

Reg. No. :

Name :

Third Semester B.A./B.Sc. Degree Examination, March 2021

First Degree Programme Under CBCSS

English – (Language Course)

EN 1311.1/EN 1311.3 : ENGLISH FOR CAREER

(Common for B.A./B.Sc. and Career Related 2(a))

(2019 Admission, Regular)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the following questions. Follow the instructions given in the brackets wherever needed.

1. The correct spelling of the word 'exhibition' is _____
2. The word that is the antonym of "economical" is _____
3. 'Fragrance' is a word related to the sense of _____
4. _____ is the noun form of 'emigrate'.
5. It _____ (be) an honour for him to lead and serve the company.
(Use the correct tense form of the verb in brackets)
6. Do you know where is the church. (Correct the sentence)
7. What number of students are in this class? (Underline the error)
8. The term 'epidemiological' is related to the study of _____

9. How much costs it to buy a diamond necklace?

(Correct the sentence)

10. They had to _____ the meeting yesterday due to the sudden bus strike.

(Use the appropriate phrasal verb which means "cancel or stop")

(a) Call up

(b) Call for

(c) Call off

(d) None of these

(10 × 1 = 10 Marks)

II. Answer **any eight** of the following questions.

11. Provide one word substitutes for any two of the phrases

(a) Stood up and applauded

(b) A piece of writing about the writer's journeys to different places

(c) A person who collects stamps

(d) A person who walks in her/his sleep

12. Give the antonyms of two of the following words

(a) convergence

(b) sensibility

(c) unknown

13. Give the synonym of two of the following words

(a) hilarious

(b) outlook

(c) modify

14. Make sentences of your own with any two of the following phrasal verbs
- (a) ran into
 - (b) turned up
 - (c) to make light of
 - (d) made off with
15. Choose the correct option from the brackets :
- (a) The Manager _____ all the claims of the employee and dismissed him. (reputed / refuted).
 - (b) I suppose the headmaster himself will _____ the matter now. (look into / look out for)
16. Fill in the blanks using a collective noun from those given below (band, pride, herd, bunch, clutch) :
- (a) We saw a _____ of elephants moving across the river bed.
 - (b) The rock _____ has been on tour for months.
17. Fill in the blanks using the suitable degree of the adjective given in brackets :
- (a) Lead is _____ than any other metal. (heavy)
 - (b) He thinks he is _____ than his father. (wise)

Correct the error in the words / phrases given in italics :

18. (a) *Poorness* is not an enviable condition.
- (b) Here are the mangoes; please don't *take this* that are rotten.

19. (a) Suman studied in a *girls'* school till her tenth class.
(b) Can you give me some *informations* on the uses of lasers?
20. (a) Environmental degradation is a *pereniel* problem for humans today.
(b) My cousin likes fruits of *forin* countries.
21. (a) Your targets are *to achieving* before the end of this month.
(b) The clothes were all washed and *hanged out* to dry.
22. Fill in the blanks with suitable words from those given in brackets.

(when, enough, leisurely, rather)

- (a) He is a _____ careless fellow.
(b) These are days _____ no one can have a sense of security.
(c) He was foolish _____ to believe her.
(d) I had a _____ walk.
23. Fill in the blanks with suitable words from those given in brackets.

(medical, deliberate, grand, constant)

- (a) The battle of Waterloo ended in a _____ victory.
(b) The injured man wants _____ advice.
(c) _____ anxiety has undermined his health.
(d) It is a _____ lie.

Read the paragraph and answer the question given below :

24. The global anti-ageing market is worth at least \$250 billion - an astonishing amount, and it's growing. Anti-ageing treatments are supposedly used to correct 'premature ageing'. But what does this really mean? Surely ageing is just ageing. It is a process that occurs over time- at the time that it's supposed to.

- (i) The word 'premature' is used in the passage to mean :
- (ii) What is meant by the 'anti-ageing market' and what is it worth?

25. We do not know how to manage our machines. Machines were made to be man's servants: yet he has grown so dependent on them that they are in a fair way to become his masters. Already most men spend most of their lives looking after and waiting upon machines. And machines are very stern masters. They must be fed with coal, and given petrol to drink, and oil to wash with, and must be kept at the right temperature, and if they do not get their meals when they expect them, they grow sulky and refuse to work, or burst with rage, and blow up and spread ruin and destruction all around them.

- (i) What has gone wrong in man's handling of machines?
- (ii) What does "stern masters" mean?

26. Bacon calls the riches, the baggage of virtue :

For, as the baggage is to an army, so riches are to virtue. They cannot be spread nor left behind. Yet only hinder the march. Wealth brings care in its train. Pride goes with it. And where there is pride, there can be no real virtue.

What did Christ say of a rich man? "Verily, I say unto you, it is easier for a camel to go through the eye of a needle, than for rich man to enter the Kingdom of God".

- (i) Riches are called the baggage of virtue. Why?
- (ii) It is difficult for a man of riches to get into the kingdom of God. Why?

(8 × 2 = 16 Marks)

III. Answer **any six** of the following questions.

27. Fill in the blanks with the correct option

(a) He was asked to take his aged mother to see a _____ physician.

