

18BBA101

Reg. No.....

**CREDIT BASED FIRST SEMESTER B.B.A DEGREE EXAMINATION OCTOBER 2018**  
**BUSINESS ADMINISTRATION**  
**MANAGERIAL ECONOMICS**

Duration: 3 Hrs.

Max. Marks: 80

**SECTION – A**

Answer any **THREE** questions:

3×15=45

1. What is Managerial Economics? What are the responsibilities of Managerial Economist?
2. Define Demand. What are the determinants and exceptions to the law of demand?
3. What is monopolistic competition? Explain equilibrium of price output determination under monopolistic competition.
4. Describe the various methods of elasticity?

**SECTION – B**

Answer any **FIVE** questions:

5×5=25

5. What is Oligopoly? Explain the features of Oligopoly?
6. Briefly describe the short run cost behavior?
7. Write a note on interval Economies of scale.
8. What are the objectives of demand forecasting?
9. Explain the functions of demand?
10. Define Law of supply and exceptions to the law of supply.

**SECTION – C**

11. Answer **ALL** the questions:

5×2=10

- a) What is a Oligopsony?
- b) Give the meaning of Total Revenue.
- c) Define Average Cost.
- d) Define Monopoly.
- e) Give the formula of Income elasticity of demand.

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**CREDIT BASED FIRST SEMESTER B.B.A DEGREE EXAMINATION OCTOBER 2018**  
**BUSINESS ADMINISTRATION**  
**BUSINESS COMMUNICATION**

Duration: 3 Hrs.

Max. Marks: 80

**SECTION – A****Answer any THREE questions:****3×15=45**

1. What is Business Communication? Explain the different types of Communication.
2. What is a Report? Describe the types and steps in writing a Report.
3. a) Draft a circular letter from Nirmala Traders, Hosadurga, Karnataka Announcing introduction of a new soap. (07)  
b) Draft an appointment letter to Miss Bhavya, Bangaluru intimating her appointment to assistant sales manager and the terms of appointment. (08)
4. a) What is Complaint Letter? What are the various reasons for writing complaint letters?(07)  
b) Explain briefly the steps involved in a good presentation. (08)

**SECTION – B****Answer any FIVE of the following:****5×5=25**

5. Explain the process of communication with the chart.
6. Explain the importance of communication skills.
7. Write a note on Tele Conferencing and Video Conferencing.
8. Write a letter enquiring your suppliers about the price and time of delivery of sun umbrellas.
9. Explain the needs of business Correspondence.
10. Explain the principles of a good business report.

**SECTION – C****11. Answer ALL the questions:****5×2=10**

- a) What is meant Verbal Communication?
- b) What is meant by Fax?
- c) Define Communication.
- d) What is meant by Termination Order?
- e) What is E-Commerce.

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18BBA103

Reg. No.....

**CREDIT BASED FIRST SEMESTER B.B.A DEGREE EXAMINATION OCTOBER 2018**  
**BUSINESS ADMINISTRATION**  
**PRINCIPLES OF MANAGEMENT**

Duration: 3 Hrs.

Max. Marks: 80

**SECTION – A**

**Answer any THREE of the following:**

**3×15=45**

1. Explain the principal contribution of F.W. Taylor to the development of Management thought.
2. "Planning is fundamentally choosing and a planning problem arises when an alternative course of action is discovered". Elucidate and explain the steps involved in planning process.
3. Define Organisation. Explain the principles and process of Sound Organisation.
4. Explain the need for control in a business enterprise. Discuss briefly process of control.

**SECTION – B**

**Answer any FIVE of the following:**

**5×5=25**

5. Write a note on functional Foremanship.
6. Define MBO and explain its features.
7. What are the qualities of a good leader?
8. Define Decentralization. How does it differ from delegation of authority?
9. Briefly explain the functions of Management.
10. Define Directing. Explain the process involved in Directing.

**SECTION – C**

**11. Answer ALL the following:**

**5×2=10**

- a) Expand PODSCORB.
- b) Mention the elements of Staffing.
- c) What is Standing Plan?
- d) What is meant by span of control?
- e) Mention the types of Leadership.

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**CREDIT BASED FIRST SEMESTER B.B.A DEGREE EXAMINATION**  
**OCTOBER 2018**  
**BUSINESS ADMINISTRATION**  
**PRINCIPLES OF ACCOUNTANCY**

Duration: 3 Hrs.

Max. Marks: 80

**Note: Provide working notes wherever necessary****SECTION - A****Answer any THREE questions:****3×15=45**

1. From the following trial balance of Shri Nishanth, Prepare Trading Account, Profit and Loss Account and Balance Sheet as on 31.03.2018.

	Dr. (₹)	Cr. (₹)
Nishanth's Capital	-	50,000
Nishanth's Drawings	5,000	-
Plant and Machinery	6,000	-
Land and Building	10,000	-
Purchases	80,000	-
Sales	-	1,00,000
Returns	10,000	8,000
Stock on 01.04.2017	15,000	-
Furniture	10,000	-
Salaries	1,500	-
Insurance	400	-
Rent	800	-
Debtors	15,200	-
Creditors	-	11,000
Bills Receivable	4,800	-
Bills Payable	-	4,000
Commission	-	600
Interest	-	200
Carriage Inwards	600	-
Wages	2,400	-
Investments	4,000	-
Printing and Stationery	1,600	-
Cash in Hand	6,500	-
	1,73,800	1,73,800

**Adjustments:**

- Closing Stock was valued at ₹26,000.
- Outstanding liabilities were rent ₹ 400, Wages ₹800, Salaries ₹600
- Insurance was prepaid to the extent of ₹100
- Depreciate Land and Buildings at 5% and Plant and Machinery at 10%
- Provide provision for doubtful debts at 5% on debtors.

2. Receipts and Payments Account for the year ending 31.12.2017 of Maya Sports Club, Udupi is given below:

Receipts	₹	Payments	₹
To Balance b/d	70,000	By Furniture	20,000
To Entrance fees	50,000	By Games Expenses	40,000
To Donations	30,000	By Sports Materials	80,000
To Tournaments	20,000	By Subscription to newspaper	10,000
To Subscriptions	35,000	By Electric charges	5,000
To Life membership fees	30,000	By Rent	10,000
To Interest	10,000	By Balance c/d	80,000
	2,45,000		2,45,000

Other Balances on 1.1.2017.

Buildings ₹2,00,000, Furniture ₹50,000, sports materials ₹60,000. Subscription in arrears ₹10,000. Rent due for 2016 ₹5,000. Donations are capitalized. Provide depreciation on building at 5%, sports material ₹10,000. Subscriptions due for 2017 ₹5,000.

