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A – 5284

Reg. No. : .....

Name : .....

**Second Semester B.B.A. Degree Examination, July 2016**  
**(Career Related FDP under CBCSS)**  
**Group 2(b)**  
**Core Course BM 1243 BUSINESS LAWS**  
**(2013 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

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

1. What do you mean by void ab initio ?
2. Define agreement.
3. What is privity of contract ?
4. Define acceptance.
5. What is fraud ?
6. Who is a lunatic ?
7. What do you mean by novation ?
8. What is quasi contract ?
9. Define pledge.
10. What is duress ?

**(10×1 = 10 Marks)**

P.T.O.



## SECTION – B

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

11. Who is substituted agent ?
12. Describe cross offer and counter offer.
13. What are the different types of consideration ?
14. What are necessary goods ?
15. Who is a minor ?
16. What do you mean by contingent contract ?
17. What is uncertain agreement ?
18. Explain the doctrine of frustration ?
19. What do you mean by breach of contract ?
20. Define contract of guarantee.
21. Define bailment.
22. What is agency by estoppel ?

**(8×2=16 Marks)**

## SECTION – C

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

23. What are the essential aspects of an agreement ?
24. What are the essentials for valid acceptance ?
25. Distinguish between sale and agreement to sell.
26. What do you mean by competency of contract ?
27. Define undue influence. What are the essential ingredients of undue influence ?
28. What is discharge of contract ? What are modes of discharge of contract ?
29. What are the requisites of bailment ?
30. Discuss the essential features of agency ?
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 a Contract and explain the essential features of a valid contract.**
  - 33. What are the ways in which agency is created ?**
  - 34. Discuss the rules relating to delivery of goods.**
  - 35. What is contract of indemnity ? Discuss the rights of indemnity holder and indemnifier. (2x15 = 30 Marks)**
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Reg. No. : .....

Name : .....

**Second Semester B.B.A. Degree Examination, July 2016**  
**(Career Related FDP Under CBCSS)**

**Group 2(b)**  
**Core Course**

**BM 1242 – HUMAN RESOURCES MANAGEMENT**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

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

- 1) Define HRM.
- 2) What is job specification ?
- 3) What is job enlargement ?
- 4) What is EQ ?
- 5) What is sensitivity training ?
- 6) What is bench marking in training ?
- 7) What is Rating Scale ?
- 8) What is Rowan Plan ?
- 9) What is quality circle ?
- 10) What do you meant by mentoring ?

**(1×10=10 Marks)**

**SECTION – B**

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

- 11) Explain job analysis process.
- 12) State the importance of HRM.
- 13) What are the contents of job specification ?

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- 14) What are the merits of external sources of recruitment ?
- 15) Differentiate between recruitment and selection.
- 16) Explain the steps involved in training process.
- 17) What are the defects of checklist method ?
- 18) What are the objectives of HRP ?
- 19) What are the advantages of incentive system ?
- 20) Differentiate between Personnel Management and Human Resource Management.
- 21) What are the benefits of career planning ?
- 22) Explain the importance of performance appraisal. **(2×8=16 Marks)**

#### SECTION – C

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

- 23) What are the four C's of HR policies ?
- 24) Write the internal sources of recruitment.
- 25) Differentiate between education and training.
- 26) What is training on environment ?
- 27) What are the features of performance appraisal ?
- 28) What are the functions of HRM ?
- 29) What are the limitations of career planning ?
- 30) What are the merits of piece rate system ?
- 31) What are the objectives of manpower planning ? **(4×6=24 Marks)**

#### SECTION – D

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

- 32) What is Job Evaluation ? What are the methods of Job Evaluation ?
  - 33) Explain the steps involved in the selection process.
  - 34) Explain in brief the methods of performance appraisal.
  - 35) Explain the various training methods. **(15×2=30 Marks)**
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Reg. No. : .....

Name : .....

**Second Semester B.B.A. Degree Examination, July 2016  
(Career Related FDP Under CBCSS)  
Group 2(b) : Core Course BM – 1241 : 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. Write an example for regulated market.
2. State any two characteristics of old concept of marketing.
3. Which is the most basic element of marketing ?
4. Give any two demographic bases for market segmentation.
5. Which is the first stage in buying decision process ?
6. What is PLC ?
7. What is the main purpose of branding ?
8. State any two external factors affecting pricing.
9. Who is a peddler ?
10. Give an example for pleasing products.