(paediatric / geriatric)

(b) The server at the bank was _____ by cybercriminals.

(morphed / hacked)

(c) Prof. Harvey uses a lot of scientific _____ in his speeches.

(jokes / jargon)

(d) I'm just waiting for my father's nod of _____ so that I can go abroad to work.

(assent / asset)

28. Fill in the blanks with suitable phrases from those given in brackets

(make up, turned up, went off, ran out, called off, look into, look up, look for)

(a) The workers _____ the strike.

(b) The boys _____ at the stroke of the ball.

(c) Surprisingly, very few guests _____ for the wedding.

(d) A bomb _____ near the park yesterday.

29. Correct the error in **four** of the following sentences :

(a) More than one attempt were made to rush on to the stage.

(b) The Central Government not only provided the funds but the personnel also.

(c) His wife, as well as his children are ashamed of him.

(d) John thinks he is superior than everybody else.

30. Fill in the blanks with the correct option

- (a) All kinds of foreign consumer brands are now available at our store, because of the _____ policy (localisation / liberalisation)
- (b) His decision to relocate to his native town was a _____ one.
(judicious / judicial)
- (c) Why don't you _____ me instead of sending long e mails?
(next / text)
- (d) The story is about two families that have an ongoing _____ that goes back three generations. (food / feud)

31. Fill in the blanks with suitable phrases from those given in brackets :

(step down, held up, gave up , cut off, made up, found out)

- (a) The energy company _____ our electricity because we didn't pay.
- (b) I _____ playing football a long time ago because of a knee injury.
- (c) The Prime Minister has decided to _____ after 10 years in office.
- (d) The traffic on the motorway was _____ by construction work.

32. Correct the error, if any, in the section in italics in **four** of the following sentences :

- (a) I have spoken to him, but *what he could do* is another matter.
- (b) Dr. Shah will be leading the surgical team, *will he?*
- (c) I am supposed to join you at two in the afternoon, *aren't I?*
- (d) *Don't she know* that she has a seminar presentation tomorrow?
- (e) *You don't walk* on the grass, the signboard says.

33. Fill in the blanks with the suitable pronouns from those given in brackets :

(they, he, me, our, you, it, they, them, its, mine, him)

- (a) You are stronger than _____
- (b) I looked behind _____
- (c) He said he had reported the incident to two constables but that none of _____ was willing to intervene.
- (d) Nobody but _____ was present.
- (e) There were doors all around the hall, but _____ were all locked.
- (f) My parents like Latin music. The CD is for _____
- (g) Here is another souvenir. I don't know what to do with _____
- (h) Dad is coming with _____ to buy school supplies.

34. Correct the error in the sections in italics :

- (a) She *must has been* on holiday.
- (b) Vani is *as tall as* all other girls in her class.
- (c) Your college is good, but mine *is best*.
- (d) It rains heavily in Assam, *is'nt it?*

35. Fill in the blanks with suitable words from those given in brackets :

(failure, contact, agonisingly, crash-landed, probe, journeying, successfully)

Over the weekend, India attempted to make history by becoming just the fourth nation to _____ land a _____ on the Moon. It came _____ close, but after _____ millions of kilometres, Vikram lander lost _____ in the final few hundred metres and _____ on the lunar surface. But it would be both unfair and plain wrong to label the mission a _____

36. Fill in the blanks with suitable words from those given in brackets :

(alarmed, embodiment, ambitious, necessities, sceptical, melancholic, improved, revoked)

- (a) The Manager says that the order cannot be _____
- (b) We should use _____ varieties of seeds to increase production of grains.
- (c) Bruto was an unselfish worker. Yet people said that he was _____
- (d) His father is _____ about the son getting a top rank.
- (e) The residents were _____ by the fury of the storm.
- (f) The music had a _____ touch.
- (g) Many of the villages in India do not even have the bare _____ of life.
- (h) Mother Teresa is regarded as an _____ of kindness and love.

37. Read the passage and answer the questions given below :

Raman was a voracious reader and pored eagerly over all books in his father's collection, among which were original writings of great scientists. These books were to him like old friends, never to be forgotten. He once said, 'Out of this welter of subjects and books, can I pick anything really to mould my mental and spiritual outlook and determine my chosen path'?

(i) _____ in the passage means 'highly enthusiastic'.

(ii) 'Pored eagerly over' means _____

(a) read with great interest (b) studied carefully

(c) both (a) and (b) (d) skimmed through

(iii) In the given passage, 'mould' is related to

(a) the smithy (b) pottery

(c) baking (d) character

(iv) 'Welter' means _____

38. Read the passage and answer the questions given below :

There has never been conceived or made by man any instrument, machine or contrivance, capable of such diversity of usefulness as the human hand. Nothing has ever existed with such infinite adaptability to various need, or capable of being trained to such degrees of dexterity and versatility. Nor is it likely that as perfect a machine, will ever be produced by human skill, for the only thing, the human hand cannot do is, to create an instrument as perfect as itself.

(i) Why is the human hand so useful?

(ii) 'Adaptability' means _____

(iii) _____ in the passage means 'an apparatus using mechanical power and having several parts, each with a definite function and together performing a particular task'.

(iv) Can as perfect an instrument as the human hand be ever created by man?

