



Reg. No. : .....

Name : .....

**Second Semester B.B.A. Degree Examination, July 2015**  
**(Career Related FDP under CBCSS)**  
**Group 2(b)**  
**Foundation Course**  
**BM 1221 – E-COMMERCE AND CYBER LAW**  
**(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

I. Answer **all** questions in **one** or **two** sentences. **Each** question carries **1** mark.

- 1) Define E-Commerce.
- 2) What is HTTP ?
- 3) State the major function performed by URL.
- 4) Explain any two on-line marketing techniques.
- 5) What is electronic payment system ?
- 6) Mention any two types of currency server.
- 7) What do you mean by B2B E-Commerce ?
- 8) What is Bus topology ?
- 9) What do you mean by spoofing ?
- 10) What is the difference between LAN and WAN ?

**(1×10=10 Marks)**



## SECTION – B

II. Answer **any 8** questions. **Each** question carries **2** marks.

- 11) What is the role of HTML in Web publishing ?
- 12) What is meant by Order Scheduling ?
- 13) Briefly explain VOIP.
- 14) Show the meaning of the term E-branding.
- 15) Write a note on search engine.
- 16) Discuss the business uses of internet.
- 17) Explain the role of firewalls.
- 18) State the major functions of biometric system.
- 19) What is a digital signature ?
- 20) What is the need for a cyber law to regulate e-commerce activities ?
- 21) Discuss the advantages of e-commerce.
- 22) Expand :
  - a) HTML
  - b) ASP
  - c) EDI
  - d) SOAP

**(2×8=16 Marks)**

## SECTION – C

III. Answer **any 6** questions. **Each** question carries **4** marks.

- 23) State the importance of E-Commerce.
- 24) Explain the nature of B2C transactions.
- 25) State the advantages of intranet.
- 26) What are the business applications of mobile commerce ?



- 27) Explain any three popular search engines.
- 28) What is an antivirus program ? What are its features ?
- 29) What is hacking ? Show the remedies available against hacking.
- 30) List the advantages of smart cards.
- 31) State the benefits of EDI. **(4×6=24 Marks)**

**SECTION – D**

IV. Answer **any 2** questions. **Each** question carries **15** marks.

- 32) Explain the important security tools used to protect information pertaining to e-commerce.
  - 33) Explain some of the major provisions contained in IT Act, 2000.
  - 34) Explain electronic payment system and its components.
  - 35) Give notes on the following :
    - a) e-banking
    - b) computer virus
    - c) B2B e-commerce
    - d) enterprise information portal**(15×2=30 Marks)**
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**Second Semester B.B.A. Degree Examination, July 2015  
(Career Related FDP Under CBCSS) (Group 2 (b))  
Complementary Course  
BM 1231 : BUSINESS REGULATORY FRAMEWORK  
(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

I. Answer **all** questions in **one** or **two** sentences. **Each** question carries 1 mark.

- 1) Define contract.
- 2) What is auction sale ?
- 3) Who is substituted agent ?
- 4) What is coercion ?
- 5) Define pledge.
- 6) What is nominal damages ?
- 7) What is attempted performances ?
- 8) What is cross offer ?
- 9) What is the maximum number of members in a central council ?
- 10) Who is a minor ?

**(1×10=10 Marks)**

**SECTION – B**

II. Answer **any 8** questions. **Each** question carries 2 marks.

- 11) What are the rights of a consumer ?
- 12) Distinguish general lien and particular lien.
- 13) Explain : (1) Cross offer (2) Counter offer.
- 14) Distinguish pledge and bailment.



- 15) What is continuing guarantee ?
- 16) What is a contract of insurance ?
- 17) What is novation ?
- 18) Define quasi contract. How it comes into existence ?
- 19) Give two agreements forbidden by law.
- 20) What do you mean by agency by implicit authority ?
- 21) Define consideration. Give two rules.
- 22) Give any two similarities between fraud and misrepresentation. **(2×8=16 Marks)**

### SECTION – C

III. Answer **any 6** questions. **Each** question carries **4** marks.

- 23) What is breach of contract ? Explain its types.
- 24) What is wagering agreement ? What are its elements ?
- 25) Explain agreement and its elements.
- 26) Who are the persons of unsound mind ?
- 27) Who can demand performance of contract ?
- 28) What is contingent contract ? Explain its characteristics.
- 29) Explain free consent.
- 30) Explain doctrine of frustration.
- 31) Explain different types of guarantee. **(4×6=24 Marks)**

### SECTION – D

IV. Answer **any 2** questions. **Each** question carries **15** marks.

- 32) Explain quantum meruit. Under what circumstances we can claim them ?  
Explain.
  - 33) Describe various ways by which contract can be discharged.
  - 34) Explain the rights of buyer and seller in a contract of sale.
  - 35) What is agency by ratification ? What are the requisites of valid ratification ?  
Explain. **(2×15=30 Marks)**
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**Second Semester B.B.A. Degree Examination, July 2015**  
**(Career Related FDP Under CBCSS)**  
**Group 2(b)**  
**Foundation Course**  
**BM 1221 : E-COMMERCE**  
**(2013 Admn.)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer all questions in **one** word to a maximum of **two** sentences. **Each** question carries 1 mark.

