
- (b) Define inflation and point out the different types of inflation.
14. (a) Compare and contrast Indian money market and London money market.
- Or
- (b) Distinguish between money market and capital market.
15. (a) Point out the importance of foreign capital.
- Or
- (b) Write a brief note on Euro currency.
- PART C — (3 × 10 = 30 marks)
- Answer any THREE questions.
- Answer to each question shall not exceed 6 pages.
16. Explain the traditional functions of Reserve Bank of India.
17. Evaluate the different E-banking reforms in the recent years.

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(For the candidates admitted from 2012 – 2013 onwards)

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

Fourth Semester

PRACTICE OF PUBLIC RELATION

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What do you understand by public relations?
2. Write any two importance of public relations.
3. Define Press Relations.
4. What do you understand by editorial reviews?
5. What do you understand by training?
6. Write any two importance of training to the public relations officer.

7. What do you mean by house journals?

8. What do you understand by mobile film shows?

9. Define trade fair.

10. Write short note on music festivals.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What are the essentials of a good public relations?

Or

(b) Explain the role of public relations for commercial organization.

12. (a) Prepare a model press release.

Or

(b) How do you arrange press conference?

13. (a) Discuss the importance of trade fair authority of India.

Or

(b) Discuss the role of Indian Press in effective public relations.

14. (a) How do you design a house journal?

Or

(b) Discuss the role of media relations in effective public relation.

15. (a) What are the merits of marketing fair?

Or

(b) Write the role of sponsorship programme in public relations.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. What are the different methods of public relations?

17. Discuss the importance of public relations department.

18. Explain the role of trade fair authority of India in Promoting Public Relations.

19. Explain the role of publishers, distributors and book sellers.

20. Explain the importance of exhibition and trade fair.

S.No. 1419

19. Explain the following :

- (a) IIMC and
(b) Indian Press.

20. Describe the following :

- (a) Features of music festival and
(b) Types of communication.

S.No. 1387

**08 UBAS 04/
08 UBXS 04**

(For the candidates admitted from 2008–2009 onwards)

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

Fourth Semester

PRACTICE OF PUBLIC RELATIONS

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define – “Public Relations”.
2. Public Relations for commercial organisation –
Write a brief note.
3. Write two duties of public relation officers.
4. Define the term communication.
5. Who is public information officer?

6. Define the term – “Training”.
7. Write a short note on “House Journals”.
8. Write two roles of Magazines in Public Relation.
9. What is Folk Dance?
10. Music festival – write a brief note.
- SECTION B — (5 × 5 = 25 marks)
- Answer ALL questions.
11. (a) What are the features of Public Relations?
Or
(b) Narrate the essentials of public relations.
12. (a) What is a Press Release?
Or
(b) Media and the Public-Narrate.
13. (a) What are the advantages of training?
Or
(b) Write the role of CD and DVD's in press conference.
14. (a) “Documentary films” – Explain.
Or
(b) Write about the Central Board of Film certification.
15. (a) What are the roles of exhibitions in public relations?
Or
(b) What are the informations to highlight by the media people in disaster?
- SECTION C — (3 × 10 = 30 marks)
- Answer any THREE questions.
16. An overview of Public Relations – Explain.
17. How do you organise a press conference?
18. Describe in detail the role of book publishers and distributors.

PART C – (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain in detail the features of human resource management.

மனித வள மேலாண்மையின் தன்மைகளை விவரி.

17. Describe the advantages of human resource planning.

மனித ஆற்றல் திட்டமிடுதலின் நன்மைகள் யாலை?

18. What is selection? Differentiate selection from recruitment.

கோங்கிரஸ்தல் என்னால் என்ன? கோங்கிரஸ்தலுக்கும் ஆளுடுப்புக்கும் உள்ள வேறுபாடுகள் யாலை?

19. Explain the various reasons for accruing stress.

மன அழுத்தம் வருவதற்கான காரணங்களை விவரிக்கவும்.