Prepare Income and expenditure A/c and Balance Sheet as on 31.12.2017.

3. Enter the following Transactions in Three Column Cash Book of Nikhil Traders.

2018 April

- 1 Commenced business with ₹10,000 in cash
- 2 Opened a bank Account with ₹8,000
- 3 Arun paid ₹490 in full settlement of his Account for ₹500
- 5 Bought goods for Cash ₹1,500
- 8 Drew a cheque for Personal use ₹200
- 10 Drew from bank for office use ₹1,000
- 12 Bought goods for ₹1,500 and paid by cheque immediately.
- 15 Received for cash Sales ₹1,000.
- 16 Received a cheque from Bharath ₹500
- 17 Paid Bharaths cheque into Bank
- 20 Paid Salaries by Cheque ₹500
- 23 Nataraja directly paid into our bank account ₹1,000
- 24 Paid Neetha ₹495 in full settlement of ₹500
- 26 Received Commission ₹100
- 27 Cash withdrawn for personal use ₹100
- 30 Sold goods for cash ₹600 and remitted the same into bank.

4. Metro Ltd. purchased a machine on 1.4.2014 for ₹1,60,000. On 1.10.2015 another machine was purchased for ₹1,40,000. On 1.10.16 the first machine was sold for ₹1,20,000. On the same date another machine was purchased for ₹1,00,000. On 1.10.17 the second machine was sold for ₹92,000. Rate of depreciation was 10% on original cost annually on 31<sup>st</sup> March.

Prepare Machinery Accounts and depreciation A/C for 4 years.

# SECTION - B

Answer any FIVE questions:

5×5=25

5. From the following particulars prepare a Bank Reconciliation statement of Swadeshi Stores on 31.01.2018.

Bank Overdraft as per Cash Book ₹8,000

- 1) Cheque deposited into bank, but no entry was passed in Cash Book ₹300
  - 2) Cheque received, but not sent to bank ₹1,000.
  - 3) Insurance premium paid directly by bank understanding advice ₹500.
  - 4) Bills directly collected by bank ₹2000.
  - 5) Cheques returned back, but no entry passed ₹400.
6. Explain the different types of Accounting Errors?
7. Define Accounting? Explain the features of Accounting.
8. Enter the following transactions in the purchases return book for the month of April 2018.
- 02.04.18 Returned goods worth ₹2,500 to Dev and company Mangalore.
- 15.04.18 Goods worth 2,250 to Sharma and Co, Mumbai.
- 20.04.18 allowance claimed from Rahul, Kalyanpur for shortage ₹2,150.
- 24.04.18 Returned goods worth ₹275 to Khan and Brothers Mangalore.
9. From the following balances, prepare a Trial Balance.

Particulars	₹
Buildings	3,00,000
Machinery	85,000
Bills Receivables	14,000
Bills Payable	13,000
Cash	2,000
Discount Received	15,000
Bank Overdraft	50,000
Creditors	2,50,000
Purchases	5,00,000
Capital	3,68,000
Fixtures	28,000
Sales	5,20,000
Debtors	3,00,000
Interest (Received)	13,000

10. On 1 September, 2010, Kamal drew a three months bill on Bimal for 500 and the latter accepted the same. On the due, Bimal requested kamal to take 220 in cash (₹20 for interest) and to draw on him a new bill for 300 for 3 months in cancellation of the old bill. Kamal agreed to this proposal. Pass Journal entries in the books of drawers.

SECTION - C

11. Answer ALL the following:

5×2=10

- a) What is Journal?
- b) Name any two Accounting Concepts?
- c) State any two causes of depreciation?
- d) What is contra entry?
- e) Define bills of Exchange?

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BBA 301

Reg. No.....

**CREDIT BASED THIRD SEMESTER B.B.A DEGREE EXAMINATION OCTOBER 2018**  
**BUSINESS ADMINISTRATION**  
**BUSINESS LAW**

Duration: 3 Hrs.

Max. Marks: 80

**SECTION – A**

**Answer any THREE questions:**

**3×15=45**

1. Define Acceptance. What are the essentials of a valid acceptance?
2. What is legality of object? When is the object or consideration said to be unlawful?
3. What is prospectus? What are the consequences of misstatement in the prospectus?
4. Who is a Company Director? What are the different ways of appointment and removal of directors?

**SECTION – B**

**Answer any FIVE questions:**

**5×5=25**

5. Explain any five essentials of a valid contract?
6. Who is a minor? What are the provisions of contract act relating to minor's agreements?
7. Define and distinguish between coercion and undue influence.
8. What is meant by lifting of corporate veil? Under what circumstances it can be lifted?
9. Distinguish between Memorandum of Association and Articles of Association.
10. What are the essentials of a valid company meeting?

**SECTION – C**

**11. Answer ALL the questions:**

**5×2=10**

- a) Define proposal.
- b) What is a voidable contract?
- c) What is a statute law?
- d) Give two essentials of fraud.
- e) Who is a promoter?

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**CREDIT BASED THIRD SEMESTER B.B.A DEGREE EXAMINATION OCTOBER 2018**  
**BUSINESS ADMINISTRATION**  
**HUMAN RESOURCE MANAGEMENT**

Duration: 3 Hrs.

Max. Marks: 80

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**SECTION – A**

**Answer any THREE questions:****3×15=45**

1. What are the methods of Job evaluation?
2. Explain the Line & staff relationship in Organization design.
3. Briefly explain the sources of Recruitment?
4. Describe the objectives & Process of Strategic Human Resource Management.

**SECTION – B**

**Answer any FIVE questions:****5×5=25**

5. What are the objectives of Human Resource Management? Explain.
6. Explain the recent trends of Recruitment & Selection?
7. Explain the advantages of Training?
8. Describe the ethical issues in wages and salary administration?
9. Explain the uses of Job Analysis.
10. Case Study:

Dinesh, a machine operator, worked as a mechanist for Ganesh, the supervisor. Ganesh told Dinesh to pick up some trash that had fallen from Dinesh's work area, and Dinesh replied, "I won't do the junior's work".

Ganesh replied, "When u drop it, you pick it up". Dinesh became angry and abusive calling Ganesh a number of names in a loud voice and refusing to pick up the trash. All employees in the department heard Dinesh's comments.

Ganesh had been trying for two weeks to get his employees to pick up trash in order to have cleaner workplace and prevent accidents. He talked to all employees in a weekly departmental meeting and to each employee individually at least once. He stated that he was following the instructions of the General Manger. The only objection came from Dinesh.

