

S.No. 1556

17UBA06/17UIB06/
17UBAA09

(For the candidates admitted from 2017-2018 onwards)
B.B.A. DEGREE EXAMINATION, NOVEMBER 2018.

Second and Third Semester

HUMAN RESOURCE MANAGEMENT

(Common for B.B.A. (IB)/B.Sc. Psychology)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define human resource management.
2. What is job specification?
3. List out the contents of job description.
4. What is apprenticeship training?
5. Define induction.
6. What is human resource development?

7. What is a behaviorally anchored rating scale?
8. What is transfer?
9. Define labour turnover
10. What is career planning?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions, choose either (a) or (b).

11. (a) Explain the nature of human resource management.

Or

- (b) What are the objectives of job analysis?

12. (a) What is the need for manpower planning?

Or

- (b) Differentiate between selection and recruitment.

13. (a) What are the important types of selection tests?

Or

- (b) Explain the advantages of interview technique in selection process.

14. (a) Explain the significance of training.

Or

- (b) Write a short note on factors that influence quality of work life in Indian organizations.

15. (a) Explain the advantages of potential appraisal.

Or

- (b) What are the purpose of transfer and promotion?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Briefly explain the functions of human resource management in detail.
17. Enumerate the manpower planning process in detail.
18. Discuss the need and importance of training and development.
19. Comment on various sources of recruitment and their relative merits and demerits.
20. Classify and discuss techniques of performance appraisal with suitable examples.

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17UECA03

(For the candidates admitted from 2017-2018 onwards)

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018.

Second and Third Semester

Allied Course III — MANAGERIAL ECONOMICS

(Common for B.B.A (CA)/B.B.A. (IB))

Time : Three hours

Maximum : 75 marks

PART A — ($10 \times 2 = 20$ marks)

Answer ALL questions.

1. Define 'business economics'
2. What is elasticity of demand?
3. Define 'Oligopoly'.
4. What is monopolistic competition?
5. What is GNP?
6. What is a cost curve?
7. State any two features of duopoly.

8. Differentiate between socialistic economy and capitalistic economy.
9. List out any three methods of measuring price elasticity of demand.
10. What is percapita Income?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

Choose either (a) or (b).

11. (a) Explain the salient features of modern business economics.
Or
(b) What are the objectives of a business firm?
12. (a) What are the characteristics of perfect competition?
Or
(b) Explain the advantages and disadvantages of duopoly in brief.
13. (a) What are the attributes of production function?
Or
(b) Differentiate between internal economies and external economies.

14. (a) What are the measures to control trade cycle?
Or
(b) What are the major effects of deflation?
15. (a) Explain the consequences of disequilibrium in balance of payment.
Or
(b) What is NNP? What is the purpose of it?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Comment on the factors that affect demand in detail.
17. Elaborate how pricing and output decisions are made in an oligopolistic market.
18. Briefly explain the laws of returns to sale. Describe them using iso-quants.
19. What are the main causes of inflation? How does inflation affect the economy?
20. Enumerate the impact of current account and capital account on the balance of payment of a country.

Compute

- (a) Payback period
 - (b) Average rate of return
 - (c) NPV at 10% discount rate
 - (d) Profitability index at 10% discount rate.
18. Discuss the sources of finance in detail.
19. Elaborate the various determinants of dividend policy in a company.
20. XY Ltd, a trading company provides the following information. Annual sales during the year was Rs. 24,00,000
Cost of production = 60%
Operating expenses 15%
Profit 25%
Average credit allowed to debtors $2\frac{1}{2}$ months
Average credit period allowed by creditors – $1\frac{1}{2}$ months
Raw materials remain in store on average – 1 month
Processing period on average – 2 months
Finished goods remain in warehouse on average – 3 months
Bank overdraft Rs. 10,00,000
10% of the total working capital (including contingencies) is to be kept in hand for contingencies. You are required to determine the working capital requirement of XY Ltd. on the basis of the given information.

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B.B.A. DEGREE EXAMINATION, NOVEMBER 2018.

Third Semester

FINANCIAL MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — ($10 \times 2 = 20$ marks)

Answer ALL questions.

1. Name the 6 A's of financial management.
2. State the objectives of financial management.
3. Write a note on Investment decision.
4. How do you compute pay-back period?
5. What is capital structure?
6. What are the types of leverages?
7. What is cost of capital?
8. What is weighted average cost of capital?
9. List out any two types of working capital management.
10. What is cash management?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Outline the methods of financial management.
Or
(b) Discuss the functions of a financial manager.
12. (a) Explain the various factors influencing capital budgeting decisions.
Or
(b) The company wants to reduce its labour cost by installing a new machine. Two types of machines are available in the market, machine X and machine Y. Machine X would cost Rs. 18,000 where as machine Y would cost Rs. 15,000. Both the machines can reduce annual labour cost by Rs. 3,000. You are required to calculate payback period method of both the machine.
13. (a) What are the types of leverages?
Or
(b) Describe the importance of capital structure.
14. (a) The source of capital structure are enumerated below:
- | Source | Rs. |
|----------------------|-----------|
| Equity share | 8,00,000 |
| 14% preference share | 5,00,000 |
| 10% term loan | 10,00,000 |

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The expected dividend on equity capital is 10%. The company tax rate is 50%. You are required to calculate the weighted average cost of capital, before and after tax.

Or

- (b) Explain the types of dividend policy.
15. (a) Write a note on cash and motives of holding cash.
Or
(b) What do you mean by working capital management? Explain its importance in finance function.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Define financial management. What are the objectives of financial management? Discuss in detail.
17. A company is considering an investment proposal to install a new milling control at a cost of Rs. 50,000. The facility has a life expectancy of 5 years without any salvage value. The firm uses SLM of depreciation and the same is used for tax purposes. The tax rate is assumed to be 35%. The estimated cash flows before depreciation and tax [CFBDT] from the investment proposal are as follows:

Years	1	2	3	4	5
CFBDT (Rs.)	10,000	10,692	12,769	13,462	20,385

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(For the candidates admitted from 2017-2018 onwards)

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018.

III Semester

MARKETING MANAGEMENT

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define marketing.
2. What is market segmentation?
3. What is buying motive?
4. What is PLC?
5. State any 2 objectives of pricing.
6. What is product mix strategy?
7. Define publicity.
8. List out the features of advertising.

9. What is sales promotion?
10. What is relationship marketing?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions. Choose either (a) or (b)

11. (a) Explain the scope of modern marketing in short.
Or
(b) Write a short note on micro environmental factors influencing marketing functions.
12. (a) Explain the objectives of market segmentation.
Or
(b) Why do we need to understand the consumer behavior?
13. (a) What are the factors that influence pricing decisions?
Or
(b) Explain the important types of consumer products.
14. (a) What are the functions of advertising media?
Or
(b) Explain the need for sales promotion in brief.

15. (a) Explain the functions of a wholesaler in short.

Or

- (b) What are the features of telemarketing?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Enumerate the important functions of a marketing manager in detail.
17. What are the factors influencing buying behavior? Explain with examples.
18. Classify the significant tools of sales promotion and its effectiveness in marketing of products and services.
19. Enumerate the important phases of product life cycle and respective marketing strategies.
20. Comment on recent trends in marketing.