

CREDIT BASED SECOND SEMESTER B.B.A DEGREE EXAMINATION AUGUST 2021
GENERAL HINDI
PAPER - II

Duration: 3 hours

Max Marks: 80

I. किन्हीं तीन अवतरणों की सप्रसंग व्याख्या कीजिए : 3×5=15

1. बार-बार उनका अन्तिम दर्शन स्मरण करने लगा और साथ ही-साथ उस देवदारु का, जिसे जल की क्षुद्र धारा ने तिल-तिल काट कर गिरा दिया था।
2. धक्-सा लगा ! किन्तु पहचानते देर नहीं लगी-उसने ज्यों ही सिर उठाया, चांदी की बालिया जो चमक उठीं।
3. मुझे लगा कि यही असली अस्ती की पहचान है, यह पहचान हो जाए तो कोई जगह पराई नहीं लगती, कोई आदमी पराया नहीं लगता।
4. "पर 'इनकी' भी तो आदत है कि जिस-तिस से कह देते हैं कि घर आना"।

II. किसी एक प्रश्न का उत्तर लिखिए : 1×1=10

1. 'रजिया' रेखाचित्र का सार लिखकर उसकी विशेषताओं पर प्रकाश डालिए।
2. 'पर्यावरण और हम'-पठित गद्य का सार लिखिए।

III.अ) किन्हीं तीन प्रश्नों के उत्तर लिखिए : 3×5=15

1. क्रिया विशेषण किसे कहते हैं? इसके कितने भेद हैं? उदाहरण सहित लिखिए।
2. संबंध सूचक किसे कहते हैं? इसके भेदों को उदाहरण के साथ लिखिए।
3. समुच्चय बोधक किसे कहते हैं? इसके भेदों को उदाहरण सहित लिखिए।
4. विस्मयादि बोधक की परिभाषा देकर किन्हीं चार भेदों को उदाहरण के साथ समझाइए।

आ) निम्नलिखित लोकोक्तियों का अर्थ लिखिए : 5

1. एक पंथ दो काज
2. खोदा पहाड़ निकला चूहा
3. चोर की दाढ़ी में निनका
4. जो गरजते हैं बरसते नहीं
5. बेकार से बेगार भली

IV. अ) किन्हीं तीन प्रश्नों के उत्तर लिखिए : 3×5=15

1. भारत सरकार के शिक्षा एवं समाज कल्याण मंत्रालय की ओर से प्रशासनिक हिन्दी अनुवाद करने का क्रम न जाननेवाले कर्मचारियों के लिए प्रशिक्षण देने की योजना बनायी है। इसका लाभ उठाने की सूचना देते हुए विभिन्न विभागों के नाम परिपत्र तैयार कीजिए।
2. बेंगलूरु दूरदर्शन में सहायक निर्देशक का पद खाली है। रमेश कुमार के नाम से अपनी योग्यता का विवरण देते हुए एक आवेदन पत्र तैयार कीजिए।

3. श्री मोहन कुमार को उनके आवेदन पत्र के संदर्भ में उच्चश्रेणी सहायक पद की नियुक्ति का आदेश देते हुए रक्षा मंत्रालय, नई दिल्ली की ओर से एक ज्ञापन पत्र लिखिए।
4. अनिल पुस्तक भण्डार, अवेन्यू रोड, बेंगलूरु ने आपको पुस्तकें भेजने में विलम्ब किया है। इस संबंध में एक शिकायती पत्र लिखिए।

आ) निम्नलिखित परिभाषिक शब्दों के हिन्दी रूप लिखिए :

5

1. AUTHORITY
2. GAZETTED
3. LEGAL ADVISOR
4. SCHEDULE
5. WELFARE INSPECTOR

V. अ) किसी एक प्रश्न का उत्तर लिखिए :

5

1. फिल्म अभिनेत्रि के साथ भेंटवार्ता प्रस्तुत कीजिए।
2. मारुति कम्पनि द्वारा नया स्कूटर तैयार हो रहा है। इसकी विशेषताओं को बताते हुए एक विज्ञापन लिखिए।