1. What is e-commerce ?
2. What is a Credit Card ?
3. Define EDI.
4. What do you mean by Digital Certificate ?
5. What is an electronic purse ?
6. What is URL ?
7. What is an Intellectual property right ?
8. Define Voucher.
9. What is a spreadsheet ?
10. Mention the need for creating a Ledger.

**(10×1=10 Marks)**

P.T.O.



## SECTION – B

Answer **any 8** questions in a **short** paragraph. **Each** question carries **2** marks.

11. Enumerate the limitations of e-commerce.
12. Name two agencies that provide digital certificate in India.
13. Write a short note on Debit Card.
14. Mention the use of Formula bar in MS Excel.
15. Give a brief account of Telnet.
16. Briefly explain HTML.
17. What do you understand by Cyber-Squatting ?
18. What is a trademark ?
19. Write a short note on medical transcription.
20. What is online piracy ?
21. Mention any two types of charts available in Microsoft Excel.
22. Explain the use of 'F11 : Features' option in Tally. **(8x2=16 Marks)**

## SECTION – C

Answer any **6** short essays **not** exceeding **120** words. **Each** question carries **4** marks.

23. Explain the characteristics of e-commerce.
24. Describe the potential benefits of B2B e-commerce.
25. Describe how consumers are benefitted by e-commerce.
26. Differentiate e-commerce from e-business.
27. Give a brief account of e-payment in India.



28. What do you understand by digital signature ? What are its uses ?
29. Enumerate the important features of Tally.
30. What is a spreadsheet ? What are its uses ?
31. What is a Contra Voucher ? How would you create it in tally ? **(6×4=24 Marks)**

**SECTION – D**

Answer **any two** questions. **Each** question carries **15** marks.

32. Elucidate the important facilities available on the internet.
  33. Discuss in detail the procedures involved in electronic payment system.
  34. What are the legal, moral and ethical issues of e-commerce ?
  35. Explain the different kinds of vouchers in Tally. **(2×15=30 Marks)**
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**Second Semester B.B.A. Degree Examination, July 2015**  
**(Career Related FDP Under CBCSS)**  
**Group 2(b) : Core Course**  
**BM – 1243 : BUSINESS LAWS**  
**(2013 Admn.)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions. Answer the following questions in **one** word to a maximum of **two** sentences. **Each** carries **one** mark.

1. What is illegal agreement ?
2. What is past consideration ?
3. What is privity of contract ?
4. Define acceptance.
5. Who is an alien enemy ?
6. Who is a lunatic ?
7. What do you mean by novation ?
8. What is a wagering agreement ?
9. Define pledge.
10. What is duress ?

**(10×1=10 Marks)**

**SECTION – B**

Answer **any eight** questions in a short paragraph. **Each** question carries **two** marks.

11. Explain express and implied contract.
12. Describe cross offer and counter offer.
13. Define consideration.
14. What are necessary goods ?
15. What is auction sale ?
16. Define coercion.

**P.T.O.**



17. What is uncertain agreement ?
18. Explain the doctrine of frustration.
19. What do you mean by breach of contract ?
20. Define contract of indemnity.
21. Define bailment.
22. What is agency by estoppel ?

(8×2=16 Marks)

### SECTION – C

Write **any six** short essays not exceeding **120** words. **Each** carries **4** marks.

23. What are the essential elements of a contract ?
24. What are the essentials for valid acceptance ?
25. Briefly explain the position of agreements by a minor.
26. What do you mean by competency of contract ?
27. Distinguish between condition and warranty.
28. What are the ways in which agency is created ?
29. What are the requisites of bailment ?
30. Describe the various modes by which an agency may be terminated.
31. Explain the doctrine of 'Caveat Emptor'. What are the exceptions ?

(6×4=24 Marks)

### SECTION – D

Write **any two** long essays from the following. **Each** essay carries **15** marks.

32. Define the term offer and acceptance. Explain the rules regarding valid acceptance.
33. Explain the implied conditions and warranties in a contract of sale of goods.
34. Who is an unpaid seller ? What are his rights ?
35. Explain the rights and duties of an agent.

(2×15=30 Marks)

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**Third Semester B.B.A. Degree Examination, January 2015  
(Career Related First Degree Programme Under CBCSS)  
FINANCIAL MANAGEMENT  
BM 1343 (2011)/BM 1344 (2010)**

Time : 3 Hours

Max. Weightage : 30

**SECTION – A**

This Section consists of **four** bunches of **four** questions **each**. **Each** bunch carries a weight of **1**. Answer **all** questions.