(a) Can be created.

(b) There are similar instruments as useful as the human hand.

(c) Human hand or mind is incapable of making a similar machine as human hand. **(6 × 4 = 24 Marks)**

IV. Answer **any two** of the following questions, choosing **one from each group**.

GROUP – A

39. Read the following passage and answer the questions given below :

Once the casting is done, I am ready to plunge headlong into the business of shooting. The studios of Calcutta show their hallowed past in every crevice in the wall, in every tatter on the canvas that covers the ceiling. Some of the families of rodents that inhabit the rafters have lived there ever since the foundation of the industry. The floor is pitted, the camera groans as it turns, the voltage begins to drop after sundown. The general air of shabbiness is unnerving. And yet I do not mind these at all. I do not think of these as hindrances. After all, we have the essentials to make a film, and it is within us to make it badly or well. It is the bareness of means that forces us to be economical and inventive, and prevents us from turning craftsmanship into an end in itself. And there is something about creating beauty in the circumstances of shoddiness and privation that is truly exciting...Yes, I am happy to be working where I am.

1. 'Plunge headlong into' means _____

(a) dive into water

(b) bang your head

(c) to get fully involved

(d) none of the above

2. 'Hallowed' is closest in meaning to _____

(a) holy

(b) hollow

(c) ancient

(d) unknown

3. _____ is a synonym for 'creative'.
4. Another word from the passage that is close in meaning to 'shabbiness' is _____
5. 'Privation' is a word related to _____
- (a) privatisation (b) privacy
- (c) piracy (d) deprivation
6. 'Tattered' is related _____
- (a) paper (b) cloth
- (c) noise (d) music
7. The word opposite in meaning to the word 'pitted' is
- (a) smooth (b) rough
- (c) full of holes (d) clean
8. The word that is spelt correctly is
- (a) privetisation (b) shoddiness
- (c) craftsmanship (d) crivice
9. The word that is spelt wrongly is : _____
- (a) ceiling (b) voltage
- (c) hinderance (d) business

Find the synonym of the words in Italics :

10. She cried *copious* tears when she lost her new shoes.
- (a) vast (b) copying
(c) plentiful (d) messy
11. They burned the *effigy* of the despot in the town square.
- (a) dummy (b) poster
(c) reflection (d) statue

Find the antonyms of the words in italics :

12. February 14 was set as a *tentative* date for the wedding.
- (a) temporary (b) final
(c) casual (d) convenient
13. I must say you look very *urbane* in this suit.
- (a) elegant (b) slow
(c) crude (d) foolish

Choose the most suitable one-word substitute for the phrase in italics :

14. Satyajit Ray is a world famous Bengali *film director who is involved in all the audio-visual elements of his films.*
- (a) producer (b) actor
(c) author (d) auteur
15. Find the meaning of the word 'hindrance' from the passage given above and use it in a sentence of your own.

40. Spot the error in the underlined sections in the following sentences. If there is no error, the answer is 'd'

1. You may go to your classes now, The Teacher said. No error

a b c d

2. Ravi asked Megha whether she is submitted her assignment

a b

the class teacher. No error

c d

3. 'I will not go into the hall until Resmi comes', said Jyothi. No error.

a b c d

4. 'Where did you lose your purse', asked my mother. No error.

a b c d

5. The group promised that they would meet again next year. No error

a b c d

6. Twenty hundred weights make one ton. No Error.

a b c d

7. All the three commander-in chiefs are meeting the President today.

a b c

No error.

d

8. I who your leader will give the signal. No error.

a b c d

9. Nothing is given for nothing. No error.

a b c d

10. Let you and he go together. No error.

a b c d

11. He failed in he attempted. No error.

a b c d

12. He knows better than to quarrel. No error.

a b c d

13. Few Indian towns are so big as Madras. No error.

a b c d

14. Why should I suspected by you. No error.

a b c d

15. Either he or I are mistaken. No error.

a b c d

41. Read the passage and answer the questions given below :

Monday morning found Tom Sawyer miserable. Monday morning always found him so- because it began another week's slow suffering in school. He generally began that day with wishing he had had no intervening holiday, it made the going into captivity and fetters again so much more odious. Tom lay thinking. Presently it occurred to him that he wished he was sick; then he could stay home from school. Here was a vague possibility. He canvassed his system. No ailment was found, and he investigated again. This time he thought he could detect colicky symptoms, and he began to encourage them with considerable hope. But they soon grew feeble, and presently died wholly away. He reflected further. Suddenly he discovered something. One of his upper front teeth was loose. This was lucky; he was about to begin to groan as a 'starter', as he called it, when it occurred to him that if he came into court with that argument, his aunt would pull it out, and that would hurt. So he thought he would hold the tooth in reserve for the present, and seek further. Nothing offered for some little time, and then he remembered hearing the doctor tell about certain thing that laid up a patient for two or three weeks and threatened to make him lose a finger. So the boy eagerly drew his sore toe from under the sheet and held it up for inspection. But now he did not know the necessary symptoms. However, it seemed well worthwhile to chance it, so he fell to groaning with considerable spirit.