आ) निम्नलिखित अनुच्छेद का संक्षिप्त रूप लिखकर उचित शीर्षक दीजिए।

5

हर एक देश में एक केन्द्रीय बैंक होता है। भारत में इसे रिजर्व बैंक कहते हैं। इस बैंक से सरकार का लेन-देन रहता है। यह बैंक सरकार के लिए नोट जारी करता है। दो या पाँच रूपए के नोट पर देखिए, रिजर्व बैंक आफ इंडिया लिखा रहता है। इसी बैंक के द्वारा अन्य सभी छोटे-मोटे बैंकों पर अनुशासन किया जाता है। यदि देश में सिकके अधिक चल जाए, तो यह बैंक अन्य बैंकों की कर्ज देने की नीति को बदलवाकर सिकका का चलन कम करता है। इस समय भारत की जनता मंहगाई से बेहद तंग है। यह बैंक सिकके का चलन कम करके वस्तुओं का भाव घटाने में सहायता करता है। अगर कर्ज देने के नियम कड़े होंगे, रकम सीमित होगी और सूद की दर ऊँची होगी तो लोग कम उधर लेंगे। इससे रुपये का चलन कम हो जाएगा और चीजों का भाव गिर जाएगा। इस तरह केन्द्रीय बैंक चीजों का भाव घटाने या बढ़ाने में सहायक होता है। विदेशी व्यापार एक्सचेंज बैंक द्वारा होता है। भारत में स्टेट बैंक आफ इंडिया एक्सचेंज बैंक भी है। विदेशी माल का दाम इसी बैंक से चुकाया जाता है और अपने माल का दाम विदेश से इसी बैंक से मिलता है।

इ) निम्नलिखित बैंकिंग शब्दावलियों के हिन्दी रूप लिखिए :

5

1. Affidavit
2. Data
3. Excise duty
4. Pledge
5. Voluntarily

CREDIT BASED SECOND SEMESTER B.B.A. DEGREE EXAMINATION AUGUST 2021
BUSINESS ADMINISTRATION

Business Statistics

Duration: 3 Hours

Max Marks: 80

I. Answer any THREE of the following :**(3×16= 48 Marks)**

1. Explain the methods of collection of primary data.
2. The following are the percentage marks in Mathematics and Statistics of 10 students.

Mathematics	75	80	93	65	87	71	98	68	89	77
Statistics	82	78	86	72	91	80	95	72	89	74

 - a. Find the two regression equations.
 - b. Find the expected marks in Statistics of a student who has scored 75% in Mathematics.
 - c. Find the expected marks in Mathematics of a student who has scored 95% in Statistics.
3. The following are the distributions of lives of electric bulbs manufactured by two firms. Compare their means and variations (use coefficient of variation).

Life (hours)	800-899	900-999	1000-1099	1100-1199	1200-1299
No. of bulbs (firm A)	8	21	14	4	3
No. of bulbs (firm B)	16	24	40	16	4

4. Calculate Karl Pearson's coefficient of correlation.

x	y			
	20-29	30-39	40-49	50-59
10-14	10	10	-	-
14-18	-	20	8	-
18-22	-	10	25	6
22-26	-	-	7	4

II. Answer any THREE of the following :**(3×8= 24 Marks)**

5. Give a general proforma of statistical table.
6. In what regards Arithmetic mean is superior to other averages?
7. Calculate the standard deviation and coefficient of variation for the following data regarding height.

Height (cms.)	166	167	168	169	170	171	172
No. of students	3	6	9	13	8	5	4

8. The percentage of marks in Mathematics and Statistics of 10 students are given below.

Mathematics	77	89	68	98	71	87	65	93	80	75
Statistics	74	89	72	95	80	91	70	86	78	82

Calculate the coefficient of rank correlation.

III. Answer any FOUR of the following :**(4×2= 8 Marks)**

9. Define Statistics.
10. Define Karl Pearson's coefficient of correlation.
11. What is coefficient of variation?
12. What is frequency distribution?
13. What is Arithmetic Mean?