**(10×1=10 Marks)**

**P.T.O.**



## SECTION – B

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

11. Define wants.
12. Explain modern marketing concept.
13. What is marketing environment ?
14. Discuss the scope of consumer behaviour.
15. Explain benefit segmentation.
16. Explain physical distribution.
17. Write a note on E-tailing.
18. Discuss the forms of product diversification.
19. Explain competition based pricing.
20. List the sales force promotion tools.
21. What are the forms of direct marketing ?
22. Explain mega marketing.

**(8×2=16 Marks)**

## SECTION – C

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

23. What are the components of Marketing Information System ?
24. Explain socio-economic market segmentation.
25. Discuss the criteria for effective market segmentation.



26. What are the roles played by people while buying a product ?
27. Explain the types of consumer goods.
28. Illustrate the stages in PLC.
29. Discuss the steps in product positioning.
30. What are the qualities of a good advertising copy ?
31. Discuss the functions of personal selling. **(6×4=24 Marks)**

SECTION – D

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

32. Discuss the various philosophies of marketing.
  33. What is a new product ? Explain the stages in new product planning and development.
  34. Discuss the various pricing strategies.
  35. Define TQM. Discuss the need and scope of TQM in marketing. **(2×15=30 Marks)**
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Reg. No. : .....

Name : .....

**Second Semester B.B.A. Degree Examination, July 2016**  
**Career Related F.D.P. under CBCSS**  
**Group 2(b)**  
**Core Course**  
**BM 1241 – MARKETING MANAGEMENT**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

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

- 1) Define trademark.
- 2) What is remarketing ?
- 3) What is customised marketing ?
- 4) What is captive pricing ?
- 5) What is consumer delight ?
- 6) What is advertising appeal ?
- 7) What are brown goods ?
- 8) What is AIDAS formula ?
- 9) What is market testing ?
- 10) What is marketing myopia ?

**(1×10=10 Marks)**

P.T.O.



SECTION – B

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

- 11) What is marketing mix ?
- 12) State any four features of personal selling.
- 13) What are the benefits of environment scanning and analysis ?
- 14) What is keying the advertisement ?
- 15) Distinguish between brand and trademark.
- 16) What is product line modification ?
- 17) State any four advantages of multiple shops.
- 18) What is packaging ? What are its functions ?
- 19) Explain the role of middlemen.
- 20) What is marketing process ?
- 21) What are the major tools of public relations ?
- 22) State the functions of channel of distribution.

**(2x8=16 Marks)**

SECTION – C

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

- 23) Distinguish marketing and selling.
- 24) Discuss briefly recent trends in marketing.
- 25) Differentiate penetration and skimming pricing policy.
- 26) Discuss the stages of evolution of marketing.
- 27) What are the different segmentation strategies ?
- 28) Explain the different types of consumer behaviour.



29) Discuss briefly stages of development of a new product.

30) Explain the recent trends in channel of distribution.

31) Discuss briefly the importance of marketing.

(4×6=24 Marks)

SECTION - D

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

32) Explain briefly the selling process.

33) Explain various medias of advertising with merits and demerits.

34) Define PLC. Explain various phases of product life cycle.

35) Explain various kinds of sales promotion.

(15×2=30 Marks)

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**A – 5327**

Reg. No. : .....

Name : .....

**Second Semester B.B.A. Degree Examination, July 2016  
(Career Related FDP Under CBCSS)  
Group 2(b)  
Foundation Course  
BM 1221 : E - COMMERCE AND CYBER LAW  
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

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

- 1) Define EDI.
- 2) What is meant by supply chain management ?
- 3) What is HTTP ?
- 4) What is WAIS ?
- 5) Explain Extranet.
- 6) State the major functions performed by URL.
- 7) What is web-browsing ?
- 8) What do you mean by E-cash ?
- 9) Define smart card.
- 10) What is spoofing ?

**(1×10=10 Marks)**

**SECTION – B**

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

- 11) Briefly explain VOIP.
- 12) What is meant by 'Hacking' ?
- 13) What is biometrics ?
- 14) Explain B2C e-commerce.
- 15) Write a note on search engine.

P.T.O.