1. The word 'reflected' in the passage is closest in meaning to :
 - (a) consider
 - (b) echoed
 - (c) returned
 - (d) replicated

2. The phrase 'canvassing the system' in the passage means :
 - (a) appeal
 - (b) campaign
 - (c) fight
 - (d) check

3. The word in the passage which is the opposite of 'pleasing' is :
 - (a) suffering
 - (b) intervening
 - (c) colicky
 - (d) odious

4. Identify the statement which is true :
 - (a) Tom thought it was bad luck to have a shaky front tooth
 - (b) Tom hated being sick
 - (c) Tom began to encourage the colicky pain with hope
 - (d) None of the above

5. Monday morning found Tom Sawyer miserable. Why?
 - (a) Tom was feeling colicky
 - (b) Tom had a tooth ache
 - (c) Tom was scared of going to the doctor
 - (d) Tom did not like going to school

6. Why did Tom wish he had had no intervening holiday?
 - (a) It made going back to school so much more hateful
 - (b) Tom did not want to stay at home
 - (c) School was always great fun for Tom
 - (d) All of the above

7. "Ailment" means _____
8. The synonym for "fettters" is
 - (a) fritters
 - (b) chains
 - (c) fight
 - (d) check
9. By which phrase does Tom describe his experience in school?
10. The word "sore" in the phrase "sore toe" means
 - (a) big
 - (b) broken
 - (c) letters
 - (d) none of the above
11. Why did Tom canvass his system?
12. Why did Tom hold up the sore toe for inspection?
13. What was the 'starter' for Tom Sawyer?
14. Based on the incident mentioned here, comment briefly on the character of Tom Sawyer?
15. Suggest a suitable title for the passage.

GROUP – B

42. Answer **all** the following questions :

Fill in the blanks with suitable **tense** forms of the verbs given in brackets :

1. Nadella _____ (choose) to join Microsoft because he _____ (want) to make a difference.
2. It _____ (be) an honour for him to lead and serve the company.
3. We _____ (go) for a movie yesterday. _____ (Do) you _____ (know) that my friend's daughter _____ (act) in that movie? She _____ (play) the role of the heroine's younger sister, but it _____ (be) an important role. None of us _____ (expect) her to do so well, but she _____ (do) a great job. I _____ (hear) that she even _____ (win) an award for her role. Our club _____ (host) a reception for her when she _____ (come) to our town next month.

Fill in the blanks with suitable prepositions :

4. He warned you _____ the danger, but you did not listen _____ him.
 5. France is famous _____ its perfumes. You are looking _____ some _____ the most expensive brands available _____ this country.
 6. This company deals _____ electronic goods. Ajay's been working here as Manager _____ two years now.
 7. Rewrite the following sentence into active voice :
 - (a) Cricket is played in most countries today.
 - (b) Will you be supported by your friends in this venture?
43. Read the passage and answer the questions given below :

Muhammad Yunus, the founder of Grameen Bank, is a Bangladeshi banker, author and economist whose focus on microcredit and microfinance concepts led to him being awarded the Nobel Prize in 2006 for efforts to create economic and social development from below'. Yunus was born in 28 June 1940 in Chittagong. His father was jeweler and his mother was his role model; a women who helped anyone that knocked on their door. After high school and college, Yunus completed his PhD in Economics in the US and worked as an assistant professor of Economics till 1972, when he returned to Bangladesh. It was during this time that Yunus would stumble across an idea that lead to him helping millions of poverty people and would lead to him being awarded the Nobel Prize.

In 1974, Bangladesh suffered from a famine, resulting from rain and massive flooding that devastated crops. And the people of Bangladesh received no relief or aid from other countries. Yunus began to be actively involved in poverty reduction. He established a rural economic program as a research project and visited the poorest households in a village near Chittagong. He interviewed a woman who was making bamboo stools and learnt that she was being charged

exorbitant rates for her loans, and thus was barely making a profit. He realized the potential for recovery then and there and in an exhibition of practical economics, loaned the equivalent of twenty-seven US dollars to forty-two women in the village. It was his first loan. With more advantageous rates, these women were able to raise their profits and manage better than before. Without these new rates, the women would likely have been stuck in a rut for the rest of their lives. Yunus realized that on a smaller scale, microfinance and microcredit could really help Bangladesh's struggle with poverty.

1. The prefix _____ is used in the passage for 'small scale'
2. The word 'devasted' means _____
(A) Devoid (B) Desperate
(C) Destroyed (D) Deserted
3. The phrase that means 'without any change or improvement' is _____
4. The phrase 'from below' in the first sentence is used in the sense of _____
(A) Below sea level (B) From a disadvantaged country
(C) Below poverty line (D) None of the above
5. The word closest in meaning to "exorbitant" is _____
(A) Ineffective (B) Expected
(C) Easily available (D) Highly priced
6. The word 'rates' is related to _____
(A) Cost (B) Interest
(C) Profit (D) Loss

7. The word that is the antonym of 'urban' is _____
8. 'Exhibition of ' means _____
- (A) Display (B) Open Mindedness
(C) Expression (D) None of the above
9. The wrongly spelt word is :
- (A) Exorbitant (B) Advantageus
(C) Microcredit (D) Potential
10. The correctly spelt word is :
- (A) Povertystruck (B) Exhibition
(C) Famin (D) Poverty Stricken
11. I suppose the headmaster himself will _____ the matter now.
- (A) Look into (B) Look at
(C) Look out for (D) Look up
12. In spite of our best efforts at secrecy, my mother _____ our plans for a surprise party.
- (A) Turn up (B) Got wind of
(C) Caught up with (D) Wound up
13. A person who studies human cultures and societies is _____
- (A) A philologist (B) An archaeologist
(C) An anthropologist (D) A linguist
14. Correct the spelling of the following word and make a sentence of your own 'necessity'.