CREDIT BASED SECOND SEMESTER B.B.A. DEGREE EXAMINATION AUGUST 2021

BUSINESS ADMINISTRATION

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14-18	-	20	8	-
18-22	-	10	25	6
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18BBA202

Reg. No.

CREDIT BASED SECOND SEMESTER B.B.A. DEGREE EXAMINATION AUGUST 2021
BUSINESS ADMINISTRATION
BUSINESS ENVIRONMENT & ETHICS

Time: 3 Hrs.

Max. Marks: 80

SECTION – A

Answer any **THREE** of the following:

3×15=45

1. Describe the Social Responsibility of business to various sections of the Society.
2. Explain the objectives and importance of Business Ethics.
3. Elucidate the various economic roles of the Government.
4. Explain the external factors influencing Business Environment.

SECTION – B

Answer any **FIVE** questions:

5×5=25

5. Explain the features of Current Globalization.
6. State any five factors influencing Business Ethics.
7. What are the different types of Economic Systems?
8. Briefly explain Intellectual Property Rights.
9. Explain the importance of Corporate Governance.
10. Write a note on Strategic Management.

SECTION – C

11. Answer **ALL** questions:

5×2=10

- a) What is Innovation?
- b) Give the meaning of Disinvestment.
- c) What is "Laissez Faire Capitalism"?
- d) State any two characteristics of SEZ.
- e) What is meant by "Whistle Blowing"?

CREDIT BASED SIXTH SEMESTER B.B.A. DEGREE EXAMINATION AUGUST 2021
BUSINESS ADMINISTRATION

Cost Management - II

Max Marks:120

Duration:3 Hours

(3×20= 60 Marks)

I. Answer any THREE of the following :

1. Ashok contractors limited were engaged on one contract during 2019. The contract price was Rs 20, 00,000. The trial balance extracted from their books on 31/12/19 stood as follows:

Liabilities	Rs	Assets	Rs
Capital	4,00,000	Land and building	1,70,000
Sundry creditors	40,000	Bank	45,000
Cash received(80% of work certified)	8,00,000	Contract account:	3,75,000
		Material	1,00,000
		Plant	5,25,000
		Wages	25,000
		Expenses	
	12,40,000		12,40,000

The plant and material charged to the contract plant costing Rs 15,000 and material costing Rs 12,000 were destroyed by an accident. On 31/10/09 plant which cost Rs 20,000 were returned to stores.

The value of materials on time was Rs 15,000 and the cost of work done but not certified was Rs 10,000. Charge depreciation at 10% on the plant. Prepare contract account for 2019 and balance sheet as of that date.

2. The Mahajan chemicals ltd. produced a chemical during august 2017 by three consecutive processes. In process I 2% and in process II and III 20% of the total weight put in lost and in each process 10% was scrap. Scrap realised Rs 100 per ton from process I and process II and Rs 20 per ton from process III.

	Process I	Process II	Process III
Raw materials:			
(tones)	1,000	140	1,350
(value)	1,20,000	28,000	1,07,840
Wages	20,500	18,520	15,000
General expenses	10,300	7,240	3,100
Output transferred to next process	75%	50%	-
Output sent to warehouse	25%	50%	100%

Prepare process accounts showing the cost per ton of each process.

3. The following are taken from the costing records for the year 2015 of a manufacturer. Production 1,000 units.

Cost of raw materials	20,000	Factory overhead	8,000
Labour cost	12,000	Selling expenses	1,000
Office overhead	4,000		

- Rate of profit 25% on selling price.
 - The manufacturer decides to produce 1,500 units during 2016.
 - It is estimated that the cost of raw materials will increase by 20%
 - The labour cost will increase by 10%
 - 50% of overhead is fixed and the other 50% are variable.
 - The variable selling expenses per unit will be reduced by 20%.
 - The rate of profit will remain the same.
- Prepare a cost statement for 2015 and an estimated cost sheet for 2016.
4. From the following information calculate:
- P/V ratio
 - Fixed cost
 - Variable cost
 - The most likely profit when sales are Rs 20, 00,000.
 - The estimated sales when desired profit is Rs 2, 50,000.
 - BEP
 - Margin of Safety
- The following are the cost and profits for the year 2015 and 2016:

Year	Cost	Profit
2015	12,00,000	2,00,000
2016	15,00,000	3,00,000

II. Answer any FOUR of the following :

(4×10= 40 Marks)

5. The following figures have been obtained from the cost records of a company for the year 2012.

Cost of materials	Rs 3,50,000
Wages	Rs 1,50,000
Factory overhead	Rs 1,20,000
Administrative expenses	Rs 1,45,000
Distribution expenses	Rs 60,000
Selling expenses	Rs 80,000
Profit	Rs 1,20,000

A Job order was executed in 2013 and the following expenses were incurred:

Materials	Rs 52,000
Wages	Rs 40,000

Assuming that the rate of factory overhead went up by 20%, distribution by 10% and selling and administration charges by 12.5%. At what rate should the job be quoted so as to earn the same rate of profit on the selling price.

Factory overhead is based on direct wages and administration, selling and distribution overheads are based on factory cost.

6. A factory is engaged in the production of chemical X and in their course of its manufacture a by-product Y is produced. For the month of August 2019, the following cost data are available:

	Joint Expenses (Rs)	Separate expenses	
		X (Rs)	Y (Rs)
Materials	38,400	14,000	1,500
Labour	23,400	15,000	2,600
Overhead	7,000	3,000	500

The output for the month was 142 tons of X and 49 tons of Y. The selling price of Y was Rs 280 per ton and estimated profit is 50% of selling price. Prepare X and Y account showing the apportionment of joint expenses.

7. What is meant by operating costing? Explain its features.
8. The Standard cost card reveals the following information:
 Standard labour rate: Rs 50 per hour
 Standard hours required per unit 10 hrs
 Actual data are:
 Units produced 500
 Actual hours worked: 6000
 Actual labour cost Rs 240000
 Calculate Labour cost variance, labour rate variance and labour efficiency variance
9. Prepare a budget at 60% capacity. The following data is furnished at 80% capacity.
 Actual production: 8,000 units
 Labour cost per unit Rs 30
 Material cost per unit: Rs 50
 Direct expenses per unit: Rs 20
 Factory overhead per unit: Rs 20 (60% variable)
 Administrative overhead per unit: Rs 30 (75% fixed)

III. Answer any FOUR of the following :

(4×5= 20 Marks)

10. Compute the economic batch quantity for a company using batch costing, with the following information:
 Annual demand for the parts: 8,000 units. Setting up cost: Rs 200
 Cost of manufacture per unit: Rs 400. Rate of interest per annum: 10%.
11. Give the meaning of normal loss, abnormal loss and abnormal gain?
12. Briefly explain the various concepts of marginal costing.
13. What is escalation clause and de-escalation clause?
14. Explain the features of budgetary control.

18BBA602

Reg No :

CREDIT BASED SIXTH SEMESTER B.B.A. DEGREE EXAMINATION AUGUST 2021
BUSINESS ADMINISTRATION

Entrepreneurship & Small Business Management

Duration: 3 Hours

Max Marks: 120

I. Answer any THREE of the following :

(3×20= 60 Marks)

1. "Development of women entrepreneurship is limited by certain limitations." Elaborate.
2. Explain the steps taken while starting a small business.
3. What is project report? Explain the guidelines for formulating a project report.
4. Explain the contents of training programme under an EDP.

II. Answer any FOUR of the following :

(4×10= 40 Marks)

5. What is entrepreneurship? Distinguish between entrepreneur and entrepreneurship? What are the characteristics of successful entrepreneurs?
6. What are the features of small business enterprises?
7. Write a note on subsidies to SSI from the State Government.
8. Explain the importance of Financing.
9. Write a note on Institution and Agencies assisting Entrepreneurial Development.