20. Describe in detail the various process of performance appraisal.

செயல்திறன் மதிப்பிடுதலின் படிமுறைகள் யாலை?

(For the candidates admitted from 2008–2009 onwards)

**U.G. DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2015.**

HUMAN RESOURCE MANAGEMENT

Time: Three hours

PART A – (10 × 2 = 20 marks)

1. Define – 'HRM'.
மனிதவள மேலாண்மை – வரையறு.
 2. Write any two functions of HRM.
மனிதவள மேலாண்மையின் இரு பணிகளை எழுது.
 3. What is HRP?
மனித ஆற்றல் தீட்டமிடுதல் என்றால் என்ன?
 4. Write any two benefits of HRP.
மனித ஆற்றல் தீட்டமிடுதலின் இரண்டு பயன்களை எழுதுக.
 5. What is recruitment?
ஆளுடுப்பு என்றால் என்ன?

08 UBAN 02/
08 UBXN 02

6. What are the two sources of recruitment?

ஆளுடிப்பின் இரண்டு வழிகள் யானவை?

7. Depth interview – Write a short note.

ஆழந்த முறை நேர்காணல் – குறிப்பு வரைக.

8. What is preliminary interview?

தொடக்க நேர்காணல் என்றால் என்ன?

“Termination of employees” – Define.

பணியாளர் நீக்கம் – வரையறை.

10. What is stress?

மன அழுத்தம் என்றால் என்னன?

11. (a) What are the objectives of HRM?

மனதில் வள மேலாண்மையின் நோக்கங்கள் யானவை?

(b) Narrate the importance of HRM.

மனதில் வள மேலாண்மையின் முக்கியத்துவத்தை

கூறு.

12. (a) What are the process of HRP?

மனதில் வள திட்டமிடுதலின் படிநிலைகள் யானவை?

(b) Describe the importance of HRP.

மனதில் ஆற்றல் திட்டமிடுதலின் முக்கியத்துவத்தை

விவரி.

13. (a) Distinguish promotion from transfer.

பதனி உயர்வு மற்றும் இடமாற்றம் – வேறுபடுத்து.

Or

(b) Write about External sources of recruitment.

புறவழி ஆணைப்படி என்பதைப் பற்றி எழுதுக.

14. (a) What are the differences between formal and informal interview?

முறைப்படி மற்றும் முறைப்படியால்லது நேர்காணல் வேறுபடுத்துக.

Or

(b) What are the principles to be followed while conducting an interview?

நேர்முகப் போட்டி நடத்தும் போது கவனிக்க வேண்டிய கோட்டாடுகள் யானவை?

15. (a) Explain the objectives of transfer of employees.

பணியாட்களை ஒரு இடத்திலிருந்து இன்னொரு இடத்திற்கு மாற்றம் செய்வதன் நோக்கங்கள் யானவை?

Or

(b) What are the benefits of promotion?

பதனி உயர்வினால் ஏற்படும் நன்மைகள் பாலவை?

18. Narrate in detail the customs clearance for imported goods.

19. Explain the various procedures to be followed by the exporter of the goods.

20. What is Bill of Lading and state its contents?

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08 UBAS 05/
08 UBXS 05

(For the candidates admitted from 2008-2009 onwards)

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

Fourth Semester

EXPORT – IMPORT DOCUMENTATION
PROCEDURES

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define the term export.
2. What is "Documentation"?
3. "Commercial Invoice for exports" – Write a brief note.
4. What is foreign exchange?
5. Define "Bill of Exchange".
6. "Bill of Entry" – Brief out the term.

7. What is certificate of origin?

8. What do you meant by "Consular Invoice"?

9. Write two importance of Airway Bill.

10. "Certificate of Measurement" – Brief out.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Name the various regulatory documents for exports.

Or

(b) Briefly present the purpose for and types of post-shipment finance.