Find the antonyms of the words in italics :

15. *Escalating* prices cause hardship to the poor

- (A) Fixed (B) Falling
(C) Reasonable (D) Fluctuating

44. Answer **all** the following questions :

Fill in the blanks with suitable modal auxiliaries from the list given below :

(will, would, should, can, must, might, need, dare, used to)

1. Sara _____ to do some exercises for her shoulder, otherwise she _____ need a surgery.
2. You _____ have spoken rudely to her, otherwise she _____ not have left soon.
3. _____ you sing a song for Tara's birthday? You _____ sing so well when we were in school.
4. I _____ not climb up the hill, it _____ be slippery after such heavy rain.
5. _____ you be coming tomorrow? We really _____ complete that file.

Complete the following sentences with suitable verbs and corresponding question tags :

6. You aren't coming to college tomorrow, _____?
7. Rahman _____ the boy who stood first in class, isn't he?
8. Jaya goes to the library every Saturday, _____?
9. Let us all go for a movie next Sunday, _____?
10. _____ as tall as Rosy, aren't I?

Insert the adverb given in brackets in the correct position in the sentence :

11. She impressed him by her singing. (greatly)
12. There was nothing to do but wait for the next bus to arrive. (else)
13. He admires my clothes. (always)
14. This room is big enough for all of us to sleep in. (enough)
15. The new tax structure is tough on the middle classes. (rather)

(2 × 15 = 30 Marks)

(Pages : 4)

K – 2704

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1341 : BUSINESS ENVIRONMENT AND POLICY

(2019 Admission Regular)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is environmental screening?
2. What is legal environment in business?
3. What do you mean by intellectual property rights?
4. What is monetary policy?
5. Define Devaluation.
6. What is Bank Rate?
7. What is Cash Reserve Ratio?
8. What is the expansion of GATT?

P.T.O.

9. Give the expansion of acronym 'TRIPS'.
10. What is a Trademark?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Briefly explain the concept of micro business environment.
12. What is the significance of macro business environment?
13. What are the factors of socio-cultural environment?
14. Explain briefly the influence of political environment on business.
15. Give a brief account of influence of the legislature on business.
16. What is judicial activism? Is it necessary in our society?
17. What is Outsourcing?
18. What is EXIM policy?
19. What are Turnkey Projects?
20. What do you understand by technology transfer?
21. What are the important features of technology?
22. What is globalization?
23. What is meant by a Multinational Company?
24. What is privatization?
25. Give any two objectives of FEMA.
26. Bring out the meaning of social audit.

(8 × 2 = 16 Marks)

SECTION – C

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

27. What is fiscal policy? What are the broad objectives of fiscal policy?
28. What do you mean by global environment? What are the factors of global environment?
29. Write a short note on the Indian Copyright Act, 1957.
30. What are the major objectives of Industrial Policy 1991?
31. Enumerate the main aspects of globalisation.
32. What are the advantages of globalisation?
33. Enumerate the benefits of social audit.
34. Enumerate the negative effects of globalisation on the Indian economy.
35. Discuss the functions of WTO.
36. Write a short note on the organizational structure of WTO.
37. Distinguish between GATT and WTO.
38. Briefly explain the dispute settlement mechanism of WTO.

(6 × 4 = 24 Marks)

SECTION – D

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

39. Discuss the components of business environment.
40. Discuss the characteristics of economic environment.

9. Give the expansion of acronym 'TRIPS'.
10. What is a Trademark?

(10 × 1 = 10 Marks)

SECTION – B

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

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28. What do you mean by global environment? What are the factors of global environment?
29. Write a short note on the Indian Copyright Act, 1957.
30. What are the major objectives of Industrial Policy 1991?
31. Enumerate the main aspects of globalisation.
32. What are the advantages of globalisation?
33. Enumerate the benefits of social audit.
34. Enumerate the negative effects of globalisation on the Indian economy.
35. Discuss the functions of WTO.
36. Write a short note on the organizational structure of WTO.
37. Distinguish between GATT and WTO.
38. Briefly explain the dispute settlement mechanism of WTO.