Dinesh has been with the company for five years and in this department for six months. Ganesh had spoken to him twice about excessive alcoholism, but otherwise his record was good. He was known to have quick temper.

This outburst by Dinesh hurt Ganesh badly. Ganesh told Dinesh to come to the office and suspended him for one day for insubordination and abusive language to a supervisor. The discipline was within company policy and similar behaviours had been punished in other departments.

After Dinesh left Ganesh's office. Ganesh phoned the HIR mnager, reported what he had done and said that he was sending a copy of the suspension order for Dinesh's file.

- 1) Do you assess any training needs of employees? If yes, what inputs should be embodied in the training programme?

**SECTION – C**

**11. Answer ALL the questions:**

**5×2=10**

- a) What is Human Resource Planning?
- b) What is meant by Job Specification?
- c) What is Fringe Benefits?
- d) State any two differences between Strategic Human Resource Management & Human Resource Management.
- e) What is Absenteeism?

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**CREDIT BASED THIRD SEMESTER B.B.A DEGREE EXAMINATION OCTOBER 2018**  
**BUSINESS ADMINISTRATION**  
**PRINCIPLES OF INSURANCE**

Duration: 3 Hrs.

Max. Marks: 80

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**SECTION – A****Answer any THREE questions:****3×15=45**

1. Explain the role and benefits of Insurance.
2. Describe policies, clause and claims of Marine Insurance.
3. Briefly explain different types of Life Insurance Products.
4. Explain importance and functions of IRDA.

**SECTION – B****Answer any FIVE questions:****5×5=25**

5. Write a note on Insurance documents related to receipts.
6. Describe the structure of IRDA.
7. What are the principles of Insurance?
8. Explain the procedure of maturity claims of life insurance policies.
9. Write a note on Medical Insurance Policies.
10. What is fire Insurance? Explain claims.

**SECTION – C****11. Answer ALL the questions:****5×2=10**

- a) What is Insurance?
- b) What is meant by ULIP?
- c) Give the meaning of Vehicle Insurance?
- d) What is Assurance Annuities?
- e) What is Renewal premium Receipt?

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**CREDIT BASED THIRD SEMESTER B.B.A DEGREE EXAMINATION OCTOBER 2018**  
**BUSINESS ADMINISTRATION**  
**BUSINESS MATHEMATICS**

Duration: 3 Hrs.

Max. Marks: 80

**SECTION – A**

**Answer any THREE questions:****3×15=45**

1. a) Solve the following equations by Cramer's rule.

$$4x + y = 7$$

$$3y + 4z = 5$$

$$5x + 3z = 2$$

**(10 Marks)**

b) Solve for x, 
$$\begin{bmatrix} x^2 & -1 \\ 2 & -3 \end{bmatrix} + \begin{bmatrix} -2x & 3 \\ 4 & 5 \end{bmatrix} = \begin{bmatrix} -1 & 2 \\ 6 & 2 \end{bmatrix}$$

**(5 Marks)**

2. a) A person gave 40% of his wealth to his youngest daughter and divided the remaining wealth equally among his other four children. If each of them got ₹83,400, find the youngest daughter's share.

**(5Marks)**

- b) A shop keeper made a profit of 15% on an article which sold for ₹2,300. Find its actual price.

**(5Marks)**

- c) The Bankers gain on certain bills due 6 months is 100 and the rate of interest is 10%p.a. Find the face value.

**(5Marks)**

3. a)  $A = \begin{bmatrix} 1 & -1 & 1 \\ 2 & -1 & 3 \\ -3 & -2 & 4 \end{bmatrix}$  find  $A^{-1}$

**(10 Marks)**

- b) If interest is to be compounded half yearly at 5% p.a. How many years would ₹5,000 become ₹7716.50. Find also the effective rate of interest.

**(5 Marks)**

4. Solve the following LPP by simplex method

Maximise  $Z = 4x + 3y$

Subject to  $2x + y \leq 10$

$3x + 2y \leq 16$

$x, y \geq 0$

**(15 Marks)**

**SECTION – B**

**Answer any FIVE questions:****5×5=25**

5. Travelling at a speed of 35 miles/hour a distance can be covered in two hours. How long will it take to cover the same distance at 30 miles/hour?

6. A Co produces 2 types of castings A & B. Each casting of A requires 5 hrs grinding and 3hrs of polishing. Each casting of B requires 3 hrs of grinding and 7hrs of polishing. Company has 3 grinders and 4 polishers. Each grinder works 50 hrs a week and each polishers works 70 hrs a week. The profit on type A casting is ₹10 per unit and for type B casting ₹12 per unit. Formulate the problem as L.P.P.

7. Find the Equaled Due Date of payment of the following bills.
1. ₹500 due on 10<sup>th</sup> August
  2. ₹1000 due on 15<sup>th</sup> September
  3. ₹250 due on 10<sup>th</sup> October
  4. ₹400 due on 25<sup>th</sup> October
8. Define Operation Research? Explain the role of Operation Research in decision making.
9. Find the amount of an annuity of ₹100 in 25 years allowing compound interest 4% p.a.
10. Find an initial basic feasible solution of the given transportation problem using north west corner method.

Factory	Warehouse				Supply
	W <sub>1</sub>	W <sub>2</sub>	W <sub>3</sub>	W <sub>4</sub>	
F <sub>1</sub>	1	2	1	4	30
F <sub>2</sub>	3	3	2	1	50
F <sub>3</sub>	4	2	5	9	20
Demand	20	40	30	10	

#### SECTION – C

11. Answer ALL the questions:

5×2=10

- a) What is Surplus Variable?
- b) Find the mean proportion to 4, 9?
- c) What is Direct Proportion?
- d) What is the % commission of an agent, he use to get ₹200 for sale of ₹5000.
- e) What is feasible solution?

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**BUSINESS ADMINISTRATION  
MARKETING MANAGEMENT**

Duration: 3 Hrs.

Max. Marks: 120

**SECTION – A****Answer any THREE questions:****3×20=60**

1. Explain the significance of marketing in the modern business world.
2. Explain the various stages in the product life cycle.
3. What are the different methods of pricing policies?
4. Explain the role of advertising in the modern business world.

**SECTION – B****Answer any FIVE questions. (Case is compulsory):****5×10=50**

5. What are the merits and demerits of labelling?
6. Write a note on public relations as a tool of promotion.
7. Briefly explain the role and importance of distribution channel.
8. What are the reasons for failure of new product?
9. Write a short note on branding and packaging.
10. Case study.