12. (a) What are the contents of shipping bill for export?

Or

(b) Briefly present the purpose for and types of post-shipment finance.

13. (a) What is Export Licence? And state its nature.

Or

(b) Brief out the nature and contents of bills of exchange.

14. (a) Brief out the following terms :

- (i) CIF and
- (ii) FOB.

Or

(b) What is unitised container? And state types of containers.

15. (a) What are the types of Bill of entry for importing goods?

Or

(b) What are the difference between Import and Export?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Export documentation – Explain in detail.

17. What are clearing Agencies and state their roles in importing the goods?

S.No. 1388

2

S.No. 1388

3

15. (a) Briefly discuss the various methods of performance appraisal.

பணி மதிப்பிட்டுள் பல்வேறு வகைகளை எழுது.

Or

- (b) Explain the importance of training to employees and employers.

பயிற்சியளித்தவின் முக்கியத்துவத்தை எழுதுக.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the need and limitations of human resource management.

மனிதவள மேலாண்மையின் வரையறைகளை எழுதுக.

17. Outline the steps involved in the human resource planning process.

மனிதவள தீட்டுமிடுதலின் படிநிலைகளை எழுதுக.

18. Discuss various sources of recruitment.

ஆள்கோட்டின் பல்வேறு வழிகளை எழுதுக.

19. What is an interview? What purpose does it serve?

Discuss various types of interviews.

நோமுக்த தோஷ என்றால் என்ன? என்ன நோக்கத்திற்காக சொய்யப்படுகிறது? நோமுக தோஷின் பல்வேறு வகைகளை எழுது.

20. Explain briefly the general methods of training of personnel.

பயிற்சியளித்தவின் பல்வேறு வகைகளை விவரி.

**12 UBAN 02/
12 UBAA 09**

S.No. 1416
(For the candidates admitted from 2012–2013 onwards)

U.G. DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2015.

Fourth Semester

HUMAN RESOURCES MANAGEMENT

Time : Three hours

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define HRM.

மனிதவள மேலாண்மை வரையறு.

2. Write any two scope of HRM.

மனிதவள மேலாண்மையின் இரண்டு எல்லைகளை எழுது.

3. Define HRP.

மனிதவள தீட்டுமிடுதல் வரையறு.

4. What do you understand by manpower plan?

மனிதவள தீட்டும் பாற்றி நிலைவைது என்ன?

5. What is application blank?

எழுதுப்படாத விண்ணப்பம் என்றால் என்ன?

6. What do you mean by recruitment?
ஆள் சொட்டு பற்றி நீ அறிவது என்ன?

7. What is personality test?
ஆர்தாமை தேர்வு என்றால் என்ன?

8. Define stress interview.
மன அழுத்த நேர்க்கணங்கள் வரையறு.

9. What is performance appraisal?
பணி மதிப்பீடு என்றால் என்ன?

10. Define training.
பயிற்சியளித்தல் வரையறு.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What are the objectives of human resource management?
மனிதவன மேலாண்மையின் நோக்கங்கள் யானவ?

Or
(b) Briefly explain the nature of human resource management.
மனிதவன மேலாண்மையின் இயல்மேட சுருக்கமாக விவரி.

12. (a) Discuss the objectives of manpower planning.
மனிதவன திட்டமிடுதலின் நோக்கங்கள் பற்றி எழுதுக.

Or
(b) What are the benefits of manpower planning?
மனிதவன திட்டமிடுதலின் பயன்கள் யானவ?

13. (a) Discuss various steps involved in selection process.
மனிதவன தெரிவு செய்தலின் பல்வேறு படிநிலைகளை எழுதுக.

Or
(b) Briefly explain the difference between recruitment and selection.
ஆள்கேர்ப்பு மற்றும் தெரிவு செய்தலின் வேறுபாடுகளை எழுது.