(6 × 4 = 24 Marks)

SECTION – D

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

39. Discuss the components of business environment.
40. Discuss the characteristics of economic environment.

41. What is mixed economy? Discuss the important features of mixed economy.
 42. What are the tools used by monetary authority in India as a part of the implementation of monetary policy?
 43. What are the important features of capitalism?
 44. Discuss in detail the major components of Social Responsibility.
(2 × 15 = 30 Marks)
-

(Pages : 3)

K – 2699

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme Under CBCSS

Core Course

BM 1344 — FINANCIAL SERVICES

(2017 – 2018 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What you meant by service Leasing?
2. What is merchant banking?
3. Write the meaning of credit syndication.
4. What is operating leasing?
5. What is a debit card?
6. Define Sovereign rating.
7. What is derivative deposit?
8. Write the meaning of Equated Monthly Installment?
9. What you mean by double insurance?
10. What you meant by MMMF?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. What is an open ended scheme?
12. Explain forfeiting.
13. What you meant by venture capital financing?
14. Explain insurable interest in life insurance.
15. What is the difference between hull and cargo insurance?
16. Write the difference between assignment and nomination.
17. Explain the concept of Depositories.
18. What is Net Asset Value?
19. Write major difference between factoring and bill discounting.
20. How Hire purchase differs from leasing?
21. Write a note on project finance.
22. Differentiate General Insurance and Life Insurance.

(8 × 2 = 16 Marks)

SECTION – C

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

23. Write the difference between financial lease and operating lease.
24. Write the features of Fire Insurance.
25. State different types of Loan product offered by bank.

26. Write down the stages in Venture Capital Financing.
27. Define Mutual fund and mention the significance and benefits of Mutual funds in an Economy.
28. Write down the role of parties involved in securitization.
29. State the role of a merchant banker in pre issue activities of a company.
30. Describe the merits of factoring.
31. Prepare a note on Retail banking products.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Define financial services and various types of financial services.
33. Define credit rating. Explain the features and process of credit rating.
34. Define insurance and prepare a note on following :
 - (a) Life Insurance
 - (b) Medical Insurance
 - (c) Fire Insurance.
35. Elucidate the financial instruments in money market and capital market.
(2 × 15 = 30 Marks)

(Pages : 6)

K – 2698

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1343 : COST AND MANAGEMENT ACCOUNTING .

(2017-2018 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What define financial statement?
2. What is income statement?
3. What is position statement?
4. What is vertical analysis?
5. What is a fund flow statement?
6. What is the source of funds?
7. What is cash budget?
8. What is performance budget?

P.T.O.

9. What is a budget period?
10. What is rolling budget?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What are functional budgets?
12. What is ABB?
13. What is budgeting?
14. What are the objectives of management accounting?
15. What are the objectives of cost accounting?
16. What are the limitations of management accounting?
17. What are the limitations of cost accounting?
18. What is intra firm analysis?
19. What is inter firm analysis?
20. What is stock velocity?
21. What are leverage ratios?
22. What is EPS?

(8 × 2 = 16 Marks)

SECTION – C

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

23. What is cash budget? What are its objectives and advantages?
24. Distinguish between cost accounting and management accounting.
25. What are the different types of financial statement analysis?
26. What are liquidity ratios? Explain.
27. Explain the procedure for preparation of a funds flow statement.
28. Prepare a Flexible Budget for production at 80% and 100% activity on the basis of the following information

Production at 50% capacity	5,000 units
Raw materials	₹ 80 per unit
Direct Labour	₹ 50 per unit
Direct expenses	₹ 15 per unit
Factory expenses	₹ 50,000 (50% fixed)
Administration expense	₹ 60,000 (60% variable)

29. Calculate (i) Inventory Turnover Ratio and (ii) Average age of Inventory from the following :

Opening inventory : ₹ 54,000

Closing Inventory : ₹ 66,000

Revenue from operation : ₹ 5,00,000

Gross profit ratio : 40%

SECTION – C

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

23. What is cash budget? What are its objectives and advantages?
24. Distinguish between cost accounting and management accounting.
25. What are the different types of financial statement analysis?
26. What are liquidity ratios? Explain.
27. Explain the procedure for preparation of a funds flow statement.
28. Prepare a Flexible Budget for production at 80% and 100% activity on the basis of the following information

Production at 50% capacity	5,000 units
Raw materials	₹ 80 per unit
Direct Labour	₹ 50 per unit
Direct expenses	₹ 15 per unit
Factory expenses	₹ 50,000 (50% fixed)
Administration expense	₹ 60,000 (60% variable)

29. Calculate (i) Inventory Turnover Ratio and (ii) Average age of Inventory from the following :

Opening inventory : ₹ 54,000

Closing Inventory : ₹ 66,000

Revenue from operation : ₹ 5,00,000

Gross profit ratio : 40%

30. Calculate funds from operations.

Profit and Loss Account

	₹		₹
To administration expenses	25,000	By gross profit	2,15,000
To selling expenses	16,000	By Interest on Investments	5,000
To Depreciation	26,000	By Profit on sale machinery	4,000
To loss on sale of building	6,000		
To Preliminary expenses written off	2,000		
To Goodwill written off	5,000		
To net profit	1,44,000		
	2,24,000		2,24,000

31. Calculate cash flow from operating activities from the following for the year ended 31-03-2019

Profit made during the year Rs. 2,50,000 after considering the following:

Depreciation written off: 10,000

Amortization of goodwill : 5,000

Transfer to general reserve: 7,000

Profit on sale of land: 3,000

The following is the position of current assets and current liabilities.