- I. 1) The meaning of capital budgeting is
  - a) Budget of sources of income
  - b) Planning and control of capital expenditures
  - c) Preparing capital budget and finding out variances
  - d) None of the above
- 2) High cost of capital is the evidence of
  - a) Low income of the business
  - b) Too much risk
  - c) Unbalanced capital structure
  - d) All of the above
- 3) The function of financial leverage is
  - a) Financial arrangement
  - b) Debt redemption
  - c) Analysis of effect of fixed changes bearing sources of capital of profits
  - d) Effect of equity share capital on profits
- 4) Sales Rs. 2,00,000, variable costs Rs. 1,40,000. Fixed costs Rs. 40,000, operating leverage will be
  - a) 5
  - b) 3
  - c) 2
  - d) 2.5



II. 5) For manufacturing on unit of a product 10 units of raw materials are needed. Company manufactures 18,000 units of the product p.a. It costs Rs. 400 each time order is placed for raw materials. Carrying costs are Rs. 16 per unit of raw materials per year. What is EOQ ?

- a) 2000 units
  - b) 2500 units
  - c) 3000 units
  - d) None of these
- 6) Which of the following costs is not associated with receivables ?
- a) Carrying costs
  - b) Delinquency costs
  - c) Default costs
  - d) None of these
- 7) Deposit float consists of
- a) Postal float
  - b) Processing float
  - c) Bank float
  - d) All of the above
- 8) Concentration banking is a method of
- a) Decentralized collection
  - b) Centralized collection
  - c) Direct collection
  - d) None of these

III. Fill in the blanks choosing the suitable words from those given in brackets :

- 9) Financing decision is related to \_\_\_\_\_  
(Capital structure, purchase of fixed assets, dividend distribution, maintenance of accounts)
- 10) Implicit costs arise, when \_\_\_\_\_  
(There is cash inflow, the funds are utilized, the funds are acquired, none of the above)
- 11) Risk in capital budgeting implies that the decision-maker knows \_\_\_\_\_ of the cash flows.  
(Variability, probability, certainty, risk)
- 12) Business risk can be measured by \_\_\_\_\_  
(Financial leverage, operating leverage, combined leverage)

IV. Match the following :

- 13) Treasury
  - 14) Bills receivable
  - 15) IPO
  - 16) Beta
- A) Merchant Banking
  - B) Risk
  - C) Government
  - D) Negotiable Instrument

(4×1=4 Wt.)



## SECTION – B

Write short answers to **eight** questions in **one** or **two** sentences **each**. **Each** question carries a weight of **1**.

- |                                      |                            |
|--------------------------------------|----------------------------|
| 17. Net worth                        | 18. Net working capital    |
| 19. Weighted average cost of capital | 20. Payback period         |
| 21. PE ratio                         | 22. Convertible debentures |
| 23. Debt equity ratio                | 24. Stock split            |
| 25. Zero coupon bonds                | 26. IPO                    |
| 27. Return on investment             | 28. Risk free rate         |
- (8×1=8 Wt.)**

## SECTION – C

Answer **any five** questions in **not** exceeding **one** paragraph **each**. **Each** question carries a weight of **2**.

29. In what ways is the wealth maximization objective superior to the profit maximization objective/explain.
30. X Ltd. planning to replace an old machine with new one. The cost of the new machine is Rs. 5,40,000. Installation charges will be Rs. 20,000. It is expected that additional working capital requirements will be Rs. 40,000.

The old machine was bought two years ago at a cost of Rs. 1,40,000 and it has economic life of 7 years. It was depreciated on straight line basis. A buyer is willing to purchase this machine for Rs. 1,80,000 and will also bear removal expenses. It is in 55% income tax rate and capital gains are taxed @ 30%. Estimate the net investment (cash outflow at zero time period).

31. Illustrate the concept of the internal rate of return.
32. A 7 year Rs. 100 debenture of a company can be sold at Rs. 97.75. The coupon rate is 15 percent per annum and it will be redeemed at 5% premium on maturity. The company's tax rate is 50%. Compute after tax cost of debenture.
33. Under what conditions would the internal rate of return be reciprocal of the payback period ?
34. What is cost of Preference Share Capital ?
35. Discuss the earnings yield method of computing cost of equity capital.
36. The following information is available
- Cash turnover is 4.5 (based on 360 days in a year)
  - Annual cash operating outflow Rs. 1,75,000
  - Management has decided to stretch accounts payable by 20 days.

What should be the effect of stretching accounts payable on the minimum cash requirements ? If the enterprise can earn 8% on its investments, what could the savings in cost ?