14. (a) Discuss the characteristics of a good test.
நல்ல தெரிவின் சிறப்பியல்புகளை எழுது.

Or
(b) Discuss various guidelines to be followed for an interview.
நேர்முக தேர்வின் பல்வேறு வழிகாட்டி முறைகளை எழுது.

(For the candidates admitted from 2008-2009 onwards)

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

PRODUCTION AND MATERIALS MANAGEMENT

Time : Three hours Maximum : 75 marks

SECTION A – (10 × 2 = 20 marks)

Answer ALL questions.

2. What do you understand by Reengineering?
 3. Define production.
 4. Define Integrated Materials Management.
 5. What is Maintenance?
 6. What is EOQ?
 7. Explain materials planning.
 8. Define inventory.

9. What do you mean by vendor rating?

10. Define material handling.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Discuss any five factors influencing plant location.

Or

(b) Comment about the recent trends in production management.

12. (a) Discuss the principles of production planning and control.

Or

(b) Explain preventive maintenance with its advantages.

13. (a) Discuss the importance of materials management.

Or

(b) Explain integrated materials management processes.

14. (a) Discuss Inventory costs.

Or

(b) State and explain the techniques of material planning.

15. (a) Discuss about Make-or-Buy decisions.

Or

(b) Explain the objectives of material handling.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the various types of plant layout.

17. Explain the process of production planning and control.

18. Materials occupy a significant place in industrial organisation – comment.

19. Discuss the various tools of inventory control.

20. Explain purchasing procedure.

(For the candidates admitted from 2012–2013 onwards)

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

Fourth Semester

EXPORT-IMPORT DOCUMENTATION AND PROCEDURES

Time : Three hours Maximum : 75 marks

PART A – (10 × 2 = 20 marks)

Answer ALL questions.

1. Define trade document.
 2. Define export management.
 3. What is proforma invoice?
 4. What do you mean by regulatory document?
 5. What is GR-I form?
 6. What do you understand by letter of credit?
 7. What do you understand by containerization?

8. What is meant by shipping bill?
9. Define indent.
10. Write any import documents.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What is the significance of the export documentation?
Or
12. (a) What are the types of letter of credit?
Or

- (b) What are the methods of financing exports?

12. (a) What are the types of letter of credit?
Or

- (b) What are the documents required for pre-shipment?

13. (a) What purpose does a bill of lading serve?
Or

- (b) What are two types of foreign bill of exchange?

14. (a) What are the three types of shipping bill?
Or

- (b) Briefly explain the containerization procedure.

15. (a) How Import procedure simplified?
Or
- (b) What are the key documents used in importing?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Classify the various exports documents.
17. State the particulars and significance of various documents used in the export trade.
18. Explain briefly the regulatory documents.
19. Explain the various stages involved in the processing of an export order.
20. Explain the stages in import transaction.

S.No. 1420

3

S.No. 1420

PART C = (3 x 10 = 30 marks)

S.No. 1097

12 UBMN 02

Answer any THREE questions.

16. Mention the agency services of a banker.

କୁରୁ ବାଙ୍କିଯାଗିଳିଙ୍କ ମୁକଵାର ପଣ୍ଡିତଙ୍କଙ୍କଙ୍କ ଶ୍ରୀନିତିପତ୍ରରେ,

17. What precautions are to be taken by a banker

Winn opening of a/c.

கணக்களைத் தொடர்வுகிவதற்கு முன் எங்குப் பேர்ன்றிய முன் எச்சிரிக்கைகள் யானவ? கீழ்க்கண்ட

18. How a cheque differs from promissory note?

ଲେଖକ କାହୋଳେବ, କଟଣ ଉର୍ଧ୍ଵ ପତନରୁତ୍ଥିଲ ଛର୍ମନୁତ୍ତ ଗବବାରୁ
ଲେଖନ ଦୀର୍ଘାବ୍ଦୀ

19. Describe the types of crossings.

கீறவிடுதலின் வகைகளை விவரி.