	01-04-2018	31-03-2019
Sundry debtors	12,000	15,000
Sundry creditors	15,000	10,000
Bills receivables	10,000	4,000
Prepaid expenses	6,000	4,000

(6 × 4 = 24 Marks)

SECTION – D

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

32. From the following information calculate cash flows from financing activities.

Particulars	31-03-2018	31-03-2019
Equity Share capital	6,00,000	8,00,000
12% Preference shares	2,00,000	
14% Preference shares		1,00,000

Additional Information

1. Equity shares were issued at a premium of 15%.
 2. 12% Preference shares were redeemed at a premium of 5%.
 3. 14% Debentures were issued at a discount of 10%.
 4. Interim dividend paid on Equity shares ₹ 90,000.
 5. Dividend paid on Preference shares ₹ 24,000.
 6. Interest paid on Debentures ₹ 14,000,
 7. Underwriting commission on Equity shares ₹ 10,000.
33. Give model form of cash flow statement with imaginary figures.
34. What is Zero based budgeting. What are its advantages and disadvantages?
35. A company is expecting to have Rs. 25,000 cash in hand on April 1 2019 and it requires you to prepare a cash budget for three months April to June 2019. The following data is given.

Month	Sales	Purchase	Wages	Expenses
Feb	70,000	40,000	8,000	6,000
March	80,000	50,000	8,000	7,000
April	9,20,000	77,000	9,000	7,000
May	1,00,000	60,000	10,000	8,000
June	1,20,000	55,000	12,000	9,000

Other Information

1. Period of credit allowed by suppliers – 2 months
2. 25% of the sales are cash and period of credit allowed to customers for credit sales is one month
3. Delay in payment of wages and expenses – one month
4. Income tax of Rs. 25,000 is to be paid in June 2019.

(2 × 15 = 30 Marks)

(Pages : 4)

K – 2705

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1342 : CORPORATE REGULATIONS

(2019 Admission Regular)

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 CIN?
 2. What is Table A?
 3. What is casting vote?
 4. Define Proxy.
 5. What is IPR?
 6. Define Trademark.
 7. What is SPICe?
 8. What is debenture?

P.T.O.

9. What is Doctrine of Ultravires?
10. Who is a promoter?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Distinguish between transfer and transmission of shares.
12. What is Doctrine of Constructive notice?
13. Write a short note on One Person Company.
14. What is plagiarism?
15. What is an illegal association?
16. What is a qualification share?
17. Who is a provisional liquidator?
18. What do you mean by pre incorporation contract?
19. What is a defunct company?
20. Distinguish between special resolution and ordinary resolution.
21. Write a short note on Doctrine of indoor management.
22. Distinguish between liquidation and winding up.
23. Write a note on private placement.
24. Define Small Company.
25. What is meant by perpetual succession?
26. What is an associate company?

(8 × 2 = 16 Marks)

SECTION – C

- III. Answer any **six** questions. **Each** question carries **4** marks.
27. What is Articles of Association? Explain the procedure to alter articles of association.
 28. Explain the rights and liabilities of a promoter.
 29. Explain the contents of Memorandum of Association.
 30. What are the various types of share capital?
 31. What are the features of Companies Act, 2013?
 32. Briefly explain about Independent director.
 33. Explain book building process and IPO.
 34. What are the disadvantages of incorporation of a company?
 35. What are the various types of prospectus?
 36. What are the powers of Chairman in the meeting?
 37. Explain the administrative frame work of company law in India.
 38. Explain CSR.

(6 × 4 = 24 Marks)

SECTION – D

- IV. Answer any **two** questions. **Each** question carries **15** marks.
39. Trace the history of Company law in India.
 40. Explain the norms regarding alteration of Memorandum.
 41. Explain the emerging trends in IPR.

42. What are the rules to be kept in mind in the conduct of voluntary winding up?
43. Explain the rules regarding RTP.
44. What are the various types of company meetings?

(2 × 15 = 30 Marks)

(Pages : 4)

K – 2709

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme Under CBCSS

Group 2(b)

Elective Course

BM 1361.2 : CONSUMER BEHAVIOUR

(2019 Admission Regular)

Time : 3 Hours

Max. Marks : 80

SECTION A

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

1. Define consumer behaviour.
2. Describe the rational buying motive.
3. What do you mean by Loyalty Marketing?
4. What is Howard Sheth Model?
5. What do you mean by attitude confidence?
6. What is "Values and Life Style Survey (VALS)"?

P.T.O.

7. What is handonism?
8. What is Ego-defensive function?
9. What do you mean by Word of Mouth communication?
10. What do you mean by Computerized Status Index (CSI)?

(10 × 1 = 10 Marks)

SECTION B

Answer **any eight** questions not to exceed in paragraph. Each question carries **2** marks.

11. What is post purchase behavior?
12. What is meant by motivation?
13. Explain the word "Qualitative Research".
14. What is Black Box Model in Consumer Behaviour?
15. What do you mean by Test Marketing?
16. What is meant by consumer socialization?
17. What is Concentrated Marketing?
18. What is meant by negative word of mouth communication?
19. What is co branding?
20. What is Qualitative Research?
21. Explain Horizontal Market Segmentation.
22. What is meant by Target Marketing?

23. Define consumerism.
24. Which are the different product life cycle stages?
25. What are the four types of consumer behaviour?
26. What is equity theory?