Chocovit, a chocolate milk drink, was manufactured by a large MNC. The product was launched in the Indian Market in 2005 after a successful test market in Mumbai & Bengaluru. It was a brown coloured powder packaged in 500gm glass jars. Its refill packs were also available. Consumer acceptance of the brand was good & the sales kept on growing till 2015, reached to highest & started declining.

- i) What promotion strategy would you suggest to popularise this product?
- ii) How "Chocovit" can complete with major players?

**SECTION – C****11. Answer ALL the questions:****10×1=10**

- a) Define Marketing?
- b) What is Product?
- c) What is meant by Packaging?
- d) What is advertising?
- e) What is channel of distribution?
- f) What is Promotion?
- g) What is meant by branding?
- h) What is Public relation?
- i) Define salcsmanship.
- j) What is meant by guarantee?

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## SECTION – A

Answer any THREE questions:

3×20=60

1. The Balance Sheet of Ashish Ltd. as on 31-12-2014 was as under:

Liabilities	₹	Assets	₹
Share Capital		Goodwill	1,500
5% preference shares of 10 each	20,000	Premises	20,000
Equity shares of 10 each	40,000	Machinery	30,000
7% Mortgage Debentures	10,000	Stock	5,000
Bank Overdraft	5,000	Debtor	4,000
Creditors	10,000	Profit & Loss A/c	24,000
		Cash	500
	85,000		85,000

The company got the following scheme of Reconstruction approved by the court:

- 1) The preference shares are reduced to ₹7.50 per share and equity shares to 4 per share.
- 2) The debenture holders took over stock & debtors in full settlement.
- 3) Premises increased by 30% and machinery depreciated by 20% and goodwill eliminated.
- 4) Reconstruction expenses incurred ₹300.

Give the Journal entries for the above and Prepare Reconstruction A/C and the revised Balance Sheet.

2. Blue Bell Ltd. has a nominal capital of ₹6,00,000 divided into shares of ₹10 each. The following trial balance is extracted from the books of the company as on 31.12.2017.

	₹		₹
Calls in arrears	7,500	6% Debentures	3,00,000
Premises( ₹60,000 added on 1.7.2017)	3,60,000	Profit & Loss A/C(1.1.2017)	14,500
Machinery	3,00,000	Creditors	50,000
Interim dividend paid	7,500	General Reserve	25,000
Purchases	1,85,000	Share Capital (called up)	4,60,000
Preliminary expenses	5,000	Bills Payable	38,000
Freight	13,100	Sales	4,15,000
Directors Fees	5,740	Reserve for Bad debts	3,500
Bad Debts	2,110		
4% govt. Securities	60,000		
Stock	75,000		
Furniture	7,200		
Sundry Debtors	87,000		
Goodwill	25,000		
Cash	750		
Bank	39,900		
Wages	84,800		
General Expenses	16,900		
Salaries	14,500		
Debenture Interest	9,000		
	13,06,000		13,06,000

Prepare final accounts for the year ending 31.12.2017 in the prescribed form after taking the following adjustments:

- Depreciate Machinery 10% and furniture 5%
- Write off  $\frac{1}{2}$  of the preliminary expenses
- Reserve 5% for Bad debts.
- Transfer ₹10,000 to general reserve.
- Provide for income tax ₹25,000
- Stock on 31.12.2017 was ₹1,01,000.

3. The Balance of Mutual Life Assurance Co. appear in the Books on 31-03-2009 as follows.

	Dr.	Cr.
Mortgages	14,00,000	
Building	1,45,000	
Loans	1,55,000	
Investment	12,00,000	
Surrenders	25,000	
Annuities	12,000	
Claims by death	7,00,000	
Claims by maturity	10,00,000	
O/S claims on 1-4-2008		22,000
Agent's balance.	5,000	
Deposits with Reserve Bank	30,000	
Premium		33,94,000
O/S Premium	35,000	
Consideration of Annuity granted		4,20,000
Commission	54,000	
Interest and Dividend		1,00,000
Life assurance fund on 1-4-2008		9,50,000
Bank	50,000	
Expenses of management	63,000	
Bonus in reduction of Premium	5,000	
Interest accrued but not received	7,0000	
	48,86,000	48,86,000

You are required to prepare revenue account and Balance Sheet after taking into account the following adjustments.

- Premium outstanding ₹4,500
  - Interest accruing but not due ₹3,700
  - Claims admitted but not paid ₹3,200
  - Surrender claim not paid ₹1,100
  - Further the bonus utilized in reduction of premium ₹2,000
  - Surrender claims adjusted against loan ₹5,000
4. The following is the balance sheet of snow Ltd. as on 31-12-2014

Liability	₹	Assets	₹
Share Capital 40,000 shares of 10 each	4,00,000	Land & Building	2,00,000
Debentures	2,00,000	Plant & Machinery	3,00,000
Sundry Creditors	60,000	Stock	1,80,000
Reserve Fund	40,000	Furniture	5,000
Dividend Equalisation Fund	50,000	Debtors	50,000
Profit and Loss A/C	10,200	Cash at Bank	25,200
	7,60,200		7,60,200

The company was absorbed by fresh Ltd. On the above date. The consideration being the discharge of the debentures at a premium of 5% taking over the liabilities in respect of creditors and payment of ₹7 in cash and one share of ₹5 in fresh Ltd. at a market value of 8 per share in exchange for one share in snow Ltd. The cost of Liquidation ₹5,000 is also met by purchasing company.

Show the ledger Account in the books of Snow Ltd and Journal entries in Fresh LTD.

### SECTION – B

Answer any FIVE questions:

5×10=50

5. Prakash Ltd. went into liquidation on 31/12/12. Following information is available with the liquidator:

Creditors amount of ₹75,660 of which 8,000 are preferential, 6% debentures having a floating charge on the assets of the company amounting to 80,000. Debentures to be paid interest up to 30-06-2013. The assets realized as follows:

Stock ₹84,000      Plant & Machinery ₹60,600

Cash in hand stood at 500. Debentures were paid off on 30/06/13 with interest. Liquidator's expenses amount to ₹1902 and he is to be given remuneration at 3% on the amount realized and 2% on the amount distributed to unsecured creditors excluding preferential creditors.

Prepare liquidators final statement of account.

6. Following is the Balance sheet of Amar Ltd as at 31-12-2012

Liabilities	₹	Assets	₹
Share Capital	6,00,000	Goodwill	1,00,000
General Reserve	3,00,000	Plant & machinery	5,00,000
Profit & Loss A/C	1,00,000	Furniture	1,00,000
6% debentures	3,20,000	Stock	6,00,000
Sundry Creditors	3,20,000	S. Debtors	2,00,000
		Bank	1,00,000
		Preliminary Expenses	20,000
	16,20,000		16,20,000

Bhushan Ltd. takes over the business of Amar LTD on the following terms:

- 1) Goodwill is valued at ₹2,00,000 and other assets are considered worth their book values.
- 2) Bhushan Ltd does not take over the balance at Bank.
- 3) All the outside liabilities are taken over by the purchasing
- 4) Purchase consideration is to be discharged by issuing ₹90,000 fully paid equity shares of 10 each valued at par and the balance in cash.