**(5×2=10 Wt.)**



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**Third Semester B.B.A. Degree Examination, December 2015  
(Career Related First Degree Programme Under CBCSS)**

**Group 2(b)**

**Core Course BM 1343 : FINANCIAL MANAGEMENT  
(2013 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

I. Answer **all** questions in **one** or **two** sentences. Each question carries 1 mark.  
**(10×1=10 Marks)**

- 1) Define Internal Rate of Return.
- 2) What is ABC analysis ?
- 3) What do you mean by Average Collection Period ?
- 4) What is Safety Stock ?
- 5) What do you understand by stock split ?
- 6) Define Working Capital.
- 7) Define Capital budgeting.
- 8) Define Capital Structure.
- 9) What is EBIT ?
- 10) What do you mean by Weighted cost of Capital ?

**SECTION – B**

II. Answer **any 8** questions. Each question carries 2 marks. **(8×2=16 Marks)**

- 11) How is cost of Debt Calculated ?
- 12) What do you mean by Operating Leverage ?
- 13) What is EBIT-EPS analysis ?
- 14) What is meant by PBP ?
- 15) What is Optimal Capital Structure ?



- 16) Explain 'Bonus Shares'.
- 17) What is meant by Concentration Banking ?
- 18) What is the Just-in-Time system ?
- 19) What do you understand by Capital Rationing ?
- 20) Explain 'Dividend-pay out ratio'.
- 21) Calculate EOQ from the following : Monthly demand 4000 units; ordering cost per order Rs. 120. Inventory carrying cost per unit per year Rs. 2.
- 22) The dividend per share of a firm is expected to be Re. 1 per share next year and is expected to grow at 6 percent per year perpetually. What is the cost of equity capital of the market price per share is Rs. 25.

### SECTION – C

III. Answer **any six** questions. **Each** question carries **4** marks. **(6×4=24 Marks)**

- 23) Explain briefly the factors determining working capital requirements of a firm.
- 24) Discuss briefly the different phases of capital budgeting.
- 25) Explain briefly the factors affecting the weighted average cost of capital.
- 26) Discuss the principal motives for holding cash.
- 27) Explain the objectives of receivables management.
- 28) Explain the 'Residual theory of Dividends'.
- 29) Distinguish between NPV and IRR techniques of capital budgeting.
- 30) A company is considering a new project for which investment data are as follows : Capital outlay Rs. 2,00,000. Depreciation 20% p.a. on straight line method.

Forecasted annual income before charging depreciation, but after all other charges.

<b>Year</b>	:	1	2	3	4	5
<b>Annual income (Rs.)</b>	:	1,00,000	1,00,000	80,000	80,000	40,000

Calculate the ARR.



31) From the following information, determine the weighted average cost of capital of a Alpha Ltd.

	Rs.
Equity capital	4,00,000
12% debentures	4,00,000
18% term loan	12,00,000
	<b>20,00,000</b>

Assume that Alpha Ltd. had been paying dividends at a consistent rate of 20% per annum on equity shares and equity shares are being traded at par. (Ignore tax).

SECTION – D

IV. Answer **any two** questions. Each question carries **15** marks. **(2×15=30 Marks)**

- 32) "Financial Management is an integral part of Management". Discuss significance goals and scope of financial management in the light of the above statement.
- 33) Describe in detail the different sources of finance for a large corporate concern.
- 34) Discuss in detail any four important evaluation techniques for capital budgeting. State also their advantages and disadvantages.
- 35) The expected cash flow of a project are as follows :

Year	Cash flow
0	-1,00,000
1	20,000
2	30,000
3	40,000
4	50,000
5	30,000

The cost of capital is 12 percent. Calculate the following.

- a) NPV
  - b) IRR
  - c) Benefit-cost ratio
-





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**Second Semester B.B.A. Degree Examination, July 2015**  
**(Career Related FDP Under CBCSS)**  
**Group 2(b)**  
**Core Course**  
**BM 1243 – FINANCIAL MANAGEMENT**  
**(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

I. Answer **all** questions in **one** or **two** sentences. **Each** carries 1 mark.

- 1) What is working capital ?
- 2) What is Financial Decision ?
- 3) What is Factoring ?
- 4) What is Venture Capital ?
- 5) What is Capital Budgeting ?
- 6) What is Pay-Back Period ?
- 7) What is Capitalization ?
- 8) What is Deposit Float ?
- 9) What is Operating Leverage ?
- 10) What is Stock Dividend ?

**(1×10=10 Marks)**

SECTION – B

II. Answer **any 8** questions. **Each** carries 2 marks.

- 11) What are the objectives of Financial Management ?
- 12) What are the different types of Preferences Shares ?
- 13) What are the principles of Working Capital Management Policy ?

P.T.O.



- 14) What is Letter of Credit ? Explain its types.
- 15) What is Capital Rationing ?
- 16) What is Composite Leverage ?
- 17) Give the advantages of Bonus Issues.
- 18) What is Optimal Capital Structure ?
- 19) What is Capital Budgeting Process ?
- 20) What are the motives for holding cash ?
- 21) Explain Stable Dividend Policy.
- 22) What is Lease Financing ?

