

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, October 2019

Career Related First Degree Programme Under CBCSS

Core Course BM 1344 FINANCIAL SERVICES

(2017 Admission onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

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

1. What are financial markets?
2. Define money market.
3. Give two examples of non fund based activities.
4. What are close ended funds?
5. What is re - insurance?
6. What is project finance?
7. Name the different types of bank deposits.
8. What is retail banking?
9. What are Mergers and Acquisitions?
10. List the main type of Loan products.

(10 × 1 = 10 Marks)

P.T.O.

PART – B

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

11. Point out the components of Indian financial system.
12. Identify the main elements of Capital market.
13. What is listing?
14. Bring out the meaning of 'Forfeiting'.
15. Write a note on working capital finance.
16. Outline the risks inherent in mutual funds.
17. Set down the features of credit rating.
18. What are Treasury Bills?
19. Indicate the main objectives of National Housing Bank.
20. Discuss the functions of General Insurance Corporation of India as a reinsurer.
21. Mention the main merits of Hire purchasing.
22. Specify the general features of Medical policies.

(8 × 2 = 16 Marks)

PART – C

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

23. Summarise the role of financial system in the economic development of a country.
24. Indicate the chief characteristics of financial services.
25. Distinguish between factoring and forfeiting.
26. What is bill discounting? Explain its process.

27. Who is a Depository? Describe the objectives of a depository in the capital market.
28. "Scope of merchant bankers in managing public issue is great in India". Discuss.
29. Write a note on different channels of retail banking products.
30. Enumerate the features of housing finance.
31. Briefly explain various general insurance products.

(6 × 4 = 24 Marks)

PART – D

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

32. Discuss briefly the different types of fund based financial services.
33. Explain the various services rendered by a merchant Bank.
34. Make a detailed note of different types of Leasing.
35. Define 'Life Insurance Contract'. What are its features.

(2 × 15 = 30 Marks)



(Pages : 2)

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Reg. No. :

Name :

**Third Semester B.B.A. Degree Examination, January 2019
Career Related First Degree Programme Under CBCSS
Core Course BM 1344 : FINANCIAL SERVICES
(2017 Admn.)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

- 1) Define financial system.
- 2) What are financial assets ?
- 3) Who is a merchant banker ?
- 4) Give the meaning of 'Loan syndication'.
- 5) What is subrogation ?
- 6) List the main sources of project finance.
- 7) What are Flexi Deposits ?
- 8) What is general insurance ?
- 9) Name the different types of company mergers.
- 10) Explain safe custody services.

(10×1=10 Marks)

SECTION – B

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

- 11) What is a gilt-edged market ?
- 12) Pointout the main components of a money market.
- 13) Who is a depository ?
- 14) What is Equipment Leasing ?
- 15) Specify the objectives of Mutual Funds.

P.T.O.



- 16) Indicate the features of certificate of deposits.
- 17) List the essentials of fire insurance.
- 18) What are the main functions of HUDCO ?
- 19) Enumerate the contents of a standard marine policy.
- 20) State the features of Hire Purchase Agreement.
- 21) What is a discount market ?
- 22) What is capital restructuring ?

(8×2=16 Marks)

SECTION – C

III. Answer **any 6** questions **not** exceeding **one** page. **Each** question carries **4** marks.

- 23) Bringout the main functions of financial markets.
- 24) Indicate the characteristics of financial instruments.
- 25) Mention the merits of leasing.
- 26) Explain the methods of venture financing.
- 27) Give a classification of Mutual Funds in India.
- 28) Outline the causes for the slow growth of mutual funds in India.
- 29) Make a brief list of various types of life insurance policies.
- 30) Explain the procedure for settlement of claims in Marine Insurance.
- 31) Write a note on Deposit Products.

(6×4=24 Marks)

SECTION – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** question carries **15** marks.

- 32) Define money market. Examine the characteristic features of a developed money market.
- 33) Briefly explain the meaning and characteristics of different types of insurance.
- 34) Define credit rating. Elucidate the benefits of credit rating to investors and rated companies.
- 35) Discuss in detail the various services rendered by factoring intermediaries.

(2×15=30 Marks)

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, October 2019
Career Related First Degree Programme Under CBCSS
Core Course : BM 1343 – COST AND MANAGEMENT ACCOUNTING
(2017 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 cost accounting.
2. What is prime cost?
3. How will you make a behavioural classification cost?
4. Give the meaning of 'margin of safety'.
5. What is trend analysis?
6. What are activity ratios?
7. Indicate whether the following transaction would affect fund. Why?
Sold goods for cash.
8. What are the cash equivalents?
9. What is a master budget?
10. List two features of Zero – Base budgeting.