Calculate the purchase consideration & show the mode of payment.

7. From the following balance of the Seema General Insurance Co. Ltd. as on 31-3-2017. Prepare Marine Revenue Account

	₹
Provision for unexpired risk on 1-4-2016	
Fire	5,00,000
Marine	16,40,000
Additional Reserve on 1-4-2016	
Fire	1,00,000
Bad debts:	
Fire	10,000
Marine	24,000
Auditors fees	2,400
Directors fees	10,000
Shares transfer fees	1,600

Bad debts recovered	2,400
Claims paid and out standings:	
Fire	3,80,000
Marine	7,60,000
Commission Paid:	
Fire	1,80,000
Marine	2,16,000
Depreciation	70,000
Interest, Dividends the received	28,000
Difference in exchanges (Cr)	600
Miscellaneous Receipts	10,000
Profit on Sale of land	1,20,000
Premium Received:	
Fire	12,00,000
Marine	21,60,000
Management Expenses:	-
Fire	2,90,000
Marine	8,00,000
Commission earned on re-insurance ceded	
Fire	60,000
Marine	1,20,000

Provision for unexpired risk to be kept at 50% of the premium received for fire and at 100% for Marine depts. The additional reserve in case of fire insurance is to be increased by 5% of net premium.

8. Describe the conditions of Amalgamation in the nature of merger?
9. Distinguish between Internal and External Reconstruction of a Company
10. The share capital of over optimist Ltd. consisted the following:

- a) 10,000 6% preference shares ₹100 each fully paid.
- b) 5,000 equity shares of ₹10 each fully paid.

The company had accumulated losses to the extent of ₹3,80,000 besides preliminary expenses of ₹20,000. The goodwill of the Co. was ₹4,00,000. A scheme of capital reduction was adopted.

6% preference shares were converted into 8% preference shares of ₹60 each

Equity shares were to be converted into shares ₹2 each. The amount available in capital reduction is utilized to write off accumulated losses, preliminary expenses and goodwill.

Draft Journal Entries

### SECTION – C

11. Answer All the Questions:

10x1=10

- a) State the meaning of liquidation of a Company.
- b) Give the meaning of Amalgamation.
- c) State the two forms of internal reconstruction of companies.
- d) Give the meaning of Absorption
- e) State the different methods of calculating purchase consideration.
- f) How will you treat the following items in the liquidators final statement of account?
  - a) Interest on debentures b) Arrears of preference dividend.
- g) Give the meaning of Alteration of a capital.
- h) State the modes of liquidation of a Company.
- i) Give the meaning of external reconstruction.
- j) What is general insurance?

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**CREDIT BASED FIFTH SEMESTER B.B.A DEGREE EXAMINATION OCTOBER 2018**  
**BUSINESS ADMINISTRATION**  
**COST MANAGEMENT – I**

Duration: 3 Hrs.

Max. Marks: 120

**SECTION – A****Answer any THREE questions:****3×20=60**

1. The following particulars are obtained from the financial accounts of Ismitha Exports Pvt. Ltd. for the year ended 31<sup>st</sup> Dec. 2016.

	(₹)
Purchase of Raw Materials	85,000
Productive Wages	65,000
Unproductive Wages	6,000
Motive Power	4,000
Loose tools written off	500
Chargeable Expenses	5,000
Duty on purchase	500
Reserve for Bad Debt	1,600
Bad-debt	500
Telephone Charges	400
Works Stationery	1,500
Carriage Inward	800
Carriage Outward	200
Debt collection charges	460
Loss on Sale of delivery van	680
Subsidy received on exports	7,000
Office expenses	9,600
Warehouse rent	890
Showroom rent	800
Welfare Services	2,000
Haulage	650
Water Supply	250
Estimating expenses	1,250
Rectification cost of defectives	150
Material transferred to subsidiary firm	2,000
Material sold	500
Scrap sold – Material	200
Factory	300
Loss by fire – Building	10,000
Material	1,600
Furniture	750
Samples and free gift	1,100
Cash discount	320
Upkeep of delivery vans	800
Commission of Sales	250
Sales tax	920

		On 01.01.2016	On 31.12.2016
Stock:	Materials	₹11,000	₹3,000
	Work in Progress	₹15,000	₹11,000
	Finished goods (units)	1,500	500
	Finished goods	₹54,000	---

6,000 units are sold @ ₹50 per unit.

2. Enter the following transactions in the stores ledger of Y material using LIFO Method

2016 Jan

- 1: Balance 400 units @ ₹200 per unit
- 2: Received 200 units @ ₹220 per unit as per GR No.101
- 3: Issued 250 units as per MR No.21
- 5: Returned to stores 40 units issued on 3<sup>rd</sup> January
- 7: Received 160 units @ ₹240 per unit as per GR No.102
- 8: Issued 250 units as per MR No.22
- 9: Returned to vendors 30 defective units from the receipt of 7<sup>th</sup> January
- 10: Transferred 20 units from Dept. A to Dept B.
- 15: Received 200 units @ 250 per unit as per GR No. 103
- 18: Stock Verification showed the shortage of 25 units
- 20: Issued 125 units as per MR No.23
- 25: Received 300 units @ ₹260 per unit as per GR No.104
- 28: Freight charges paid on the above purchase ₹450
- 31: Stock Verification revealed a surplus of 15 units.

3. a) Calculate Normal Time and Overtime Wages from the following particulars for the week ended 20<sup>th</sup> June 2016.