III. Answer any FOUR of the following :

(4×5= 20 Marks)

10. Explain the different types of Entrepreneurs.
11. State the types of small business units with example.
12. Who can be an entrepreneur? What is opportunities analysis?
13. What is meant by Term Loans? Give example.
14. Expand NSIC, NISIT, SIET, AWAKE, NABARD

CREDIT BASED SIXTH SEMESTER B.B.A. DEGREE EXAMINATION AUGUST 2021
BUSINESS ADMINISTRATION
Corporate Financial Accounting

Duration: 3 Hours

Max Marks: 120

I. Answer any THREE of the following :

(3×20= 60 Marks)

1. The Balance sheet of H. Ltd as on 1st January, 2019 and profit and loss statement for the year ending 31 December, 2019 are given below.

Balance Sheet as on 01/01/2019

Liabilities	Amount	Assets	Amount
Share capital	4,00,000	Plant & Machinery	3,00,000
13% Debentures	1,00,000	Furniture & Fixtures	40,000
Current liabilities	50,000	Inventory	60,000
		Debtors	50,000
		Cash	1,00,000
	5,50,000		5,50,000

Profit and Loss Statement for the year ending 31 December 2019.

Sales		10,00,000
LESS: Cost of goods sold: opening inventory	60,000	
ADD: Purchases	7,10,000	
	7,70,000	
LESS: Closing inventory	70,000	7,00,000
Gross profit		3,00,000
LESS: Operating expenses	1,51,000	
Interest on debentures	13,000	
Depreciation on machinery	45,000	
Depreciation on furniture	4,000	2,13,000
Net profit		87,000

Debtors and current liabilities balances remained constant throughout the year. Interest on debentures was paid on 31 – 12 – 2019.

The general price index was as follows.

On Jan 1, 2019 300

Average for the year 320

On dec 31, 2019 360

You are required to prepare the financial statement for the year 2019 after adjusting for price level changes under current purchasing power method.

2. The summarised balance sheet of X ltd for the year 2015 prepared under HCA method is as follows:

PARTICULARS	AMOUNT	AMOUNT
Turnover		3,60,000
Opening stock	36,000	
Purchases	2,00,000	
Closing stock	52,000	1,84,000
Gross profit		1,76,000
LESS: depreciation	20,000	
Other operating cost	1,27,000	1,47,000
Operating profit		29,000
LESS: interest payable		5,000
Profit before tax		24,000
LESS: tax		10,000
Profit after tax		14,000
LESS: dividend		7,000
Retained profit for the year		7,000

Relevant indices provided for the stock are as follows:

- average for October to December 2014 -120
- on 31st December 2014- 124
- average for the year 2015- 135
- average for October to December 2015- 140
- on 31st December 2015- 143.

On the average the company holds the stock for 3 months

i. All the companies fixed assets when the company was incorporated in January 2010, their original cost is Rs. 2,00,000. They are being depreciated over 10 year period assuming a nil decimal value. There is no change in the estimated life of the asset.

Following current cost valuation are provided.

January 01,2015 Rs. 3,10,000

31 December 2015 Rs. 3,50,000

ii. Net borrowing were approximately 1/3rd of net operating asset throughout the year 2015. You are required to prepare the summarised profit and loss account on CCA basis. Ignore monetary working capital adjustment.

3. What is HR Accounting? Briefly explain its Models.
4. ABC machinery tool company ltd is considering an acquisition of large equipment to set up its factory in a backward region for Rs 12 lakh. The equipment is expected to have an economic life of 8 years. The equipment can be financed by the term loan at 14% installment repayable in equal installment of Rs 2,58,676 per year or by an equal amount of lease rent per year. In both the cases the payment are due under end of the year. Equipment is subject to straight line method for depreciation for tax purpose. Assuming no salvage

value after 8 years of life and 50% tax rate. Which financing alternative should it select?

Year	PV factor at 7%
0	1
1	0.935
2	0.873
3	0.816
4	0.763
5	0.713
6	0.666
7	0.623
8	0.582

(4×10= 40 Marks)

II. Answer any FOUR of the following :

- List out any ten International Accounting Standards and its disclosure requirement.
- What is the relevance of "Accounting for inflation"? Explain the relative merits of each method which has been developed to deal with price level changes.
- Explain the concept of human resource accounting. State its importance.
- Explain the various forms of lease financing.
- What are the financial instruments through which venture capital investment is made?