(10 × 1 = 10 Marks)

SECTION – B

II. Answer any **eight** questions, **not** exceeding one paragraph each. **Each** question carries **2** marks.

11. Point out the objectives of cost accounting.

12. Mention the merits of a cost sheet.

13. Calculate break-even point (units)

	Rs.
Variable cost per unit	12
Fixed expenses	60,000
Selling price per unit	18

14. Prime cost Rs. 6,70,000; Manufacturing expenses Rs. 1,00,000; Opening stock of work-in-progress Rs. 60,000; closing stock of work-in-progress Rs. 50,000. Find cost of production.

15. Distinguish between Horizontal Analysis and Vertical Analysis.

16. Calculate:

(a) Current liabilities

(b) Current assets

Current Ratio = 1.6 : 1

Quick Ratio = 1.1 : 1

Stock = Rs. 50,000

17. Comment on the significance of Stock Turnover Ratio.

18. Is depreciation a source of fund? Discuss.

19. Name the commonly used functional budgets.

20. Trace the importance of a budget manual.

21. Identify the steps in the preparation of flexible budget.

22. What is margin of safety? How can it be improved?

(8 × 2 = 16 Marks)

SECTION – C

III. Answer any **six** questions, **not** exceeding **one** page each. **Each** question carries 4 marks.

23. Differentiate between financial accounting and management accounting.

24. Prepare a cost sheet and show cost per unit. Raw materials consumed Rs. 80,000; Direct wages Rs. 48,000; Machine hours worked 8,000; Machine hour rate Rs. 4; Office overhead 10% of works cost; Selling overhead per unit Rs. 1.50; Units produced 4,000; units sold 3,600 at Rs. 50 each.

25. Draw a Break-even chart from the following details:

Budgeted output 1,00,000 units; Fixed expenses Rs. 5,00,000; Variable expenses Rs. 10 per unit; Selling price Rs. 20 per unit.

26. The following is the income statement of a company for the year ending 31 March 2018

	Rs.
Sales	500
Miscellaneous income	20
Total	520
Expenses:	
Cost of sales	325
Office expenses	20
Selling expenses	30
Interest	25
	400
Net profit	120
	520

Prepare a common size income statement.

27. From the following calculate stock turnover ratio and gross profit ratio:

Opening stock Rs. 24,000; Closing stock Rs. 26,000; Purchases Rs. 73,000;
Wages Rs. 20,000; Sales Rs. 1,20,000 carriage Rs. 9,000.

28. Calculate funds from operation from the following:

	2017	2018
	Rs.	Rs.
P&L a/c balance	60,000	80,000
General reserve	20,000	25,000
Goodwill	10,000	5,000
Preliminary expenses written off	5,000	2,500
Depreciation on fixed assets	15,000	20,000
Profit on sale of machinery	6,000	8,500

29. Summarise the managerial uses of cash flow statement.

30. Prepare a flexible budget at 80% and 100% activity:

Production at 50% capacity – 5,000 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)

31. What are the advantages of Budgetary control?

(6 × 4 = 24 Marks)

SECTION – D

IV. Answer any **two** questions not exceeding **4** pages each. **Each** question carries **15** marks.

32. "The scope of management accounting is very vast" – Explain.

33. From the following Balance sheet prepare a cash flow statement:

Liabilities	2017 Rs.	2018 Rs.	Assets	2017 Rs.	2018 Rs.
Equity share capital	1,50,000	2,00,000	Goodwill	36,000	20,000
12% Pref. capital	75,000	50,000	Buildings	80,000	60,000
General reserve	20,000	35,000	Plant	40,000	1,00,000
P&L a/c	15,000	24,000	Debtors	1,19,000	1,54,500
Creditors	37,500	49,500	Stock	10,000	15,000
			Cash	12,500	9,000
	<u>2,97,500</u>	<u>3,58,500</u>		<u>2,97,500</u>	<u>3,58,500</u>

Depreciation charged on plant was Rs. 10,000 and on building Rs. 60,000

34. Describe briefly the major tools and techniques used in the financial statement analysis.

35. Prepare a cash budget from April to June 2018, indicating the extent of bank facilities company requires at the end of each month:

(a) 2018	Sales Rs.	Purchases Rs.	Wages Rs.
February	1,80,000	1,24,800	12,000
March	1,92,000	1,44,000	14,000
April	1,08,000	2,43,000	11,000

2018	Sales Rs.	Purchases Rs.	Wages Rs.
May	1,74,000	2,46,000	10,000
June	1,26,000	2,68,000	15,000

(b) 50% of the credit sales are realised in the month following the sales and the remaining 50% in the second months following. Creditors are paid in the month following the month of purchase.