20. Write about alteration of cheques.

காஸோலையின் திருத்தங்களை எடுப்பதற்கு எழுதுக.

卷之三

ପରିବାରକୁ ଦେଖିଲୁଛନ୍ତି ଏହାରେ ମଧ୍ୟରେ କିମ୍ବା କିମ୍ବା କିମ୍ବା କିମ୍ବା କିମ୍ବା

4. Expand SB A/C.
SB A/C සේ ඩිරිඩාක්සු.

(For the candidates admitted from 2012–2013 onwards)

U.G. DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2015.

Fourth Semester

BANKING PRACTICE

Time : Three hours

PART A – (10 × 2 = 20 marks)

Answer ALL questions.

1. Define Bank.

• ୧୮୭୫ ପରିମାଣକାର୍ଯ୍ୟ

2. Who Is a Customer?

ପ୍ରାଚୀ କଣ୍ଠକପାତ୍ର ॥ ୩୫ ॥ ପାଠ

5. Name Negotiable instruments.
மாற்றுமுறை ஆவணங்களைப் பெயரிடுக.

6. What is pay in slip?
பணம் செலுத்தும் சீட்டு என்றால் என்ன?

7. Expand D.D.

D.D. கீ விரிவாக்கு

8. What is promissory note?
கடன் உறுதி தத்திற்ம என்றால் என்ன?

9. Who are parties to a cheque?
காசோலையடின் தொடர்புடைய நபர்கள் யாவர்?

10. What is open cheque?
திறந்த காசோலை என்றால் என்ன?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Name the types of Banks.
வங்கியின் வகைகளைப் பெயரிடுக.
Or
(b) Explain the main functions of a bank.
வங்கியின் பூக்கிய பணிகளை விளக்குக்.
12. (a) Write a note on FDR.
நிலைத்த வைப்பு ரசீது பற்றி ஒரு குறிப்பு வரைக.
Or
(b) Write a note on recurring deposit.
தொடர் வைப்பு பற்றி ஒரு குறிப்பு வரைக.
13. (a) What are bank instruments?
வங்கி காதனங்கள் யானால்?
Or
(b) How pay in slip differs from withdraws form?
பணம் செலுத்தும் படிவம் எவ்விதத்தில் எடுக்கும் படிவத்துடன் மாறுபட்டது?
14. (a) Who can accept a bill?
மாற்றுக்கீட்டினை யார் ஏற்படுத்து?
Or
(b) Write a note on dishonours of bill.
மாற்றுக்கீட்டினை மறுபது பற்றி ஒரு குறிப்பு வரைக.
15. (a) What are the merits of using a cheque?
ஒரு காசோலையை பயன்படுத்துவதால் ஏற்படும் நன்மைகள் யானால்?
Or
(b) Write a note on marking of cheques.
காசோலையைக் குறிப்பிடுதல் பற்றி ஒரு குறிப்பு வரைக.

(For the candidates admitted from 2008 – 2009 onwards)

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

ELEMENTS OF BUSINESS LAW

Time : Three hours Maximum : 75 marks

PART A – (10 x 2 = 20 marks)

Answer ALL questions.

- What is meant by voidable contract?
 - What do you mean by capacity to contract?
 - By whom must contracts be performed?
 - What is meant by ordinary damages?
 - Mention any two duties of bailee.
 - What is meant by general lien?
 - Give two examples of documents of title to goods.

8. What do you mean by condition?

9. What is a holding company?

10. What are the clauses of Memorandum of Association?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What are the legal rules as to offer?

Or

(b) Explain the position of a minor as regards his agreements.

12. (a) Explain various kinds of Quasi – contracts.

Or

(b) What are the rules of law relating to time and place of performance of a contract?

13. (a) What are the essential features of a contract of guarantee?

Or

(b) What are the rights and obligations of finder of goods?