(4×5= 20 Marks)

III. Answer any FOUR of the following :

- Explain the various accounting conventions.
- A company purchased machinery on 1.1.2019 for a sum of Rs. 1,60,000 the retail price index on that date stood at 150. You are required to restate the value of machinery according CPP method on 31.12.2019, when the price index stood at 200.
- Discuss Lev & Schwartz and Flamholtz models of Human Resource Valuation.
- What are the advantages and disadvantages of leasing?
- Describe the features of Venture Capital Financing.

18BBA605

Reg No :

CREDIT BASED SIXTH SEMESTER B.B.A. DEGREE EXAMINATION AUGUST 2021
BUSINESS ADMINISTRATION
Investment Management

Duration:3 Hours

Max Marks:120

I. Answer any THREE of the following :

(3×20= 60 Marks)

1. Explain the procedure for rating the instruments.
2. How technical analysis different from fundamental analysis? Explain the different methods of technical analysis.
3. "Stock exchanges act as barometers of the health of the economy" Discuss.
4. Define Mutual fund. Explain its Organisation structure.

II. Answer any FOUR of the following :

(4×10= 40 Marks)

5. Write a note on unsystematic risk.
6. What are the various forms of post office investments.
7. What is meant by the support level for a share or for a market index? When might a support level exist?
8. Explain the merits and demerits of listing of Securities.
9. Write a note on Options.

III. Answer any FOUR of the following :

(4×5= 20 Marks)

10. Explain the scope of Investments.
11. What are the limitations of fundamental analysis?
12. What is Capital market? Explain its characteristics.
13. Who are the dealers in Money market?
14. Vimal enterprise has a beta of 1.5. The risk-free rate is 7% and the expected return on the market portfolio is 14%. Compute the required rate of return on the equity according to CAPM.

18BBA612

Reg No :

CREDIT BASED SIXTH SEMESTER B.B.A. DEGREE EXAMINATION AUGUST 2021
BUSINESS ADMINISTRATION
Marketing Management - II

Duration:3 Hours

Max Marks:120

I. Answer any THREE of the following :

(3×20= 60 Marks)

1. Explain in detail advertising as a communication process.
2. What are the various media available for advertising today? Which of them is most successful in your opinion and why?
3. Discuss some of the pre-testing and post-testing techniques used to measure advertising effectiveness.
4. What is Sales Forecasting? Explain its importance and various methods of Sales Forecasting.

II. Answer any FOUR of the following :

(4×10= 40 Marks)

5. Critically evaluate the percentage of sales method of setting advertising budget.
6. Create an advertising copy for a cell phone service provider to be inserted in the newspaper. Explain the points you will consider in preparing such a copy.
7. DAGMAR Model is an established technique of creating effective advertising. Justify.
8. What will the agency of the future look like? Explain.
9. "Companies give more importance for training of Sales Force". Elaborate the statement.

III. Answer any FOUR of the following :

(4×5= 20 Marks)

10. Advertising is a science, art and profession. Comment.
11. Educational copy is designed to educate the general public. Justify the statement.
12. Write a short note on recall test and day after recall test used for measuring advertising effectiveness.
13. Illustrate the basic principles of agency-media relationship.
14. What is Jury or Executive Opinion Method? List out its pros and cons.

CREDIT BASED SIXTH SEMESTER B.B.A. DEGREE EXAMINATION AUGUST 2021
BUSINESS ADMINISTRATION
Human Resource Management - II

Duration:3 Hours

Max Marks:120

I. Answer any THREE of the following :**(3×20= 60 Marks)**

1. Describe the causes for poor industrial relations and suggest the remedies to overcome the poor industrial relations.
2. Why do trade unions in India often fail to achieve their objectives? Suggest measures to the successful functioning of trade unions.
3. Describe the different types of workers participation in management.
4. What is meant by industrial disputes? Explain its causes.

II. Answer any FOUR of the following :**(4×10= 40 Marks)**

5. Explain the three actors of Industrial Relations.
6. State the reasons for workers to join trade unions.
7. Describe the different types of collective bargaining.
8. Briefly explain the various types of industrial disputes
9. What are the important benefits provided to employees under ESI Act 1948?

