



Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, December 2017
(Career Related First Degree Programme under CBCSS)
Core Course
BM 1341 : BUSINESS ENVIRONMENT AND POLICY
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Answer all 10 questions not exceeding 2 sentences each. Each question carries 1 mark. **(10×1=10 Marks)**
- 1) Define Business Environment.
 - 2) What is Social Audit ?
 - 3) What is a mixed economy ?
 - 4) What are political institutions ?
 - 5) Define the term 'Fiscal Policy'.
 - 6) What do you mean by 'Social Responsibility' ?
 - 7) Explain foreign collaboration.
 - 8) Give the expansion of GATT.
 - 9) What is a MNC ?
 - 10) Define culture.

SECTION – B

- II. Answer any eight questions not exceeding one paragraph each. Each question carries 2 marks. **(8×2=16 Marks)**
- 11) What do you understand by industrial policy ?
 - 12) State four drawbacks of capitalist economy.
 - 13) Explain how suppliers influence business decisions.



- 14) What are the limitations of environmental analysis ?
- 15) What are the elements of culture ?
- 16) State any four principles of WTO.
- 17) What are the different types of competition ?
- 18) What are the different types of economic system ?
- 19) What do you understand by SEBI ?
- 20) State the objectives of monetary policy of India.
- 21) Explain the purposes of social audit.
- 22) Explain intellectual property right.

SECTION – C

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

- 23) Explain briefly the different steps in environmental analysis.
- 24) Explain the factors involved in Micro environment.
- 25) Discuss the arguments in favour of social responsibility.
- 26) Discuss briefly the disadvantages of globalization.
- 27) Explain the different methods of transfer of technology.
- 28) Elucidate the objectives of exim-policy.
- 29) What are the drawbacks of multi-national corporations ?
- 30) Discuss briefly the features of business environment.
- 31) Explain classification of industry as per industrial policy 1956.

SECTION – D

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

- 32) What are industrial policies ? Explain the objectives and provisions of Industrial Policy 1972.
 - 33) Discuss the macro environmental factors affecting business decisions.
 - 34) Discuss the important provisions of FEMA.
 - 35) Discuss the challenges to economic reforms in India.
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(Pages : 3)

C – 1575

Reg. No. :

Name :

**Sixth Semester B.B.A. Degree Examination, April 2017
(Career Related First Degree Programme Under CBCSS)**

Group 2(b)

Core Course

BM 1641 : FINANCIAL SERVICES

(2013 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Write short answers to **all** questions in **one** or **two** sentences **each**. **Each** question carries **1** mark.

1. Define factoring.
2. What is the purpose behind bridge financing ?
3. Expand : ATM, CDM.
4. What do you mean by White Label ATM ?
5. What is EFT ?
6. What is 'Without Recourse Factoring' ?
7. Define mutual fund.
8. Name two depositories in India.
9. What do you mean by financial lease ?
10. Define hire-purchase

(10×1=10 Marks)

P.T.O.



SECTION - B

Answer any eight questions in not exceeding one paragraph. Each question carries 2 marks.

11. What is meant by 'Financial Intermediation' ?
12. Explain Credit risk.
13. Explain CAMELS model
14. What is meant by retail banking ?
15. Explain 'Money Market Mutual Funds'.
16. Define forfeiting.
17. Write a note on CDM.
18. List the modes of venture capital investment.
19. List any four non-fund based financial services.
20. Show two features of credit card.
21. What do you mean by 'start-up financing' ?
22. What is loan-syndication ?

(8×2=16 Marks)

SECTION - C

Answer any six questions in not exceeding one page each. Each question carries 4 marks.

23. What are the major services rendered by merchant bankers ?
24. Differentiate between hire purchase and instalment purchase systems.
25. Briefly explain different types of mutual fund schemes.
26. Explain the features of financial services.



27. Give notes on :

- a) ECBs
- b) GDRs.

28. List the IPO process of a company.

29. What do you understand by 'Securitisation of debt' ?

30. Explain derivative deposits created by banks.

31. Show the advantages of consumer finance.

(6×4=24 Marks)

SECTION – D

Answer any two questions not exceeding four pages each. Each question carries 15 marks.

32. Explain the functions of a Commercial Bank.

33. Explain the advantages and disadvantages of factoring.

34. Define leasing. Explain different types of leases.

35. Explain the contribution of financial services in promoting industries in India.

(2×15=30 Marks)



Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, December 2017
(Career Related First Degree Programme Under CBCSS)
Core Course
BM 1343 : COST AND MANAGEMENT ACCOUNTING
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

(Very Short Answer Type)

One word to maximum of two sentences. Answer all questions. Each question carries one mark. (10x1=10 Marks)

1. Define Management Accounting.
2. What is Prime cost ?
3. List the classification of cost on the basis of variability.
4. What is contribution ?
5. Give the meaning of financial statement analysis.
6. What is window dressing ?
7. How quick ratio can be computed ?
8. What is a fund flow statement ?
9. What is cash equivalent ?
10. What is a flexible budget ?