	Hours-Worked	
Day	X	Y
Monday	9 hrs	10 hrs
Tuesday	10 hrs	11 hrs
Wednesday	11 hrs	12 hrs
Thursday	10 hrs	9 hrs
Friday	12 hrs	11 hrs
Saturday	9 hrs	10 hrs

Normal working hours 8 per day on week days and 4 hours on Saturday

Hourly rate of X – ₹400

Hourly rate of Y – ₹500

- ✓ Hours worked in excess quality for overtime payment which is made at double the normal rate on week days. On Saturday hours worked in excess of 4 are paid at 1 ½ times the normal rate and hours in excess of 8 are paid at double the normal rate. Calculate the earnings of both workers. **(10 marks)**
- b) Using the information given below you are required to calculate the amounts earned by each employee under each of the following remuneration methods. **(10 marks)**
- i) Piece work with guaranteed hourly rate
  - ii) Hourly rate of payment
  - iii) Bonus System as per Rowan
  - iv) Bonus System as per Halsey

	Employee P	Employee Q
Time allowed: Hours per 100 units	23 Hours	32 Hours
Piece Rate per unit	₹12	₹20
Guaranteed hourly rate	₹600	₹750
Actual time taken	40 Hours	42 Hours
Actual units produced	200	125

4. The following estimated figures for a certain period have been made available.

	₹
Rent & Rates	20,000
Lighting & Electricity	2,400
Indirect Wages	6,000
Power Charges	6,000
Depreciation of Machines	40,000
Other Expenses	40,000

The following details are available for preparing primary distribution summary.

	Production			Service	
	X	Y	Z	A	B
Floor space (Sq.ft.)	2,000	2,500	3,000	2,000	500
Light points (Nos.)	20	30	40	20	10
Direct wages (₹)	6,000	4,000	6,000	3,000	1,000
Horse power of machines	120	60	100	20	---
Cost of machines	24,000	32,000	40,000	2,000	2,000
Working hours	4,670	3,020	3,050	---	---

The expenses of service departments A and B are to be allocated on the basis of Repeated Distributed Method as follows:

	X	Y	Z	A	B
A	20%	30%	40%	--	10%
B	40%	20%	30%	10%	--

You are required to prepare:

- Primary distribution summary
- Secondary distribution summary

### SECTION - B

Answer any FIVE questions:

5×10=50

- Explain the methods and techniques of costing.
- From the following data prepare a statement showing the cost per day of 8 hours of engaging a particular type of labourers.
 

a) Monthly salary (basic + dearness allowance)	₹10,000
b) Leave salary payable to the workman	5% of salary
c) Employer's contribution to provident fund	8% of salary (a+b)
d) Employers' contributions to ESI	2.5% of salary (a+b)
e) Prorata labour expenditure on amenities	₹897.5 per head per month
f) Number of working hours in a month	200
- A consignment consisted of two chemicals P and Q. The invoices gave the following data.  
 Chemical P 10,000Kgs. @10 per Kg. ₹1,00,000  
 Chemical Q 5,000Kgs. @ 16 per Kg. ₹80,000  
 Sales Tax ₹7,200  
 Railway freight ₹9,000  
 A shortage of 1,000 Kgs. of P and 500Kgs. of Q was noticed due to breakages. What stock rate would you adopt for pricing issue assuming a further provision of 5% towards evaporation?
- Calculate the machine hour rate from the following data:

	₹
Cost of the machine	1,00,000
Installation charges	10,000
Scrap value after its life of 15 years	5,000

Rent and rates for the shop per month	200
General lighting for the shop per month	300
Insurance premium for the shop per annum	960
Repairs and maintenance expenses p.a.	1,000
Power consumption 10 units per hour, rate of power for 100 units ₹20	
Estimated working hours p.a. (this includes setting up time of 200 hours)	2,200
Shop supervisor's salary per month	600

The machine occupies  $\frac{1}{4}$  of the total area of the shop. The supervisor is expected to devote  $\frac{1}{5}$  of his time for supervising this machine.

9. The following information regarding receipts and issues of material 'X' has been obtained from stores records of a Paint Manufacturing Company for January 2016.

- 2016 January
- 1 Opening Stock – 25,000Kgs
  - 2 Purchased by G.R. No. 30 – 30,000Kgs
  - 4 Issued on requisition No. 80 – 13,000Kgs
  - 8 Purchased by G.R.No.31 – 20,000Kgs
  - 14 Issued on requisition No. 81 – 15,000Kgs
  - 20 Issued on requisition No. 82 – 10,000Kgs
  - 23 Issued on requisition No. 83 – 12,000Kgs

On 15<sup>th</sup> of January stock was verified and a shortage of 200Kgs was noticed

Maximum Level – 50,000Kgs

Minimum Level – 8,000Kgs

Re-order Level – 25,000Kgs

You are required to prepare Bin Card No.105 for material 'X' for which Code No. 302

10. Materials X and Y are used as follows:

Minimum usage 50 units each per week

Maximum usage 150 units each per week

Ordering quantities X 600 units

Y 1,000 units

Delivery period X 4 to 6 weeks

Y 2 to 4 weeks

Calculate for each material:

i) Minimum Stock Level

ii) Maximum Stock Level

iii) Re-order Level

iv) Average Stock Level

#### SECTION – C

11. Answer ALL the following:

10×1=10

- a) Define cost accounting.
- b) What is lead time?
- c) Define 'Overtime'.
- d) Who are outworkers?
- e) What is meant by machine hour rate?
- f) Give the meaning of fixed costs.
- g) How do you deal with the following in cost books?
  - i) Goodwill written off
  - ii) Consumable Stores
- h) State any 2 objectives of material control.
  - i) Give the meaning of periodic inventory control.
  - j) Give the meaning of EOQ.

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**CREDIT BASED FIFTH SEMESTER B.B.M DEGREE EXAMINATION OCTOBER 2018**  
**BUSINESS ADMINISTRATION**  
**RESEARCH METHODOLOGY**

Duration: 3 Hrs.

Max. Marks: 120

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**SECTION – A****Answer any THREE questions:****3×20=60**

1. Explain the different types of research design?
2. Explain the process of research?
3. What is meant by 'research report? Explain different parts of research report?
4. Explain the significance of primary data. What are the limitations of primary data? Explain the types of questionnaires.

**SECTION – B****Answer any FIVE questions:****5×10=50**

5. Distinguish between probability & non-probability sampling?
6. Explain objectives of research?
7. What is meant by type I error and type II error? Explain research hypothesis.
8. Explain the criteria of selecting a sampling design?
9. Explain the layout of research report?
10. Explain the Components of research problem?

**SECTION – C****11. Answer ALL the questions:****10×2=10**

- a) What is secondary data?
- b) What is snowball sampling?
- c) Write the Chi-Square test statistic.
- d) What is research hypothesis?
- e) What is level of significance?
- f) Define report.
- g) Define research process.
- h) What is meant by sampling unit?
- i) What is a technical report?
- j) What is a experiment?

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**CREDIT BASED FIFTH SEMESTER B.B.M DEGREE EXAMINATION OCTOBER 2018**  
**BUSINESS ADMINISTRATION**  
**FINANCIAL MANAGEMENT – I**  
**Management Accounting**

Duration: 3 Hrs.