**(2×8=16 Marks)**

### SECTION – C

III. Answer any 6 questions. Each question carries 4 marks.

- 23) Explain the factors determining Working Capital Management.
- 24) What are the methods of cash management ?
- 25) What are the needs and importance of Capital Budgeting ?
- 26) What is Capital Gearing and its significances ?
- 27) What is meant by EBIT-EPS Analysis ?
- 28) Write a note on Profit Maximization vs. Wealth Maximization.
- 29) A Company issues Rs. 10,00,000 10% redeemable debenture sat a discount of 5%. The cost of floatation amount to Rs. 30,000. The debentures are redeemable after 5 years. Calculate before-tax and after-tax cost of debt assuming a tax rate of 50%.
- 30) A Project cost Rs. 5,00,000 and yields annually a profit of Rs. 80,000 after depreciation @ 12% p.a. but before tax of 50%. Calculate the Pay-back Period.
- 31) What are the limitations of Financial Leverage ?

**(4×6=24 Marks)**



## SECTION – D

IV. Answer **any 2** questions. **Each** question carries **15** marks.

32) Prepare an estimate of working capital requirement from the following information of a trading company :

- |  |                |
|--|----------------|
| A) Project annual sales                                | 1,00,000 units |
| B) Selling price                                       | Rs. 8 per unit |
| C) % of net profit on sales                            | 25%            |
| D) Average credit period allowed to customers          | 8 weeks        |
| E) Average credit period allowed by Suppliers          | 4 weeks        |
| F) Average stock holding in terms of sales requirement | 12 weeks       |
| G) Allow 10% for contingencies                         |                |

33) The cost of capital and the rate of return on investment of WM Ltd. Is 10% and 15% respectively. The company has one million equity shares of Rs. 10 each outstanding and its earnings per share are Rs. 5. Calculate the value of the firm in the following situation using Walter's model :

- 1) 100% retention
- 2) 50% retention and
- 3) No retention.

34) What is Cost of Capital ? Explain the significance of Cost of Capital and the problems in determination of Cost of Capital.

35) What is Capital Budgeting ? Explain methods of Capital Budgeting.

**(15×2=30 Marks)**

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**Second Semester B.B.A. Degree Examination, July 2015**  
**(Career Related FDP under CBCSS)**  
**Group 2 (b) Core Course**  
**BM 1242 : HUMAN RESOURCE MANAGEMENT**  
**(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

I. Answer **all** questions in **one** or **two** sentences. **Each** question carries **one** mark.

- 1) What is Human Resource Planning ?
- 2) What is job analysis ?
- 3) What is job design ?
- 4) What is job enrichment ?
- 5) What is induction ?
- 6) What is job training ?
- 7) Define quality circle.
- 8) What is performance appraisal ?
- 9) What is MBO ?
- 10) What is mentoring ?

**(1×10=10 Marks)**

**SECTION – B**

II. Answer **any 8** questions. **Each** question carries **2** marks.

- 11) Write any two internal source of recruitment.
- 12) What is meant by manpower forecasting ?
- 13) What are the steps involved in job design ?

P.T.O.



- 14) What is strategic human resource planning ?
- 15) Differentiate between selection and placement.
- 16) Explain different types of off the job training.
- 17) What are the objectives of performance appraisal ?
- 18) What are features of HRM ?
- 19) Explain the characteristics of recruitment.
- 20) What are objectives of career planning ?
- 21) What are the merits of piece rate system ?
- 22) Enlist the types of interviews.

**(2×8=16 Marks)**

#### SECTION – C

III. Answer **any 6** questions. **Each** question carries **4** marks.

- 23) What are the objectives of HRM ?
- 24) Differentiate between Personal Management and Human Resource Management.
- 25) What are the objectives of manpower planning ?
- 26) Explain the factors which effects recruitment process.
- 27) What are the benefits of career planning ?
- 28) What are the different types of wage system ?
- 29) What are the pre-requisites of manpower planning ?
- 30) Explain experimental methods of training.
- 31) What are the methods of worker's participation in management ? **(4×6=24 Marks)**

#### SECTION – D

IV. Answer **any 2** questions. **Each** question carries **15** marks.

- 32) Define HRM. Explain its concept and scope.
- 33) What do you understand by recruitment ? Explain its process.
- 34) What is career planning ? Explain the career planning process.
- 35) Explain the various training methods. **(15×2=30 Marks)**



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**Fourth Semester B.B.A. Degree Examination, June 2015  
(Career Related First Degree Programme Under CBCSS)  
Group 2(b) Core Course  
BM 1442 : HUMAN RESOURCE MANAGEMENT  
(2013 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions in **one** or **two** sentences **each**. Each question carries **one** mark.  
**(10×1=10 Marks)**

1. Define HRM.
2. What is attrition ?
3. What is compensation ?
4. What is delegation ?
5. What is demotion ?
6. What is discipline ?
7. What is dry promotion ?
8. What is human resource development ?
9. What is incentive ?
10. What is job description ?