(c) Cash at bank on 1st April 2018 (estimated) Rs. 25,000

(2 × 15 = 30 Marks)



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Third Semester B.B.A. Degree Examination, January 2019
Career Related First Degree Programme under CBCSS
Core Course : BM 1343 – COST AND MANAGEMENT ACCOUNTING
(2014 Admission – 2016 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

- 1) What is selling expense ?
- 2) What is angle of incidence ?
- 3) What is comparative statement analysis ?
- 4) Which are absolute liquid assets ?
- 5) What is inventory turnover ratio ?
- 6) What is fund flow statement ?
- 7) What do you mean by key factor ?
- 8) Define cost sheet.
- 9) Give two examples of cash flow from financing activity.
- 10) What is fixed budget ?

(10×1=10 Marks)

P.T.O.



SECTION - B

II. Answer any 8 questions not exceeding one paragraph each. Each carries 2 marks.

- 11) What is the treatment of scrap in cost sheet ?
- 12) What do you mean by indirect cost and write any two examples.
- 13) What is trend analysis ?
- 14) Explain operating costing.
- 15) Differentiate between sunk cost and opportunity cost.
- 16) From the following information find out the amount of profit earned during the year using the marginal costing technique.

Fixed cost	Rs. 2,50,000
Variable cost	Rs. 10 per unit
Selling price	Rs. 15 per unit
Output level	75,000 units.
- 17) Explain budget manual.
- 18) The cost of goods sold ESP Limited is Rs. 5,00,000. The opening stock/ inventory is Rs. 40,000 and the closing inventory is Rs. 60,000 (at cost). Find out inventory turnover ratio.
- 19) From the following information given below Calculate operating profit ratio.

Cost of goods sold = Rs. 4,00,000
Administrative and office expenses = Rs. 35,000
Selling and distributive expenses = Rs. 45,000
Net sales = Rs. 6,00,000.



- 20) How do you treat proposed dividend in a funds flow statement ?
- 21) State any two differences between contribution and profit.
- 22) What is schedule of changes in working capital ? (8×2=16 Marks)

SECTION - C

III. Answer any six questions not exceeding one page each. Each question carries four marks.

- 23) From the following information, interpret the results of operation of manufacturing concern using trend ratios.

	amount in '000 rupees			
	2006	2005	2004	2003
Sales (net)	13,000	12,000	9,500	10,000
Cost of goods sold	7,280	6,960	5,890	6,000
Gross profit	5,720	5,040	3,610	4,000
Selling expenses	1,200	1,100	970	1,000
Net operating profit	4,520	3,940	2,640	3,000

- 24) Calculate the following ratios from the following information given below :

- a) Gross profit ratio
- b) Stock turnover ratio
- c) Fixed asset turnover ratio
- d) Current ratio
- e) Liquid ratio.

Sales	25,20,000	Other current assets	7,60,000
Cost of sales	19,20,000	Fixed assets	14,40,000
Net profit	3,60,000	Net worth	15,00,000
Opening stock	3,00,000	Long term debts	9,00,000
Closing stock	5,00,000	Current liabilities	6,00,000



25) From the following information, prepare a cost sheet of M/S Anand Ltd., showing the cost of production and profit per unit.

Units produced	100
Units sold	80
Direct materials consumed	Rs. 400 per unit
Direct labour hours worked	1,000
Hourly rate of labour	Rs. 10
Factory overhead	Rs. 5 per labour hour
Office overhead	10% of works cost
Selling overhead at	Rs. 15 per unit sold
Margin of profit	20% on selling price.

26) Briefly explain the characteristics of management accounting.

27) Explain the different methods of financial statement analysis.

28) From the following particulars, prepare funds flow statement.

	Jan. 01	Dec. 31
Cash	2,000	1,800
Debtors	17,500	19,200
Stock	12,500	11,000
Land	10,000	15,000
Building	25,000	27,500
Machinery	40,000	43,000
	1,07,000	1,17,500



Creditors	18,000	20,500
Bank loans (long term)	15,000	22,500
Capital	74,000	74,500
	1,07,000	1,17,500

During the year drawing by the proprietor for personal use amounted to Rs. 13,000.