14. (a) Distinguish between sale and agreement to sell.

Or

(b) Explain the classification of goods.

15. (a) Explain the characteristics of a company.

Or

(b) Distinguish between Memorandum of association and Articles of Association.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. List out the agreements which are opposed to public policy.

17. Describe briefly the various modes of discharge of a contract.

18. Explain various rights of pawnee and pawnor.

19. Explain the rules as to delivery of goods.

20. Explain the procedure for alteration of the contents of Memorandum of Association.

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S.No. 1398

19. Briefly state the provisions of the companies Act, 1956, regarding the mode of appointment of the directors of company.

20. At what movement does a winding up by the court commence? What are the consequences of a winding up order?

(For the candidates admitted from 2012-2013 onwards)

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

Fourth Semester

COMPANY LAW

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is a private company?
2. What is statutory company?
3. Who is a promoter?
4. What is a memorandum of association?
5. Define 'Prospectus'.
6. What do you understand by dividend?
7. Write any two qualifications of a director.

8. What do mean by agenda?
9. What do you understand by the winding up of a company?
10. Write a note on 'winding up of unregistered companies'.
- PART B — (5 × 5 = 25 marks)**
- Answer ALL questions.
11. (a) What are the important characteristics of a private company?
Or
(b) Write any five difference between a private and a public company.
12. (a) List the contents of memorandum of association.
Or
(b) Can a company ratify an act which is the ultra vires the company?
13. (a) Who are liable for misstatements in a prospectus? Explain the extent of civil and criminal liability for such misstatements.
Or
(b) Give the statutory provisions with regard to share warrants.
14. (a) What are different kinds of meetings of the shareholders of a company?
Or
(b) What are the requisites of a valid contract?
15. (a) What are the different mode of winding up?
Or
(b) State what debts are preferential in the winding up of an insolvent company.
- PART C — (3 × 10 = 30 marks)
- Answer any THREE questions.
16. State in brief the various kinds of companies which can be registered under the companies Act 1956.
17. Define articles of association and give the content thereof.
18. Define 'share'. What are the different types of shares that may be issued by a company?
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- S.No. 1398
- 2
- S.No. 1398

18. Explain in detail the duties and liabilities of the directors.

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19. Discuss the following :

- Persons eligible to file petition for winding up of a company.
- Various duties of the liquidator.
- Statement of affairs.

20. Describe in detail the differences between –

- Preference and Equity Shares
- Shares and Debentures.

(For the candidates admitted from 2008 – 2009 onwards)

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

Fourth Semester

BUSINESS LAW - II

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

- Define the term 'Company'.
- What is Government Company?
- Write a brief note on the term "Certificate of Incorporation".
- What is Memorandum of Association?
- Define – Prospectus.
- What is meant by the term shares?

7. What do you understand the term "Extra Ordinary General Meeting"?

8. What is Minute?

9. Who is 'Contributory'?

10. Give a brief note on "Winding Up".

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What are the characteristics of a Joint Stock Company?

Or

(b) What are Chartered Companies and statutory companies?

12. (a) "Constructive Notice of Memorandum and Articles of Association" – Describe.

Or
(b) What is statutory meeting? And what are the rules regarding the conducting of the statutory meeting?

Or
(b) What is statutory meeting? And what are the rules regarding the conducting of the statutory meeting?

13. (a) "Liability for misstatements in prospectus" – Brief out the term.
Or
(b) What are the characteristics of debenture?
14. (a) "Ordinary Vs Special Resolution" – Narrate.
Or
(b) What is statutory meeting? And what are the rules regarding the conducting of the statutory meeting?

15. (a) Distinguish – Members Voluntary winding up from creditors voluntary winding up.
Or
(b) What are the powers of the liquidator?
PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. What are the differences between private company and public company?

17. Explain the following:

- (a) Contents of Articles of Association.
(b) Doctrine of Indoor Management.

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