

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
B.B.A. FIRST SEMESTER DEGREE EXAMINATION JANUARY 2023
BUSINESS ADMINISTRATION
Management Principles & Practice

Duration:2 Hours

Max Marks:60

SECTION A

Answer any TWO of the following:

(2×15= 30)

- 1) Give an account of Henry Fayol's 14 principles of management.
- 2) What is meant by Line & Staff organization? Describe its features, merits, and demerits.
- 3) What are the five categories of Motivational Needs described by Maslow? Explain.

SECTION B

Answer any THREE of the following :

(3×7= 21)

- 4) Describe the contributions of the Human Relations Approach or Hawthorne Studies to Management.
- 5) What are the steps involved in the process of planning? Explain.
- 6) Describe the features of delegation of authority.
- 7) What are the features of Mc Gregor's Theory X and Theory Y? Explain.

SECTION C

Answer any THREE of the following :

(3×3= 9)

- 8) List any two differences between Unity of Command and Unity of Direction.
- 9) What is meant by planning?
- 10) State any two importance of horizontal communication.
- 11) What is meant by leadership?

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
B.B.A FIRST SEMESTER DEGREE EXAMINATION JANUARY 2023
BUSINESS ADMINISTRATION
Fundamentals of Business Accounting

Duration:2 Hours

Max Marks:60

SECTION A

Answer any TWO of the following:

(2×15= 30)

- 1) Prepare final accounts from the following Trial balance.

Particulars	Debit (Rs)	Credit (Rs)
Machinery	78,000	
Furniture	2,000	
Capital		1,00,000
Purchases and Sales	60,000	1,27,000
Returns	1,000	750
Stock	30,000	
Discount	425	800
Debtors and Creditors	45,000	25,000
Salaries	7,550	
Wages	10,000	
Carriage outwards	1,200	
Provision for bad debts		525
Rent	10,000	
Advertisements	2,000	
Cash	6900	
Total	2,54,075	2,54,075

Adjustments:

Closing stock Rs.34,220

Provision for bad debts is to be kept at Rs.500

Allow interest on capital at 10% p.a

Depreciate Machinery by 10% and Furniture by 5%

Outstanding salary Rs.550

- 2) Journalise the following transaction in the books of Vishwanath and post them into various ledger books.
- i. Vishwanath started the business with the following:
 Cash in hand Rs.1500,
 Cash at bank Rs.3,500,
 Goods in hand Rs.3,000,
 Furniture Rs.2,000
 Building Rs.10,000
 - ii. Gave Charity Rs.20
 - iii. Loan taken from the bank Rs.5000
 - iv. Purchased a motor car in exchange for goods Rs.2,000 and cheque Rs.3,000
 - v. Paid proprietor's life insurance premium Rs.100
 - vi. Bought goods from Lakshman on account Rs.2,000
 - vii. Furniture costing Rs.300 was destroyed by fire
- 3) Prepare a bank reconciliation statement from the following particulars.
 Bank overdraft as per cash book Rs.8000
- i) Cheque deposited into bank but no entry was passed in cash book Rs.300
 - ii) Cheque received but not sent to bank Rs.1000

- iii) Credit side of bank column cast short Rs.100
- iv) Insurance premium directly paid by bank under standing advice Rs.500
- v) Bank charges entered in cash book twice Rs.10
- vi) Cheques returned back but no entry passed Rs.400
- vii) Cheques issued returned back on account of technical grounds Rs.300
- viii) Bills directly collected by bank Rs.2000
- ix) Bank charges debited by Bank Rs.12
- x) Cheques received entered twice Rs.500
- xi) Bill discounted dishonoured Rs.4000

SECTION B

Answer any THREE of the following :

(3×7= 21)

- 4) Explain the various functions of Accounting.
- 5) Enter the following in Sri Ganesh's Simple Cash Book 2020 April.
 - 1 Balance of cash in hand Rs.1500
 - 8 Purchased goods for cash from X for Rs.320
 - 15 Sold goods for Rs.480 to Y for cash
 - 20 Received commission Rs.65
 - 22 Paid commission Rs.55
 - 28 Paid to Shantaram on account Rs.715
 - 30 Paid salary to the office clerk Rs.100 and office rent Rs.60
- 6) Write a note on ZOH Books.
- 7) Prepare the trial balance from the following:
 - Amount due to P Rs.10000
 - Furniture Rs.10000
 - Sales Rs.100000
 - Returns outwards Rs.10000
 - Purchases Rs.150000
 - Office expenses Rs.20000
 - Overdraft Rs.15000
 - Capital Rs.60000
 - Due from H Rs.20000
 - Outstanding expenses Rs.5000

SECTION C

Answer any THREE of the following :

(3×3= 9)

- 8) What is business entity concept?
- 9) What is a Journal Book?
- 10) What is imprest system?
- 11) Name the different types of assets.

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
B.B.A. FIRST SEMESTER DEGREE EXAMINATION JANUARY 2023
BUSINESS ADMINISTRATION
Marketing Management

Duration:2 Hours

Max Marks:60

SECTION A

Answer any TWO of the following:

(2×15= 30)

- 1) Describe the various functions of marketing.
- 2) Give an explanatory note on the meaning and various aspects of green marketing.
- 3) Explain the factors affecting the distribution channels.

SECTION B

Answer any THREE of the following :

(3×7= 21)

- 4) What is meant by market orientation? Explain its benefits and drawbacks.
- 5) Describe the different stages of buying decision process.
- 6) Write an analytical note on relationship marketing.
- 7) Explain the various tools of promotion.

SECTION C

Answer any THREE of the following :

(3×3= 9)

- 8) State the meaning of market.
- 9) Mention the criteria for Successful Market Segmentation.
- 10) What is meant by diversification?
- 11) What is B2B?

5) A factory has adopted a bonus system under which bonus hours are credited to the employees in the same proportion of the time taken as the time saved bears to the time allowed. No overtime is worked and payment is made in full for all units worked including those subsequently rejected. Form the following you are required to calculate

- i. the bonus hours and amount of bonus earned
- ii. the total wage cost
- iii. the wage cost of each good unit produced.

	Worker A
Basic wage rate per hour (Rs)	30
Units issued for production (units)	2200
Time allowed for 100 units	3 hrs
Time taken (hrs)	75
Rejects (units)	40

6) From the following details, you are required to prepare a reconciliation statement.

Particulars	Cost accounts	Financial accounts
Profit as per cost records	3,85,000	?
Works overhead	68,500	72,000
Selling overhead	45,600	38,500
Depreciation	-	62,850
Stores adjustment (Credit) in Profit and Loss account	-	7,500
Value of closing stock	94,800	86,400
Reserve for bad debts	-	16,050

7) What is meant by material? Explain the different types of materials.

SECTION C

Answer any **THREE** of the following :

(3×3= 9)

8) Write the differences between Bin Card and Stores Ledger.

9) Medicals Aids Co. manufactured a special product. The following particulars were collected for the year 2021: Cost of placing an order Rs.100

Annual carrying cost per unit Rs.15

Usage of material per week: Minimum 25 units Maximum 75 units

Re order period: 4 to 6 weeks

Find the Economic Ordering Quantity

10) Describe the causes of labour turnover.

11) Give the meaning of KANBAN.