

21BBAC101

Reg No :

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
B.B.A FIRST SEMESTER DEGREE EXAMINATION MARCH 2022**

**BUSINESS ADMINISTRATION
Management Principles & Practice**

Duration:2 Hours

Max Marks:60

SECTION A

Answer any TWO of the following:

(2×15= 30)

- 1) Write an explanatory approach to the scientific management approach to the study of management.
- 2) Discuss the different measures to overcome the barriers to communication.
- 3) Describe the various techniques of controlling.

SECTION B

Answer any THREE of the following :

(3×7= 21)

- 4) How is Management a Science? Explain.
- 5) Distinguish between policies and procedures.
- 6) Describe the principles of organization.
- 7) What are the different principles of coordination? Explain.

SECTION C

Answer any THREE of the following :

(3×3= 9)

- 8) Write any two differences between Unity of Command and Unity of Direction.
- 9) What is meant by a standing plan?
- 10) Mention any two limitations of horizontal communication.
- 11) Write the meaning of formal leadership.

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
B.B.A FIRST SEMESTER DEGREE EXAMINATION MARCH 2022
BUSINESS ADMINISTRATION
Fundamentals of Business Accounting

Duration: 2 Hours

Max Marks: 60

SECTION A

Answer any TWO of the following:

(2×15= 30)

- 1) From the following, prepare Trading and Profit and Loss Account along with Balance Sheet for the year ended 31st December, 2020:

Particulars	Amount (₹)
Capital	84,000
Bad debts reserved	7000
Discount received	2000
Reserve for discount on Debtors	3000
Purchases	2,00,000
Freight	10,000
Carriage	8,000
Sundry Expenses	1,200
Sundry Debtors	1,20,000
Bad Debts	4,000
Salaries	20,000
Discount Allowed	2,400
Rent	2,600
Sales	3,50,000
Return outwards	10,000
Bills payable	24,000
Sundry Creditors	1,20,000
Postage and Stationery	2,800
Reserve for discount on Creditors	2,400
wages	8,600
Return inwards	8,000
Cash at Bank	8000
Cash in Hand	2,000
Stock on 1-01-2020	80,000
Land and Buildings	120,000

Adjustments:

- (a) Closing Stock was ₹ 1,20,000.
 - (b) Wages and Salaries outstanding ₹ 200 each.
 - (c) Rent prepaid ₹ 200.
 - (d) Provide 3% Reserve for doubtful debts.
 - (e) Write off 10% depreciation on land and building.
 - (f) Interest on capital at 4% p.a.
- 2) Journalise the following transactions in the books of X and Y:
- Jan 2 X purchased goods from Y ₹40,000
 - Jan 3 X sold furniture to Y ₹20,000
 - Jan 4 X allowed a Y a discount ₹500
 - Jan 6 X paid on behalf of Y freight charges ₹300
 - Jan 7 Received Cash on account of freight charges ₹300
 - Jan 9 X paid Y ₹10,000
 - Jan 10 Y sold goods to X ₹10,000
 - Jan 14 X paid Y ₹15,000
 - Jan 15 Y received discount from X ₹400
 - Jan 16 X deposited cash in the bank ₹5,000

3) Draw up a reconciliation statement.

- (i) On 31 March, 2020, Bank Pass Book showed a balance of ₹26,000 to his credit.
- (ii) Before that date, he had issued cheques amounting to ₹1,80,000 of which cheque amounting to ₹1,32,000 have so far been presented for payment.
- (iii) A cheque of ₹22,000 paid by him into the bank on 26th March is not yet credited in the pass book
- (iv) He had also received a cheque for ₹5,000 which although entered by him in the bank column of cash book, was omitted to be paid into the bank.
- (v) On 30th March a cheque for ₹1,570, received by him was paid into bank but the same was omitted to be entered in cash book.
- (vi) There was a credit of ₹150 for interest on current account and a debit of ₹25 for bank charges.

SECTION B

Answer any **THREE** of the following :

(3×7= 21)

- 4) What are the basic terms of accounting?
- 5) Write out the account of Mr B from the following transactions:
 - i. Sold him goods worth ₹900
 - ii. Received from him ₹350 on account, allowed him discount ₹10
 - iii. Purchased from him goods worth ₹300
 - iv. Returned to him goods worth ₹25

- v. Received from him further cash ₹100 .
 - vi. Sold him goods worth ₹100
 - vii. He returned goods worth ₹25
 - viii Sent him cash ₹125
- 6) Explain characteristics and advantages of ZOHIO Book.
- 7) Prepare a Bank Reconciliation Statement as on 30 September, 2020 from the following particulars :
- 1. Bank balance as per the pass-book ₹10000
 - 2. Cheque deposited into the bank but no entry was passed in the cash book ₹500
 - 3. Cheque received but not sent to bank ₹1200
 - 4. Credit side of the bank column cast short ₹200
 - 5. Insurance premium paid directly by the bank under the standing advice ₹600
 - 6. Bank charges entered twice in the cash-book ₹120
 - 7. Cheque issued but not presented to the bank for payment ₹400

SECTION C

Answer any THREE of the following :

(3×3= 9)

- 8) What is Accounting Standard? Explain.
- 9) List out various rules of entries under Personal, Real and Nominal Accounts.
- 10) Mention the types of Subsidiary Book.
- 11) State the types of Accounting Information System.

21BBAC103

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**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
B.B.A FIRST SEMESTER DEGREE EXAMINATION MARCH 2022**

BUSINESS ADMINISTRATION

Marketing Management

Duration:2 Hours

Max Marks:60

SECTION A

Answer any TWO of the following:

(2×15= 30)

- 1) Explain the significance of marketing in the modern business world.
- 2) What is meant by Market segmentation? What bases are generally used in segmenting the market?
- 3) Define Packaging. What are its merits and Demerits.

SECTION B

Answer any THREE of the following :

(3×7= 21)

- 4) Explain briefly the functions of Marketing Management.
- 5) Describe in detail the steps in Consumer buying process.
- 6) What are the various reasons for failure of new product? Explain.
- 7) Write a note on Recent Trends in Marketing.

SECTION C

Answer any THREE of the following :

(3×3= 9)

- 8) Write a short note on Traditional Marketing.
- 9) What is meant by macro environment? Explain briefly.
- 10) Write a short note on Product Design.
- 11) Write a note on reference groups.