Max. Marks: 120

**SECTION – A****Answer any THREE questions:****3×20=60**

1. Define Management Accounting. Explain the various functions of Management Accounting.
2. The Balance Sheet of 'X' Ltd. as on 31-12-2016 and 31-12-2017 are as under.

Liabilities	31-12-2016 ₹	31-12-2017 ₹
Share Capital	5,00,000	6,50,000
Share Premium	50,000	-
Profit & Loss A/C	-	25,000
Debentures	2,00,000	1,10,000
Bank Overdraft	80,000	1,00,000
Creditors	80,000	75,000
Proposed Dividend	10,000	15,000
Provision for Tax	20,000	25,000
	9,40,000	10,00,000

Assets	31-12-2016 ₹	31-12-2017 ₹
Goodwill	1,00,000	75,000
Investments	1,50,000	2,00,000
Fixed Assets	5,50,000	5,50,000
Debtors	60,000	90,000
Stock	60,000	80,000
Cash	12,000	5,000
Prepaid Expenses	8,000	-
	9,40,000	10,00,000

Additional Information:

- a) Net profit for the year 2017 before tax and dividend was ₹63,000.
- b) Provision for tax made during the year 2017 was ₹23,000
- c) Depreciation charged for 2017 was ₹80,000
- d) Bonus shares of ₹50,000 were issued out of share premium.

Prepare Cash flow Statement

3. The Performa cost sheet of a company shows the following particulars.

Elements of cost	Per Unit (₹)
Raw materials	70
Direct labour	30
Overheads	50
Profit	50
Selling price	200

The following particulars are available.

- Raw materials are in stock for two months
- Materials are in process for one month.
- Finished goods in stock on an average for 2 months.
- Credit allowed by creditors is 2 months
- Credit allowed to customers is 2 month.
- Lag in payment of wages is 1 month.
- Lag in payment of overheads expenses is 1 month
- ¼ of the output sold for cash.
- Cash in hand and at bank is expected to be ₹30,000

You are required to prepare a statement showing the working capital needed to finance a level of activity of ₹52,000 units of production.

4. The following are the financial Statement of Sun Ltd. for the year ending 31-03-2017

**Profit and Loss A/C**

To Opening Stock	1,00,000	By Sales	10,00,000
To purchases	5,50,000	By Closing Stock	1,50,000
To Gross Profit	5,00,000		
	11,50,000		11,50,000
To Administrative Expenses	1,50,000	By Goss Profit	5,00,000
To Interest	30,000		
To selling Expenses	1,20,000		
To Net profit	2,00,000		
	5,00,000		5,00,000

**Balance Sheet**

Liabilities	₹	Assets	₹
Share Capital	10,00,000	Land & Buildings	5,00,000
Profit & Loss A/C	2,00,000	Plant & Machinery	3,00,000
Creditors	2,50,000	Furniture	2,00,000
Bills payable	1,50,000	Stock	1,50,000
		Debtors	1,50,000
		Bills Receivable	1,25,000
		Cash and Bank	1,75,000
	16,00,000		16,00,000

Additional information:

- Average Debtors 1,25,000
- Average Credit purchases 4,00,000

Compute: i) Current ratio

iii) Stock Turnover ratio

v) Creditors Turnover ratio

vii) Operating ratio

ix) Net profit ratio

ii) Acid Test ratio

iv) Debtors turnover ratio

vi) working Capital ratio

viii)Gross profit ratio

**SECTION – B**

Answer any FIVE Questions:

5x5=25

5. Explain the scope of management Accounting

6. The following are the summarized Balance Sheet of Ram Ltd.as at 31<sup>st</sup> December 2016 and 2017.

### Balance Sheet

Liabilities	2016	2017	Assets	2016	2017
Equity shares	1,00,000	1,00,000	Fixed Assets	95,000	1,20,000
Preference Shares	-	50,000	Investments	-	10,000
General Reserve	30,000	40,000	Stock	40,000	60,000
Profit & Loss	25,000	70,000	Debtors	20,000	40,000
Creditors	20,000	10,000	Bills Receivable	5,000	2,000
Bills payable	-	2,000	Prepaid Expenses	5,000	18,000
Overdraft	3,000	-	Cash	20,000	10,000
Taxation Provision	7,000	12,000	Advance	10,000	40,000
Proposed dividend	10,000	16,000			
	1,95,000	3,00,000		1,95,000	3,00,000

You are required to prepare a statement showing the changes in working Capital.

7. Following is the Balance Sheet of Sindhur Ltd. as on 31<sup>st</sup> March 2017.

Liabilities	₹	Assets	₹
30,000 Equity shares of 10 each	3,00,000	Fixed Assets	1,70,000
General reserve	1,60,000	Stock	3,10,000
Profit & Loss A/C	1,20,000	Debtors	2,03,000
Creditors	1,00,000	Bank	1,17,000
Income Tax Liabilities	1,20,000		
	8,00,000		8,00,000

Net profit after taxation for the last three years were.

₹69,000, ₹91,500 ₹98,000

It is the practice of the company to keep 20% of the profit after taxation to the reserve. The average yield in this type of business is 15% on capital employed. The fixed assets were valued at ₹3,00,000 and there is a necessary to provide R.B.D at 10%.

Compute the value of each share under

- 1) Net Assets Method
- 2) Yield Method

8. The Assets and Liabilities of Silver sands Ltd. as on 31<sup>st</sup> December 2017 were as follows:

Liabilities	₹	Assets	₹
10,000 shares of 10 each fully paid	1,00,000	Land and Buildings	84,000
Profit and Loss A/C	20,000	Plant and Machinery	60,000
Debentures	15,000	Furniture	5,000
Trade creditors	20,000	5% govt. bonds	10,000
Provision for Taxation	9,000	Stock	12,000
Proposed dividend	15,000	Book debts	6,000
		Cash	2,000
	1,79,000		1,79,000

The Net profits of the company after charging depreciation and taxes were as follows.

2013	₹17,000
2014	₹19,000
2015	₹18,000
2016	₹20,000
2017	₹19,000

On 31<sup>st</sup> Dec. 2017 Land and Buildings were revalued at ₹95,000, Plant and machinery at ₹71,000 and furniture at ₹4,000.

10% represents a fair commercial rate of return on investment in the company.

Find out the value of goodwill basing it at five year's purchase of the average profits for the last five years.

9. The following information is available in respect of Swagath Company Ltd.

Average stock of Raw materials	₹2,00,000
Average Stock WIP	₹3,00,000
Average Stock of Finished goods	₹1,80,000
Average debtors	₹3,00,000
Average Creditors	₹1,80,000
Raw materials purchase and consumed during the year	₹36,00,000
Cost of production	₹45,00,000
Cost of goods Sold	₹64,80,000
Sales during the year	₹72,00,000

Assume 360 working days during the year. Calculate the Gross operating cycle and net operating cycle.