SECTION – B
(Short Answer)

Not to exceed one paragraph, answer any eight questions. Each question carries two marks. (8×2=16 Marks)

11. Explain the nature of cost accounting.
12. Mention the objectives of Management Accounting.
13. Prime cost Rs. 6,52,500; factory on cost Rs. 1,49,750 opening work-in-progress Rs. 15,000; closing work-in-progress Rs. 10,000. Find out factory cost.
14. List the assumptions of marginal costing.
15. Sales Rs. 2,00,000; fixed cost Rs. 90,000; variable cost Rs. 1,25,000. Calculate profit.
16. What are the financial statements of a company ?
17. Point out the objectives of trend analysis.
18. The operating profit of A Ltd. after charging interest on debentures and tax is a sum of Rs. 10,000. Interest charged is Rs. 2,000 and provision for tax made Rs. 4,000. Calculate "Interest charges cover ratio".
19. Current ratio = 2.5 working capital Rs. 60,000. Calculate current liabilities.
20. State with reasons whether the following would affect flow of fund :
 - i) Cash collected from debtors.
 - ii) Purchased goods for cash.
21. "According to AS 3 (revised) the changes in cash flow arise on account of three activities". Explain.
22. What is a master budget ?

SECTION – C
(Short Essay)

Not to exceed 120 words, answer any six questions. Each question carries four marks. (6×4=24 Marks)

23. Discuss the scope of Management Accounting.
24. Prepare a Cost Sheet from the following showing :
 - a) Cost per unit
 - b) Profit for the period.



Raw materials consumed Rs. 80,000
Direct wages Rs. 48,000
Machine hours worked 8000
Machine hour rate Rs. 4
Office overhead 10% of works cost
Selling overhead Rs. 1.50 per unit
Units produced 4000
Units sold 3600 at Rs. 50 each.

25. Find the profit from the following :

	Rs.
Sales	80,000
Marginal cost	60,000
Break-even point	60,000

26. What is margin of safety ? How it can be increased ?

27. Explain the functions of financial statements.

28. Credit sales Rs. 12,000; Debtors Rs. 1,000; Bills receivable Rs. 1,000.

Calculate Debtor's Turnover Ratio and debt collection period.

29. Describe uses of Funds Flow Statement.

30. Following is the position of Current Assets and Current Liabilities of Z Ltd. :

	2013	2014
	Rs.	Rs.
Provision for Doubtful debts	1,000	—
Short-term loans	10,000	19,000
Creditors	15,000	10,000
Bills payable	20,000	40,000

The company incurred a loss of Rs. 45,000 during the year. Calculate cash from operating activities.

31. Prepare a flexible budget at 80% activity from following :

Production at 50% capacity	—	5000 units
Raw-materials	—	Rs. 80 per unit
Direct labour	—	Rs. 50 per unit
Expenses	—	Rs. 15 per unit
Factory Expenses	—	Rs. 50,000 (50% variable)
Administrative expenses	—	Rs. 60,000 (60% variable)



SECTION - D
(Long Essay)

Answer any two questions. Each question carries 15 marks.

(2x15=30 Marks)

32. Prepare a cash budget for the three months ending 30th June 2014 from the following information :

a) Month	Cash Sales	Credit Sales	Credit Purchase	Cash Purchase	Other Expenses
	Rs.	Rs.	Rs.	Rs.	Rs.
2014 Feb.	60,000	90,000	80,000	45,000	20,000
March	90,000	1,05,000	1,00,000	70,000	26,000
April	85,000	1,60,000	90,000	80,000	24,000
May	70,000	1,10,000	1,00,000	75,000	30,000
June	65,000	1,20,000	1,30,000	75,000	35,000

b) Credit terms :

- i) Debtors are allowed one month time for making payment.
- ii) Creditors allow two months time for payment.
- iii) ½ month is the time taken for making payment of other expenses.

c) Every month Rs. 3,000 is to be paid for rent.

d) Cash and bank balance on 1-4-2014 is expected to be Rs. 4,000.

33. From the following prepare :

- i) Statement of changes in networking capital and
- ii) Funds flow statement.

Liabilities	Balance Sheets		Assets	(Rs. in Crores)	
	2013	2014		2013	2014
Share Capital	10	12	Bank	3	2
Debentures	6	4	Debtors	10	8
Accumulated Profit	3	4	Stock	4	6
Creditors	5	3	Machinery	11	12
Provision for Depreciation	4	5			
	28	28		28	28

A machine of original cost of Rs. 4 crores with accumulated depreciation of Rs. 3 crores was sold for 2 crores.