Provision for depreciation on machinery stood at Rs. 13,500 on Jan. 1 and at Rs. 18,000 on Dec. 31.

29) Differentiate between fixed and flexible budget.

30) From the following information, Calculate the break even point in units and in sales value.

Output = 3,000 units

Selling price per unit = Rs. 30

Variable cost per unit = Rs. 20

Total fixed cost = Rs. 20,000.

31) Explain the significance of cash flow statement.

(6×4=24 Marks)

SECTION – D

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

32) Define management accounting. Explain the objectives and scope of management accounting.

33) What is budgeting ? Briefly explain the advantages and limitations of budgetary control.



- 34) From the following summary cash account of X Ltd. Prepare cash flow statement for the year ended 31st March 2017 using direct method. The company does not have any cash equivalents.

Summary cash account for the year ended 31-3-2017

	Rs. '000		Rs. '000
Balance	50	Payment to suppliers	2,000
Issue of equity shares	300	Purchase of fixed assets	200
Receipts from cash flows	2,800	Overhead expenses	200
Sale of fixed assets	100	Wages and salaries	100
		Taxation	250
		Dividend	50
		Repayment of bank loan	300
		Balance on 31-3-2017	150
	3,250		3,250

- 35) From the following supplied by Bright Ltd. Prepare a cash budget from 1-9-2017 to 31-12-2017.

Month	Credit purchases	Credit sales	Wages	Selling expenses	Overheads
July	85,000	1,60,000	32,000	8,000	10,000
August	92,000	1,85,000	37,000	9,500	11,500
Sept.	1,00,000	2,10,000	42,000	10,500	13,000
Oct.	1,20,000	2,45,000	49,000	12,500	14,500
Nov.	90,000	1,78,000	35,000	8,900	10,500
Dec.	98,000	1,82,000	36,000	9,000	11,000

Additional Information :

- a) Expected cash balance on 1st Sep. Rs. 10,500.
- b) Period of credit allowed to Debtors 2 months.
- c) Period of credit allowed by Creditors 1 month.
- d) Lag in payment of wages, selling expenses and overhead 1 month.
- e) Expenditure on machinery worth Rs. 50,000 is payable in October.
- f) Expected cash sales per month Rs. 15,000.

(2×15=30 Marks)



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Third Semester B.B.A. Degree Examination, January 2019
Career Related First Degree Programme Under CBCSS
Core Course : BM 1343 : COST AND MANAGEMENT ACCOUNTING
(2017 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

(10×1=10 Marks)

- 1) Define cost control.
- 2) What is a cost centre ?
- 3) Identify the components of works cost.
- 4) How will you calculate the P.V. ratio ?
- 5) List the important long term solvency ratios.
- 6) What is vertical analysis ?
- 7) Indicate whether the following transaction would affect fund. Why ?
Purchased goods for cash.
- 8) Outline the classification of cash flows according to AS 3 (revised).
- 9) What is a functional budget ?
- 10) Give the meaning of the term "Key factor".

SECTION – B

II. Answer any 8 questions not exceeding one paragraph each. Each question carries 2 marks.

(8×2=16 Marks)

- 11) Specify the objectives of management accounting.
- 12) Distinguish between cost accounting and management accounting.
- 13) A company estimates that next year it will earn a profit of Rs. 50,000. The budgeted fixed cost and sales are Rs. 2,50,000 and Rs. 9,93,000 respectively. Find out BEP.



14) Direct : materials Rs. 10,000, Labour Rs. 4,000, Expenses Rs. 500, Factory expenses Rs. 2,500, selling expenses Rs. 300, Sales Rs. 20,000.

Find out the elements of cost.

15) Make a list of the important tools and techniques of financial analysis.

16) Find out :

i) Current assets and

ii) Current liabilities

Current Ratio 2.5

Liquid Ratio 1.5

Working capital Rs. 60,000.

17) Comment on the significance of Debt-Equity ratio.

18) Mention any four sources of fund.

19) What do you mean by the term 'flow of cash' ?

20) Define Budgetary control. How is it different from Budgeting ?

21) Enumerate the advantages of master budget.

22) Notify four uses of cash flow statement.

SECTION – C

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

23) "Cost Accounting has become an essential tool in the hands of management".
Comment.

24) A factory produces 1000 units. The cost is :

Direct materials Rs. 25,000; Direct wages Rs. 15,000;

Direct expenses Rs. 2,000; Factory overheads Rs. 7,800;

General overheads Rs. 4,200.