10. What is inventory? What are the objectives of Inventory Management?

#### SECTION - C

11. Answer ALL the following:

10×1=10

- Give two limitations of Management Accounting.
- What are quick Assets?
- State any two limitations of Ratio Analysis.
- What is Fund Flow Statement?
- What is meant by valuation of shares?
- What are accounts receivable?
- Mention the kinds of inventories.
- What is temporary working capital?
- Mention any two differences between Cash flow statement and Fund flow statement
- Explain EOQ?

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BBA 504.2

Reg. No.....

**CREDIT BASED FIFTH SEMESTER B.B.M DEGREE EXAMINATION OCTOBER 2018**

**BUSINESS ADMINISTRATION  
FINANCIAL MANAGEMENT – II**

**Investment Management**

Duration: 3 Hrs.

Max. Marks: 120

**SECTION – A**

**Answer any THREE questions:**

**3×20=60**

1. Elucidate the features of developed money market.
2. Describe in detail the role and functions of different parties to a mutual fund.
3. Explain the different corporate securities as avenues of Investment.
4. Explain the various credit rating agencies in India.

**SECTION – B**

**Answer any FIVE questions:**

**5×10=50**

5. Explain in brief different types of mutual funds available in India.
6. Distinguish between options and futures.
7. Explain the limitations of credit rating
8. Write a note on SEBI
9. Explain the process of book building.
10. Explain the types of Risk.

**SECTION – C**

**11. Answer ALL the questions:**

**10×1=10**

- a) What are derivatives?
- b) What is listing of Securities?
- c) Give the meaning of private placement.
- d) What is Capital Market?
- e) Expand CRISIL
- f) Mention any two benefits of Mutual Fund
- g) What is meant by government bonds?
- h) What is speculation?
- i) Write the types of derivatives
- j) What is 'SENSEX'?

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**CREDIT BASED FIFTH SEMESTER B.B.M DEGREE EXAMINATION OCTOBER 2018**  
**BUSINESS ADMINISTRATION**  
**HUMAN RESOURCE MANAGEMENT – I**  
**Human Resource Development**

Duration: 3 Hrs.

Max. Marks: 120

**SECTION – A****3×20=60****Answer any THREE questions:**

1. Define HRD. Explain the need and factors affecting Human Resource Development?
2. What problems hinder the implementation of quality circles in an organization. What are the effective requirements? Describe the organizational structure of quality circle?
3. Explain the career planning & career development process?
4. Explain the methods of performance appraisal?

**SECTION – B****5×10=50****Answer any FIVE questions. Cases study is compulsory:**

5. What are the objectives of Human Resource Development? Explain.
6. What is meant by Management Development? Explain the principle of Management Development.
7. What is counseling? Explain its types?
8. Write a note on Ergonomics?
9. Describe the various parties involved in appraising the employee?
10. Case Study

As the Production supervisor for Sweeny Electronics, Mike Mahoney was generally well regarded by most of his subordinates. Mike was easy going individual. Who tried to help his employees in any way he could. If a worker needed small loan until pay day, he would dig in to his pocket with no questions asked. Should an employee need some time off to attend to a personal problem, Mike would not dock the individuals pay: rather he would take up the slack himself until the worker returned.

Everything had been going smoothly, at least until the last performance appraisal period. One of the mikes workers, Bill Overstreet, had been experiencing a large number of personal problems for the past year. Bills wife had been sick much of the time & her medical expenses were high. Bills son had a speech impediment & the doctors had recommended a special clinic. Bill, who had already borrowed the limit the bank would loan, had become upset & despondent over his general circumstances.

When it was time for Bill's annual performance appraisal, Mike decided that he was going to do as much as possible to help him. Although bill could not be considered more than an average worker. Mike rated him outstanding in virtually every category. Because the firms compensation system was heavily tied to the performance appraisal, Bill would be eligible for a merit increase of 10% in addition to regular cost of living raise.

Mike explained the bill why he was giving him much high ratings, & Bill acknowledged that his performance had already been no better than average. Bill was very grateful & expressed this to Mike. As bill left to the office, he was excitedly looking forward to telling his friends about a wonderful Boss he had. Seeing Bill smile as he left gave Mike a warm feeling.

**Questions:**

1. From the standpoint of Sweeny electronics, what difficulties might Mike Mahoney's performance appraisal practices create?
2. What can Mike do now to diminish the negative impact of his evaluation of bill?

SECTION – C

11. Answer ALL the questions:

10×1=10

- a) State any one difference between IIRD & PM.
- b) State a function of HRD Manager.
- c) Expand BARS.
- d) What is Sensitivity Training?
- e) What is Glass Ceiling?
- f) What is meant by Brain Storming?
- g) What is career Anchor?
- h) What is Quality of work life?
- i) What is Managerial Appraisal?
- j) What is Productivity?

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BBA 507

Reg. No.....

**CREDIT BASED FIFTH SEMESTER B.B.M DEGREE EXAMINATION OCTOBER 2018**  
**BUSINESS ADMINISTRATION**  
**STRATEGIC MANAGEMENT**

Duration: 3 Hrs.

Max. Marks: 120

**SECTION – A**

**Answer any THREE questions:**

**3×20=60**

1. How do political, social and technological factors in the environment affect strategic planning? Explain with examples.
2. Explain the strategies incorporated at the corporate level.
3. Write a Model of GE-Nine Cell matrix. How is it used to perform a business portfolio Analysis?
4. What is strategic choice? Explain the process of strategic choice.

**SECTION – B**

**Answer any FIVE questions:**

**5×10=50**

5. Explain the various requirements of an effective control system.
6. Explain the concept of vision and mission statement with examples.
7. Describe BCG model in strategic Analysis with its strength and weakness.
8. Explain the various factors influencing organisation structure.
9. Explain the five competitive forces in an Industry as identified by porter?
10. Critically Analyse the Tata groups launch of the Nano Car using SWOT Analysis?

**SECTION – C**

**11. Answer ALL the questions:**

**10×1=10**

- a) What is meant by Divisionalisation.
- b) Expand ETOP.
- c) What is a Strategy?
- d) What is meant by value chain Analysis?
- e) What is Strategic intent?
- f) Give mission statement of any company of your choice.
- g) What is Matrix Organisation structure?
- h) Name the levels of strategic Management.
- i) What is meant by Business Model?
- j) What is strategic surveillance?

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