- 16) Discuss the business uses of internet.
- 17) Explain the steps involved in e-commerce.
- 18) List the importance of E-branding.
- 19) What are the components of a website ?
- 20) What is bus topology ?
- 21) Differentiate between traditional commerce and e-commerce.
- 22) Expand : a) HTML      b) ASP      c) SOAP      d) TCP      **(2×8=16 Marks)**

**SECTION – C**

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

- 23) Explain the important types of internet advertising.
- 24) State the advantages of intranet.
- 25) Explain the benefits of E-commerce.
- 26) Explain consumer applications of M-commerce.
- 27) State the benefits of EDI.
- 28) Explain any three types of biometrics.
- 29) Discuss the important limitations of e-commerce security measures.
- 30) Explain the important web service protocols.
- 31) Briefly explain the process of setting up a website for e-commerce. **(4×6=24 Marks)**

**SECTION – D**

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

- 32) What is e-commerce ? Explain the importance and limitations of e-commerce.
- 33) Explain some of the major provisions contained in IT Act 2000.
- 34) What is EPS ? Explain major types of electronic payments.
- 35) Give notes on the following :
  - a) Computer virus
  - b) B2B e-commerce
  - c) Smart cards
  - d) Enterprise information portal**(15×2=30 Marks)**



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**A – 5331**

Reg. No. : .....

Name : .....

**Second Semester B.B.A. Degree Examination, July 2016**  
**(Career Related FDP Under CBCSS)**  
**Group 2(b)**  
**Complementary Course**  
**BM 1231 : BUSINESS REGULATORY FRAME WORK**  
**(2014 Admission Onwards)**

Time : 3 Hours

Total Marks : 80

**SECTION – A**

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

- 1) Define executory contract.
- 2) Who is promisor and promisee ?
- 3) Define privity of contract.
- 4) What is voidable contract ?
- 5) Define duress.
- 6) What is auction sale ?
- 7) What is coercion ?
- 8) What is nominal damages and special damages ?
- 9) What is cross offer ?
- 10) Who is a minor ?

**(1×10=10 Marks)**

**SECTION – B**

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

- 11) Write short notes on state commission.
- 12) How is contract of sale made ?
- 13) Define agent and principal.

**P.T.O.**



- 14) Write any 2 duties of bailor.
- 15) Give any 2 right of indemnity holder.
- 16) Define nominal damages. State rules.
- 17) Distinguish general and particular lien.
- 18) Distinguish pledge and bailment.
- 19) What is contract of insurance ?
- 20) Define quasi contract.
- 21) What do you mean agency by implied authority ?
- 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) Write notes on contract according to formation.
- 24) Define consideration. State the exceptions to the general rule no consideration no contract.
- 25) What is lien ? Explain bailees lien.
- 26) Explain the nature and extend of surety's liability.
- 27) What is wagering agreement ? What are its elements ?
- 28) Who are the persons of unsound mind ?
- 29) What is contingent contract ? Explain characteristics.
- 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) Describe the rights and duties of bailor and bailee.
- 33) Explain different types of contracts.
- 34) Explain quantum meruit. Under what circumstances we can claim them. Explain.
- 35) What is agency of ratification ? What are the requisites of valid ratification ? Explain. **(15×2=30 Marks)**







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Reg. No. : .....

Name : .....

**Second Semester B.B.A. Degree Examination, July 2016**  
**(Career Related F.D.P. 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 World Wide Web ?
2. What is e-cash ?
3. What is an electronic purse ?
4. What is B2C ?
5. What is extranet ?
6. What are electronic cheques ?
7. Write a short note on HTTP.
8. What is FTP ?
9. What is a workbook in MS Excel ?
10. What do you mean by a Company in Tally ?

**(10×1=10 Marks)**

**SECTION – B**

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

11. Name any two purposes of internet.
12. Write a short note on hypertext.
13. Name any two properties of e-cash.
14. Write a short note on C2C.
15. Give a brief account of Electronic Data Interchange.

P.T.O.

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16. Give a short note on trademark.
17. What do you mean by medical transcription ?
18. What is an Intellectual property right ?
19. What is AutoFilter in MS Excel ?
20. Name the different parts of Tally screen.
21. What is the use of Formula bar in MS Excel ?
22. What do you mean by grouping of account ?

**(8×2=16 Marks)**

**SECTION – C**

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

23. Give a short note on web search engine.
24. What are the benefits of B2B ?
25. Briefly explain ethical issues in e-commerce.
26. What are the features of e-commerce technology ?
27. List out the reasons for the growing importance of e-advertisements.
28. "Despite cost and efficiency gains, many hurdles need to be overcome for the spread of e-payment systems". Explain such factors.
29. Name the different types of Intellectual Property.
30. Enumerate the procedure to select an existing Company in Tally.
31. Give a brief explanation on IF () function in MS Excel.

**(6×4=24 Marks)**

**SECTION – D**

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

32. What are the facilities available on the internet ?
33. Discuss the advantages and limitations of e-commerce.
34. What do you mean by voucher ? Explain the different kinds of vouchers available in Tally.
35. Discuss in detail the important applications of MS Excel.

**(2×15=30 Marks)**