Prepare a cost sheet and determine, if a profit of 25% on sales is to be realised, what would be the selling price of each unit ?

25) From the following prepare a break-even chart :

Fixed cost Rs. 2,000; variable cost Re. 0.50 per unit; sales Re. 1 per unit; units produced and sold 2,000, 4,000, 6,000 and 10,000.

26) Prepare a comparative income statement from the following :

	2017	2018
Sales (Rs.)	1,00,000	2,00,000
Cost of goods sold (% of sales)	60%	70%
Indirect expenses	10% of Gross profit	
Rate of Income tax	50% of Net profit before tax	

27) Find out inventory turnover ratio :

Cash sales Rs. 8,000; credit sales Rs. 20,000; returns inwards Rs. 1,000; opening stock Rs. 2,500; closing stock Rs. 3,000 and gross profit 25%.

28) From the following determine funds from operation.

Net Loss Rs. 4,000; depreciation Rs. 10,000; Provision for bad debts Rs. 5,000; Preliminary expenses written off Rs. 1,000; Goodwill written off Rs. 2,000; Loss on sale of plant Rs. 3,000.

29) Explain the uses of funds flow statement.

30) The following budget estimates are available from a factory working at 50% of the capacity.

	Rs.
Variable expenses	60,000
Semi-variable expenses	20,000
Fixed expenses	10,000

Prepare a budget for 75% of the capacity assuming that semi-variable expenses increase by 10% for every 25%.

31) How does a cash flow statement differ from a fund flow statement ?

SECTION – D

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

32) "Marginal costing is an important tool in the hands of management". Discuss its advantages.



33) Balance Sheet of a firm as on 31 March 2017 and 2018 are given below :

Liabilities	31-3-17	31-3-18	Assets	31-3-17	31-3-18
	Rs.	Rs.		Rs.	Rs.
Share capital	1,00,000	1,60,000	Fixed Assets, cost	1,52,000	2,00,000
Retained earnings	70,250	85,300	Inventory	93,400	89,200
Accumulated dep.	60,000	40,000	Debtors	30,800	21,100
12% Debentures	50,000	–	Bank	28,100	20,000
Sundry creditors	28,000	48,000	Prepaid expenses	3,950	3,000
	3,08,250	3,33,300		3,08,250	3,33,300

Following additional information for 2018 are also given :

- 1) Net profit Rs. 27,050.
- 2) Depreciation charged Rs. 10,000.
- 3) Cash dividend declared during 2017 – 18 Rs. 12,000.
- 4) An addition to the building was made during the year at a cost of Rs. 78,000 and fully depreciated equipment costing Rs. 30,000 was discarded as no salvage being realised.

Prepare a cash flow statement.

34) What are financial statements ? Explain why these statements are important.

35) Prepare a cash Budget from July to Sept. 2018.

	Sales (Rs.)	Purchase (Rs.)	Wages (Rs.)
June	2,40,000	1,80,000	26,000
July	2,60,000	1,90,000	27,500
August	2,00,000	1,44,000	22,500
September	1,80,000	1,50,000	23,000

- 1) 50% of sales are for cash and 50% on credit. Credit sales are realised in the month following the sale.
- 2) Creditors are paid in the month following the month of purchase.
- 3) Plant costing Rs. 20,000 is to the purchased in July, 50% of the same is paid in the month and the remaining 50% in the next month.
- 4) Cash balance on 1st July is Rs. 8,000.



Reg. No. :

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Third Semester B.B.A. Degree Examination, January 2019
Career Related First Degree Programme Under CBCSS
Group 2(b)
Core Course : BM 1342 : CORPORATE REGULATIONS
(2017 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Write short answers to the below ten questions in **one** or **two** sentences. **Each** question carries 1 mark.

1. Define 'Company'.
2. Define Promotion.
3. What do you mean by 'Memorandum of Association' ?
4. What does Article of Association mean ?
5. What is the minimum and maximum numbers of directors a company is allowed to have ?
6. What is a statutory meeting ?
7. What are the two different types of voluntary winding up of a company ?
8. Define Liquidator.
9. What is the difference between copy and patent rights ?
10. What is WIPO ?