34. Define Cost Accounting. How does Cost Accounting differ from financial accounting ?
35. What do you mean by ratio analysis ? Make a classification of accounting ratios.



Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, December 2017
(Career Related First Degree Programme under CBCSS)
Core Course
BM 1342 – CORPORATE REGULATIONS
(2014 Admisslon Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A
(Very Short Answer Type)

One word to maximum of two sentences. Answer all questions. (10×1=10 Marks)

1. What is limited liability in relation to a company ?
2. What does the principle “Lifting Corporate Veil” means ?
3. Name the various clauses of Memorandum of Association.
4. Discuss the “Doctrine of ultra vires”.
5. What is Table A ?
6. What is Deemed Prospectus ?
7. For what companies Articles of Association not obligatory ?
8. What are qualification shares ?
9. Which companies are required to hold statutory meeting ?
10. Who is a Liquidator ?

SECTION – B
(Short Answer)

(Not to exceed one paragraph, answer any eight questions. Each question carries two marks.) (8×2=16 Marks)

11. What is a chartered company ?
12. Mention the alternations that can be made in the capital clause of memorandum by passing an ordinary resolution.



13. List the consequences of illegal association.
14. Enumerate the documents to be filed with the registrar for incorporation.
15. What is Red Herring Prospectus ?
16. Point out four cases where the corporate veil may be lifted.
17. Explain the qualifications of a director.
18. What are minutes ?
19. Explain the different types of motion.
20. Specify four important matters that requires special resolution.
21. State the reasons for compulsory winding up.
22. Make a list of the general powers of the Board of Directors.

SECTION - C
(Short Essay)

(Not to exceed 120 words, answer any six questions. Each question carries four marks.) **(6x4=24 Marks)**

23. What are the disadvantages of companies ?
24. Who is a promoter ? Examine his legal position relating to a company.
25. How and for what purposes object clause can be altered ?
26. Distinguish between memorandum and articles.
27. Write a note on shelf prospectus.
28. Explain the legal position of directors.
29. What is Annual General Meeting ? List the business transacted in this meeting as the ordinary business.
30. Distinguish between motion and resolution.
31. What is Defunct company ? Explain the procedure for dissolving a defunct company.

SECTION - D
(Long Essay)

(Answer any two questions. Each question carries 15 marks.) **(2x15=30 Marks)**

32. Define a private company. Discuss the special privileges of a private company.
 33. What is a Prospectus ? Explain the liability for mis-statement in prospectus.
 34. Explain how directors can be removed from office ?
 35. Who is an official liquidator ? Describe his duties and functions.
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Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, December 2017
(Career Related First Degree Programme under CBCSS)
Elective Course
BM 1361.2 : CONSUMER BEHAVIOUR
(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.
(10×1=10 Marks)

- 1) What is hybrid segmentation ?
- 2) What is reference group ?
- 3) What is Observational Research ?
- 4) What is compulsive consumption behaviour ?
- 5) What do you mean by consumer decision ?
- 6) Define social stratification.
- 7) What is self-actualisation needs ?
- 8) What is negative word of mouth ?
- 9) Who is an initiator in decision process ?
- 10) What is post purchase dissonance ?

SECTION – B

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

- 11) What is the difference between formal and informal group ?
- 12) What is classical conditioning ?
- 13) What is the role of opinion leaders in consumer behaviour ?
- 14) Write a note on consumer delight.
- 15) What do you mean by utilitarian need ?
- 16) What is brand loyalty ?



- 17) State the importance of studying consumer behaviour.
- 18) What is societal marketing concept ?
- 19) What are the three methods of collecting qualitative data ?
- 20) Name the general factors that trigger motive arousal.
- 21) State the role of Consumer Protection Council.
- 22) What is relationship marketing ?

SECTION – C

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

- 23) Explain consumer research process.
- 24) Explain socio-cultural segmentation.
- 25) Write a note on model of motivation process.
- 26) Explain defense mechanism.
- 27) What are the stages of personality development ?
- 28) What are the elements included in learning ?
- 29) Describe how an attitude is formed on the basis of personal influence.
- 30) Explain the consumer relevant groups in detail.
- 31) What is a social class ? Explain its features.

SECTION – D

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

- 32) What is culture ? How can it be measured ?
 - 33) Who is an opinion leader ? Explain the dynamics of the opinion leadership process.
 - 34) What is a decision ? What are the levels and views of consumer decision making ?
 - 35) Explain factors affecting consumer behaviour.
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