**SECTION – B**

Write short answers to **any eight** questions **not** exceeding in **one** paragraph. Each question carries a mark of **2**.  
**(8×2=16 Marks)**

11. What is absenteeism ?
12. What is Halsey plan ?
13. What is MBO ?
14. What is motivation ?

P.T.O.

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15. What is performance appraisal ?
16. Explain strategic human resource management.
17. Explain about transactional analysis.
18. Explain about resignation.
19. What is retirement ?
20. What is organizational development ?
21. What is Multinational Corporation ?
22. What is a management game ?

#### SECTION – C

Answer **any six** questions in **not exceeding one page each**. Each question carries **4 marks**.  
(6×4=24 Marks)

23. Explain the advantages of human resource accounting.
24. Explain the limitations of a human resource manager.
25. "Human resource planning is a prerequisite for effective management of human resources" in the light of the statement ; analyse the significance of human resource planning.
26. Explain about prerequisites of a sound incentive plan.
27. Explain the objectives of compensation management.
28. Explain the need for human resource development.
29. Explain the main features of TQM.
30. Explain the essentials of a good disciplinary system.
31. Explain grievance redressal procedure.

#### SECTION – D

Answer **any two** questions in **not exceeding four pages each**. Each question carries **15 marks**.  
(2×15=30 Marks)

32. Explain the scope of human resource management.
  33. Write briefly about the significance of job analysis.
  34. Explain the measures to control absenteeism in the organization.
  35. Distinguish between personnel management and human resource management.
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**Fourth Semester B.B.A. Degree Examination, June 2015**  
**Career Related First Degree Programme Under CBCSS**  
**Group 2(b)**  
**Core Course BM 1442 : HUMAN RESOURCE MANAGEMENT**  
**(2011 Admission)**

Time : 3 Hours

Max. Weight : 30

**SECTION – A**

This Section consists of **four** bunches of **four** questions **each**. **Each** bunch carries a weightage of **1**. Answer **all** questions.

I. Choose the most appropriate answer from the following :

- 1) \_\_\_\_\_ is the full form of ESOP.
  - a) Employee Stock Ownership Plan
  - b) Employee Stock Option Plan
  - c) Employee Stock Opinion Plan
  - d) Employee Stock Offer Plan
- 2) Which basic function of management includes establishing goals and standards, developing rules and procedures and forecasting ?
  - a) Planning
  - b) Organizing
  - c) Motivating
  - d) Leading
- 3) What specific activities listed below are part of the planning function ?
  - a) Giving each subordinate a specific task
  - b) Recruiting prospective employees
  - c) Training and developing employees
  - d) Developing rules and procedures
- 4) What specific activities listed below are part of the staffing function ?
  - a) Giving each subordinate a specific task
  - b) Maintaining morale
  - c) Recruiting prospective employees
  - d) Developing rules and procedures





- II. 5) Which basic function of management includes setting standards such a sales quotas and quality standards ?
- a) Planning
  - b) Organizing
  - c) Controlling
  - d) Leading
- 6) \_\_\_\_\_ are authorized to direct the work of subordinates.
- a) Line managers
  - b) Staff managers
  - c) Leaders
  - d) Advisory board members
- 7) \_\_\_\_\_ are responsible for assisting and advising line managers in areas like recruiting, hiring and compensation.
- a) Human resource managers
  - b) Staff managers
  - c) Line managers
  - d) EEO officers
- 8) Human resource managers generally exert \_\_\_\_\_ within the human resources department and \_\_\_\_\_ outside the human resources department.
- a) Line authority; implied authority
  - b) Staff authority; line authority
  - c) Line authority; staff authority
  - d) Functional control; authoritarian control
- III. Fill in the blanks choosing the suitable words from those given in brackets.
- 9) All of the following are examples of human resource job duties except \_\_\_\_\_
- a) recruiter
  - b) equal employment opportunity coordinator
  - c) financial advisor
  - d) compensation manager
- 10) \_\_\_\_\_ refers to the tendency of firms to extend their sales, ownership and/or manufacturing to new markets abroad.
- a) Expansion
  - b) Market development
  - c) Globalisation
  - d) Export growth



- 11) What term refers to the knowledge, education, training, skills and expertise of a firm's workers ?
  - a) Human resources
  - b) Human capital
  - c) Intangible assets
  - d) Knowledge assets
- 12) \_\_\_\_\_ are a useful tool for determining why employees are leaving an organization.
  - a) Government labor reports
  - b) Exit interviews
  - c) Benchmarks
  - d) HR portals

IV. Match the following :

- | A                              | B            |
|--------------------------------|--------------|
| 13) Job description            | Experience   |
| 14) Job specification          | Job title    |
| 15) Workmen's Compensation Act | Job rotation |
| 16) On the job training        | 1923         |
- (4x1=4 Weights)**

SECTION – B

Write short answers to **any eight** questions in **one or two** sentences **each**. Each question carries a weightage of 1.