(10×1=10 Marks)



SECTION – B

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

11. What is a foreign company ?
12. What do you mean by the Veil of incorporation ? How does it operate ?
13. What is meant by abridged prospectus ?
14. What do you mean by a doctrine of constructive notice ?
15. Give any two situations in which the office of a director shall become vacant.
16. How is the removal of a directors take place ?
17. Mention the four types of non-executive directors.
18. What are the characteristics of a company meeting ?
19. What are the two types of voluntary winding up ?
20. Write a brief note on National Company Law Tribunal.
21. List out the four types of intellectual property.
22. Mention some products or services that are excluded from patentability.
Give reasons. **(8x2=16 Marks)**

SECTION – C

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

23. List out the general contents in a prospectus.
24. What are the procedural aspects involved in the incorporation of a company ?
25. Discriminate doctrine of constructive notice and doctrine of indoor management.
26. What are the circumstances under which the benefit under the doctrine of indoor management cannot be claimed ?



27. When is a person not eligible to be appointed as a director of a company ?
28. Write a detailed note on Proxy.
29. Discuss in brief the responsibilities related to winding up of a company in India.
30. How does the protection of IPR help increase the competitiveness of MSMEs ?
31. Discuss in detail the recent reforms in the patent offices of India. (6×4=24 marks)

SECTION - D

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

32. List out the various types of companies along with their characteristics.
 33. Write a note on the procedure of alteration of memorandum.
 34. Write a detailed note on the duties and responsibilities of a Director.
 35. Discuss in detail the influence of recent change in the patent regime in India and abroad. (2×15=30 Marks)
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Reg. No. :

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Third Semester B.B.A. Degree Examination, October 2019

Career Related First Degree Programme Under CBCSS

Group 2 (b)

Core Course : BM 1342 Corporate Regulations

(2017 Admission onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

Write short Answer to the below ten questions in one or two sentences.
Each question carries 1 mark :

1. What is a public limited company?
2. What is a prospectus?
3. Define 'Memorandum'.
4. What is Doctrine of Ultra Vires?
5. Define the term 'Board of Directors'.
6. Define 'company meeting'.
7. Explain liquidation.
8. What are the situations under which a company is wound by voluntarily?

9. Define Trademark.
10. What do you understand by the acronym TRIPS?

(10 × 1 = 10 Marks)

PART – B

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

11. Explain pre-incorporation contract.
12. What does lifting of corporate veil mean?
13. What is a 'Red Herring Prospectus'?
14. What are the contents of a memorandum of association?
15. What is a doctrine of indoor management?
16. Write about the retirement of the directors.
17. What are the circumstances in which one person can constitute a valid meeting?
18. Give any four reasons for which a board meeting is called.
19. What are the circumstances under which a company is wound up voluntarily?
20. What are the major responsibilities related to the winding up of a company?
21. Mention some of the inventions that are not patentable.
22. List out the conditions an invention should meet to make it patentable.

(8 × 2 = 16 Marks)

PART – C

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

23. What are the characteristics of a company?
24. How are the companies classified on the basis of liability? List out their features.
25. What will be the effects if a company enters into transactions, which are ultra vires?
26. Jot down the actions to be taken to obtain a certificate of commencement of business.
27. List out and describe the duties of a director.
28. What are the situations in which a company could be wound up by the court?
29. What are the main duties of a liquidator in winding up of a company in India?
30. What are the circumstances under which the Central Government can make a reference to the Tribunal against any managerial personnel?
31. What do you think are the advantages of patents?

(6 × 4 = 24 Marks)

PART – D

Answer **any two** questions in not exceeding 4 pages. Each question carries 15 marks each.

32. Enumerate the major characteristics of the company form of business.
33. Differentiate memorandum and articles of association.
34. Write a detailed note on the various types of company meetings.
35. Write a detailed note on the Indian Patent System.

(2 × 15 = 30 Marks)



Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, January 2019
Career Related First Degree Programme under CBCSS
Elective Course
BM 1361.2 : CONSUMER BEHAVIOUR
(2017 Admn.)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions. Each question carries 1 mark.

1. What is meant by consumer behavior ?
2. What is culture ?
3. What are product motives ?
4. Define market segmentation.
5. What is concentrated marketing ?
6. What is product differentiation ?
7. What is repositioning ?
8. What is market myopia ?
9. Define attitude.
10. What is sampling ?

(10×1=10 Marks)

SECTION – B

Answer any eight questions. Each question carries 2 marks.

11. Explain different types of buying motives ?
12. What are the learning theories of consumer behaviour ?
13. What are different segmentation strategies ?
14. What are the steps in product positioning ?
15. What are the features of business market ?

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16. What is remarketing ?
17. Define marketing mix.
18. What is reciprocal buying ?
19. What is target marketing ?
20. What are the objectives of Consumer Protection Act, 1986 ?
21. What is meant by product differentiation ?
22. What is stimuli ?