III. Answer any FOUR of the following :**(4×5= 20 Marks)**

10. Explain the essentials of a good disciplinary system.
11. Explain the objectives Hind Mazdoor Panchayat.
12. Describe the reasons for failure of workers participation in management in India.
13. Define employee grievance. Suggest a model for Redressal of grievance.
14. State the important benefits of Workmen's Compensation Act,1923.

CREDIT BASED SIXTH SEMESTER B.B.A. DEGREE EXAMINATION AUGUST 2021
BUSINESS ADMINISTRATION
FINANCIAL MANAGEMENT IV

Duration: 3 Hours

Max Marks: 120

I. Answer any THREE of the following :**(3×20= 60 Marks)**

1. State the meaning, rationale, procedure, and limitations of the fundamental analysis.
2. The following information is available in respect of the rate of return of two securities A and B in different economic conditions.

Condition	Probability	Rate of return	
		Security A	Security B
Recession	0.20	-0.15	0.20
Normal	0.50	0.20	0.30
Boom	0.30	0.60	0.40

Find out the expected returns and the standard deviation for these two securities.

3. Vinod received Rs. 10 lakh from his pension fund. He wants to invest in the stock market. The treasury bill rate is 5 percent and the market return variance is 10. The following table gives the details regarding the expected return, beta and residual variance of the individual security. What is the optimum portfolio assuming no short sales?

Company	Expected Return	β	σ_{ei}^2
A	15	1.0	30
B	12	1.5	20
C	11	2.0	40
D	8	0.8	10
E	9	1.0	20
F	14	1.5	10

4. With the given details evaluate the performances of the different funds using Sharpe, Treynor and Jensen performance evaluation techniques. Risk-free rate of return is 4%.

Funds	Return	Standard Deviation	Beta
A	2	20	0.98
B	12	18	0.97
C	8	22	1.17
D	9	24	1.22

II. Answer any FOUR of the following :**(4×10= 40 Marks)**

5. Write a note on bull and bear market.
6. The Roe and Boa Corporations have the following expected risk and return inputs for the next year.

	Roe	Boa
Return	20%	23%
σ	21%	25%
r	0.4	

- a) Find out the portfolio risk if 50% of funds are allocated for each stock.
 - b) Determine the correlation coefficient that is necessary to reduce the level of portfolio risk by 25%.
- 7. Explain the various types of unsystematic risk.
 - 8. How are utility curves helpful in finding out the efficient portfolio?
 - 9. What are the basic assumptions of CAPM? What are advantages of adopting CAPM model in the portfolio management?

III. Answer any FOUR of the following :

(4×5= 20 Marks)

- 10. Explain the objectives of security analysis?
- 11. Give the meaning of Beta. State its importance.
- 12. Why should the investor adopt formula plans?
- 13. What are the differences between traditional approach and modern approach?
- 14. Write a note on APT model.

18BBA603

Reg No :

CREDIT BASED SIXTH SEMESTER B.B.A. DEGREE EXAMINATION AUGUST 2021

BUSINESS ADMINISTRATION

Production & Operations Management

Duration:3 Hours

Max Marks:120

I. Answer any THREE of the following : (3×20= 60 Marks)

1. What are the various types of production and operation system? Explain.
2. Explain the various types of plant layout.
3. What are the various objectives and techniques of production planning control?
4. Elucidate the various quality control techniques. What are the benefits of quality control?

II. Answer any FOUR of the following : (4×10= 40 Marks)

5. Discuss the factors affecting production and operations Management.
6. Describe the various types of plant layout.
7. Explain the factors affecting productivity.
8. Describe the various allowances under work measurement.
9. Mention the benefits that can be achieved through value analysis.

III. Answer any FOUR of the following : (4×5= 20 Marks)

10. Briefly explain the different types of decision making in Production.
11. What are the various factors affecting plant location?
12. Differentiate between efficiency and effectiveness.
13. What is the procedure of time study? Explain.
14. Explain the role of quality standards to promote quality.