- 17) Different functions of HRM.
- 18) Employee Discipline.
- 19) Human Resource Accounting.
- 20) Team Building.
- 21) TQM.
- 22) Out sourcing.
- 23) Impact of globalization in HRM.
- 24) Profit sharing and bonus issues.
- 25) Grievance.
- 26) Gherao.
- 27) Wage payment system.
- 28) Fringe benefits.

**(8x1=8 Weights)**



## SECTION – C

Answer **any five** questions in **not** exceeding **one** paragraph **each**. **Each** question carries a weightage of **2**.

- 29) Mention the difference between demotion and transfer.
- 30) Difference between turnover and absenteeism.
- 31) Examine the need and importance of Human Resource Planning.
- 32) What are the three main ways that technology improves HR functioning ?
- 33) Explain the difference between line authority and staff authority. What type of authority do human resource managers have ?
- 34) Write a short note on different human resource problems.
- 35) What do you mean by Quality circle ?
- 36) Explain HR Audit. **(5×2=10 Weights)**

## SECTION – D

Answer **any two** questions in **not** exceeding **four** pages **each**. **Each** question carries a weightage of **4**.

- 37) Distinguish between HRM and personnel management.
  - 38) Identify five metrics used to evaluate HR performance.
  - 39) List out the three different functions carried out by human resource managers and explain them. **(2×4=8 Weights)**
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Reg. No. : .....

Name : .....

**Second Semester B.B.A. Degree Examination, July 2015**  
**(Career Related FDP Under CBCSS)**  
**Group 2(b) (Core Course)**  
**BM 1241 : MARKETING MANAGEMENT**  
**(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

I. Answer **all** questions in **one** or **two** sentences. **Each** question carries **1** mark.

- 1) Define market.
- 2) What is morph marketing ?
- 3) What is consumer delight ?
- 4) What is an augmented product ?
- 5) Define brand.
- 6) What is marketing myopia ?
- 7) What is price lining ?
- 8) What is USP ?
- 9) What is trading stamps ?
- 10) What is POP display ?

**(1×10=10 Marks)**

**SECTION – B**

II. Answer **any eight** questions. **Each** question carries **2** marks.

- 11) What is viral marketing ?
- 12) State any four features of personal selling.

**P.T.O.**



- 13) What is electronic retailing ?
- 14) What is marketing process ?
- 15) What are the characteristics of consumer behaviour ?
- 16) What are the different types of brand ?
- 17) Distinguish advertisement and sales promotion.
- 18) What are the qualities of a good salesman ?
- 19) Explain the role of middlemen.
- 20) State any two advantages and disadvantages of departmental store.
- 21) What is packaging ? What are its functions ?
- 22) List out any four factors governing the selection of advertisement media.

**(2×8=16 Marks)**

### SECTION – C

III. Answer any **six** questions. **Each** question carries **4** marks.

- 23) Distinguish between marketing and selling.
- 24) What are the features of modern marketing ?
- 25) Explain market segmentation process.
- 26) Explain the different types of consumer behaviour.
- 27) What are the features affecting marketing mix ?
- 28) How consumer goods can be classified ?
- 29) Discuss briefly the elements of advertisement copy.
- 30) Explain product line modification.
- 31) Explain the various methods of pricing of new product.

**(4×6=24 Marks)**



**SECTION - D**

**IV. Answer any two questions. Each question carries 15 marks.**

- 32) Explain the scope of marketing.
  - 33) Define market segmentation. What are its benefits? What are the different segmentation strategies?
  - 34) Define product life cycle. Explain the various phases of PLC. Discuss its importance.
  - 35) Discuss the various medias of advertising with relative merits and demerits.  
**(15x2=30 Marks)**
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**Second Semester B.B.A. Degree Examination, July 2015**  
**(Career Related FDP under CBCSS)**  
**Group 2(b)**  
**Core Course BM1241 – MARKETING MANAGEMENT**  
**(2013 Admn.)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions in **one** word to a maximum of **two** sentences. **Each** question carries **one** mark.

1. What is spot market ?
2. Define demand.
3. Who introduced the concept “Marketing Mix” ?
4. Who is a customer ?
5. Write an example for umbrella brand.
6. Write the slogan of a reputed company.
7. Define price.
8. What is channel conflict ?
9. Expand AIDA.
10. What is POP Ad ?

**(10×1=10 Marks)**

**SECTION – B**

Answer **any eight** questions not exceeding **one** paragraph. **Each** question carries **two** marks.