(8×2=16 Marks)

SECTION – C

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

23. Explain distortions to consumer perception.
24. Give a note on sensation.
25. Explain the concept of brand personality.
26. Write about positive and negative motivation.
27. Explain the functional approach to motivation.
28. Explain the output component of consumer decision making model.
29. Give note on marketing stimuli.
30. Explain pavlovian learning model of consumer behaviour.
31. What are the rights of Consumer Protection Act, 1986 ?

(6×4=24 Marks)

SECTION – D

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

32. Explain the factors affecting consumer behaviour.
 33. Explain various steps involved in market segmentation.
 34. What is consumer behaviour model ? Explain the psychological (Need Hierarchy) model.
 35. Illustrate quantitative research designs for consumer research. **(2×15=30 Marks)**
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Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, October 2019

Career Related First Degree Programme under CBCSS

Elective Course

BM 1361.2 : CONSUMER BEHAVIOUR

(2017 Admn Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Who is a consumer?
2. What is Dissonance?
3. Define customer value.
4. What is customer retention?
5. Define geographic segmentation.
6. What is motive?
7. Define consumerism.
8. What is Brand image?
9. What is reference group?
10. Who is a buyer?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions not exceeding **one** paragraph. **Each** question carries **2** mark.

11. Define consumer behaviour.
12. Who is a Gate Keeper?
13. What do you mean by Group Dynamics?
14. Define Normative reference group.
15. Define Buying motive.
16. What are the personal factors influencing consumer behaviour?
17. What are the different economic models of consumer behaviour?
18. What do you mean by Qualitative Research?
19. Define Product Positioning.
20. Define Sublimation.
21. What is stimulus?
22. What is aggregate marketing?

(8 × 2 = 16 Marks)

SECTION – C

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

23. What are the different types of sampling methods?
24. Explain the different consumer behaviour roles.
25. Explain the factors influencing Consumer Behaviour.

26. What are the psychological factors influencing consumer behaviour?
27. What are the social factors influencing buying behaviour?
28. What are the steps in strategic market planning process?
29. What are the different levels of consumer decision making?
30. Describe the different models or views of consumers.
31. Explain the determinants of consumer behaviour.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Explain the season for consumer behaviour as a separate discipline.
33. Explain the applications of consumer behaviour in marketing.
34. Explain the various consumer behaviour models.
35. Explain different types of groups relevant to consumer behaviour.

(2 × 15 = 30 Marks)



Reg. No. :

Name :

**Third Semester B.B.A. Degree Examination, January 2019
Career Related First Degree Programme under CBCSS
Elective Course : BM 1361.2 : CONSUMER BEHAVIOUR
(2014 Admission – 2016 Admission)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

- 1) What is consumer behaviour ?
- 2) What is customer satisfaction ?
- 3) Who is a consumer under Consumer Protection Act, 1986 ?
- 4) What is secondary data ?
- 5) What is demographic segmentation ?
- 6) What is information search ?
- 7) What is market segmentation ?
- 8) Define market.
- 9) What do you mean by organizational consumer ?
- 10) What is an economic model of consumer behavior ? **(10×1=10 Marks)**

SECTION – B

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

- 11) Explain the need for studying consumer behavior.
- 12) What do you mean by “questionnaire” in data collection ?
- 13) What do you mean by consumer research process ?
- 14) What is consumer behavior audit ?
- 15) What is consumer research ?
- 16) What do you mean by consumer behavior data collection ?



- 17) What is loyalty marketing ?
- 18) What is consumer dissatisfaction ?
- 19) What do you mean by psychological factors ?
- 20) What is consumer complaint behavior ?
- 21) What is post purchase behavior ?
- 22) What is habitual buying behavior ?

(8×2=16 Marks)

SECTION – C

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

- 23) Discuss the steps involved in consumer buying process.
- 24) What do you mean by information search ?
- 25) What is post purchase dissonance ?
- 26) What are the major steps in consumer research process ?
- 27) What are the requisites of a good market segmentation ?
- 28) Write a short note on Central Consumer Protection Council.
- 29) Explain Howard Sheth model of consumer behavior.
- 30) What do you mean by “report preparation” ?
- 31) Briefly discuss the consumer disputes redressal agencies under consumer Protection Act, 1986.

(6×4=24 Marks)

SECTION – D

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

- 32) What are the factors influencing consumer behavior ?
- 33) Discuss the aims and objectives of Consumer Protection Act, 1986.
- 34) What is market segmentation ? Discuss the important bases for segmenting a market.
- 35) Discuss the different models of consumer behavior.

(2×15=30 Marks)

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, October 2019

Career Related First Degree Programme Under CBCSS

Group 2 (b)

Core Course : BM 1341 BUSINESS ENVIRONMENT AND POLICY

(2017 Admission onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Write short answers to the below ten questions in one or two sentences. Each question carries 1 mark.

1. List out the participants of external micro environment of business.
2. What do you mean by environmental economics?
3. Mention some components of economic policy.
4. What is meant by fiscal policy?
5. What is the meaning of Technological environment?
6. Define the legal environment of business.
7. What do you mean by social audit?
8. What do you mean by Corporate Social Responsibility?

9. What is WTO?
10. What do you mean by foreign collaboration?

(10 × 1 = 10 Marks)

SECTION – B

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

11. How do you differentiate the external micro and macro environment?
12. Give some reasons as to why organizations wish to undertake environmental audit.
13. Mention some of the components of economic environment.
14. How do you think that the fiscal policy influence the consumer demand?
15. List out the main features of the EXIM Policy.
16. What are the four basic types of intellectual property?
17. Mention the four major elements of the political environment of India.
18. List out the four broader aspects of CSR.
19. What are the basic elements of culture? Explain how they influence business.
20. List out the drawbacks of countertrade.
21. Explain Joint Venture as a foreign market entry strategy.
22. What are the objectives of GATT?

(8 × 2 = 16 Marks)

SECTION – C

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

23. List out the internal factors that have a influence on the business.
24. How are the political forces on business classified? Explain them in short.
25. What economic changes were initiated by the Government under the Industrial Policy, 1991? What impact have these changes made on business and industry?
26. How does the fiscal policy of the country influence business?
27. Why did the public sector enterprises fail in India?
28. What are the functions of SEBI?
29. What are the arguments which are in favour of corporate social responsibility?
30. Differentiate GATT and WTO.
31. List out the disadvantages of MNCs in India.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions in not exceeding **4** pages each. Each question carries **15** marks.

32. Write a detailed note on the significance of business environment.
33. Discuss in detail the major instruments of monetary policy and fiscal policy that influences the Indian business.
34. What is social responsibility of business? How is it being implemented by business houses in India?
35. Enumerate the major causes for the growth of MNCs in India.

(2 × 15 = 30 Marks)



Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, January 2019
Career Related First Degree Programme under CBCSS
Group 2(b)
Core Course : BM 1341 : BUSINESS ENVIRONMENT AND POLICY
(2017 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Write short answers to the below **ten** questions in **one** or **two** sentences. **Each** question carries **1** mark.

1. Define Business Environment.
2. What are demographic factors ?
3. What are the factors that determine the economic conditions of a nation ?
4. Define Mixed Economy.
5. What is IPR ?
6. Define the term 'Technology Transfer'.
7. What is CSR ?
8. What are the three levels of organizational culture ?
9. What are the two basic types of foreign investments ?
10. What is WTO and what are its objectives ? **(10×1=10 Marks)**

SECTION – B

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

11. What are the external macro environmental factors that influence business ?
12. How does the geographical environment affect business ?
13. What are the effects of monetary policy on business ?
14. What are the objectives of Exim Policy of India ?



15. What is SEBI ? What are the primary functions of SEBI ?
16. Mention some of the causes of industrial disputes in India.
17. What is FEMA ? What are its objectives ?
18. What are the four different types of organizational culture ?
19. What are the objectives and benefits of social audit ?
20. Mention any four major obstacles faced by Indian business to enter global markets.
21. List out the principles adopted by GATT.
22. Describe strategic alliance as a means of foreign market entry. (8×2=16 Marks)

SECTION – C

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

23. Mention the features of Business Environment.
24. What do you think are the benefits received by business in understanding its environment ?
25. Mention the benefits of privatization both to economy and business.
26. Write a detailed note on the economic systems.
27. Enumerate the economic roles of the government.
28. Discuss the important methods of technology transfer.
29. "Social involvement of business has certain negative aspects" – Justify.
30. What is social responsibility of business towards its Employees ?
31. What are the advantages of MNCs in India ? (6×4=24 Marks)

SECTION – D

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

32. Write a detailed note on the economic environment with special reference to the factors that influence the economic environment of business.
 33. "The economic environment can have a major impact on businesses by affecting patterns of demand and supply" – Justify.
 34. What are the features of the new industrial policy in India ?
 35. Discuss in detail the various types of foreign investments. (2×15=30 Marks)
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