11. Explain the exchange functions of marketing.
12. Write the characteristics of modern concept of marketing.
13. Define Marketing Information System.
14. Explain consumer behaviour.
15. Write a note on product mix.
16. Discuss the objectives of packaging.
17. What is marketing logistics ?
18. Discuss the functions of distribution channel.
19. Write a note on psychological pricing.
20. What is push strategy ?
21. Define direct marketing.
22. Discuss some trade promotion tools.

**(8x2=16 Marks)**

**SECTION – C**

Answer **any six** questions not exceeding **120** words. **Each** question carries **4** marks.

23. Explain the facilitating functions of marketing.
24. Discuss the role of marketing in modern management.
25. Discuss the nature of consumer behaviour.
26. What are the internal factors affecting marketing mix ?





27. Discuss the steps in pricing.
28. What are the functions of a wholesaler ?
29. Discuss the qualities of an ideal salesman.
30. Differentiate between advertising and publicity.
31. Explain the scope of TQM.

**(6×4=24 Marks)**

**SECTION – D**

Write **any two** long essays from the following questions. **Each** question carries **15** marks.

32. What is marketing environment ? Discuss the micro and macro environmental factors affecting a firm.
33. Define market segmentation. Exemplify the different bases of market segmentation.
34. Discuss the general pricing approaches in marketing management.
35. Define public relation. Discuss the functions and tools of public relation.

**(2×15=30 Marks)**

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Reg. No. : .....

Name : .....

**Second Semester B.B.A./B.Sc./B.C.A./B.Com./B.Voc. Degree  
Examination, July 2015  
Career Related First Degree Programme under CBCSS  
Group 2(b)  
LANGUAGE COURSE – II  
EN 1211.4 : Writing and Presentation Skills  
(2013 Admission Onwards)  
Common for EN 1211 : Writing and Presentation Skills  
(B.Voc – Software Development) and  
General Course – EN 211 : Writing and Presentation Skills in English  
(B.Voc – Tourism and Hospitality Management)**

Time : 3 Hours

Max. Marks : 80

I. Answer all questions. Correct the following sentences. If the sentences are correct, write "No Error".

- 1) The new opened restaurant has become the talk of the town.
- 2) Two peoples were injured in the firing.
- 3) People has become internet addicted.
- 4) Can you send me a scanned copy of the letter ?
- 5) The chief executive are meeting top managers immediately.
- 6) The police fire tear gas shells at the crowd.
- 7) Yesterday, there was a beautiful flower in the garden.
- 8) I likes watching movies.
- 9) Once upon a time, there lived an majestic lion.
- 10) We woke up hearing a loud cry.

(10×1=10 Marks)

II. Answer any eight of the following questions in one or two sentences each :

- 11) Write any four important differences between written and spoken communication.
- 12) Write any four common ways of ending a letter.



13) Which forms the right way of representing the following ?

WHOW.H.O

ENCL:/encl:

14) Find the correctly spelt word from the following :

honourable/honorable

Fulfilment/fulfillment

Maintenance/maintenance

Career/carreer

15) What are the three main parts of letter writing ?

16) What are the advantages of email ?

17) What are the differences between etiquette and netiquette ?

18) Write two common methods used for conducting surveys.

19) Write any four usages for offering a helping hand.

20) What are scaled questions ?

21) Define report.

22) What are the three 'Es' to be followed while answering an examination question ?

**(8×2=16 Marks)**

III. Answer **any six** questions.

23) What are the basic rules to be kept in mind while formatting a business letter ?

24) Draft an email to your college office asking for details of the course fee of your next semester.

25) Write a dialogue between you and a longtime friend you met while travelling in a bus. Discuss in detail of your career plan and other matters of relevance.

26) What are close ended questions ? Why are they mostly used in surveys ?



27) Characteristic features of a dialogue.

28) Write a short paragraph on plastic hazard using the notes given below.

Hazardous waste/destroying environment/ecosystem disrupted/dangerous pollutants/ecofriendly products/new label and form to be promoted

29) How will you formulate an abstract for your project report ?

30) Discuss in detail the four step process involved in making effective presentations.

31) Define simile and metaphor and how it is used in creative writing ?

**(6×4=24 Marks)**

IV. Attempt **any two** of the following.

32) What is the role of a copy writer ? Imagine you are applying for the post of a copywriter. The manager asks you to prepare a copy for the pen that you have in hand. Prepare a copy.

33) Social websites a boon or bane. Discuss.

34) Imagine you are the college representative. The principal has assigned you with the task of presenting you college to a foreign university student who has come as an internee. Write in detail how you will present your college to that student.

35) Prepare a resume with a covering letter in response to an advertisement published in The Hindu dated 15/5/2015 for the post of a computer programmer.

**(2×15= 30 Marks)**

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