(8 × 2 = 16 Marks)

SECTION C

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

27. Explain briefly Consumer Behaviour Audit.
28. Explain the rights of Consumer as per Consumer Protection Act, 1986.
29. What are the scopes of Consumer Behaviour?
30. Explain briefly the criteria for market segmentations.
31. How Group is related to Consumer Behaviour? What are the types of different groups in consumer Behaviour?
32. What are the different projective techniques?
33. What are the sources of influence for attitude formation of consumers?
34. What is enduring involvement relating to consumer behaviour?
35. What are the elements of diffusion of innovation?
36. What are the major advantages of e-research?
37. What are consumer needs? How it is related to Motivation?
38. What are the different Market Segments of Indian Consumers?

(6 × 4 = 24 Marks)

SECTION D

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

39. Explain briefly the quantitative research in consumer behaviour.
40. Explain the various redressal agencies in the Consumer Protection Act, 1986.
41. What do you mean by Reference Group? What are the different types of Reference Group?
42. Briefly explain the different variables involved in Consumer Market Segmentation.
43. What are the characteristics of culture? Explain briefly how culture is related to Consumer Behaviour.
44. What is meant by Rational Buying Motive? What are the factors that influence rational buying motive?

(2 × 15 = 30 Marks)

(Pages : 3)

K – 2696

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme Under CBCSS

Group 2(b)

Core Course : BM 1341 — BUSINESS ENVIRONMENT AND POLICY

(2017 – 2018 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

Explain / Define :

1. Corporate Social Responsibility
2. Global Environment
3. Patent
4. EXIM Policy
5. Monetary Policy
6. GATT
7. Industrial Policy
8. Micro Environment
9. FEMA
10. Direct tax

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions in **one** paragraph: **Each** question carries **2** marks.

11. What are the objectives of Foreign trade policies?
12. Write a note on social responsibility of business.
13. Write a note on Economic Environment.
14. What are the benefits of Environmental Analysis?
15. What are the benefits from MNC's to the host country?
16. What are the objectives of New Industrial Policy?
17. Explain the functions of SEBI.
18. Which are the institutions promoting stock exchanges in India?
19. What are the features of technology?
20. Write a note on FEMA.
21. Explain the social responsibility of business towards suppliers.
22. What are the characteristics of Social Audit?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Briefly explain the steps involved in the Environmental Analysis.
24. Explain the elements of micro environment.
25. Explain the problems brought by MNC's.
26. Write an essay on the status of technology in India.

27. Briefly explain the economic factors.
28. Explain the provisions of FEMA Act 1999.
29. Write a note on Globalisation of Indian Industries.
30. Explain the functions of WTO.
31. Explain the nature of culture.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Discuss different dimensions of social responsibility.
33. Explain the different classes of social group.
34. Write an essay on the limitations of social responsibility.
35. Write an essay on internal environmental factors.

(2 × 15 = 30 Marks)

(Pages : 4)

K – 2707

Reg. No. :

Name :

**Third Semester B.B.A. Degree Examination, March 2021
Career Related First Degree Programme under CBCSS**

Group 2 (b)

Core Course

BM 1344: FINANCIAL SERVICES

(2019 Admission Regular)

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Answer all questions in one or two sentences. Each question carries 1 mark.
1. Define merchant banker.
 2. What is corporate counselling?
 3. Expand CIBIL.
 4. Define seed capital.
 5. What is turnaround financing?
 6. What is operating lease?
 7. Define insurance.
 8. What is RTGS?

P.T.O.

9. Who is factor?
10. What is meant by pass through certificates?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What are advisory services?
12. What do you mean by category I merchant banker?
13. Distinguish between dry lease and wet lease.
14. What are buyouts?
15. Who is an originator?
16. What is meant by leveraged lease?
17. Explain the term credit rating.
18. What is meant by group insurance?
19. Write a note on ICRA.
20. What is meant by green mail strategy?
21. What is price multiplier?
22. What is premium?

23. Write a short note on cheques.
24. What is NCLT?
25. What is meant by bridge finance?
26. What do you mean by portfolio management?

(8 × 2 = 16 Marks)

SECTION – C

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

27. What are the advantages of leasing?
28. Distinguish between mergers and acquisitions.
29. Discuss the objectives of credit rating.
30. What are the advantages of factoring?
31. Distinguish between factoring and bill discounting.
32. Explain different types of VCFs.
33. What are the objectives of SARFAESI Act?
34. What are the various types of securitized instruments?
35. Discuss the stages of venture capital financing.
36. What are the functions of financial services?
37. What are the features of life insurance?
38. Explain some of the recent trends in Banking.

(6 × 4 = 24 Marks)

SECTION – D

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

39. What are the recent trends in Financial services?
40. Discuss briefly the various strategies involved in business expansion.
41. Describe the credit rating process.
42. Define securitisation. State its process.
43. What is a financial service? What are the different kinds of financial services?
44. What are the various valuation methods in a merger?

(2 × 15 = 30 Marks)

(Pages : 7)

K – 2706

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme Under CBCSS

Group 2(b)

Core Course

BM 1343 : COST AND MANAGEMENT ACCOUNTING

(2019 Admission Regular)

Time : 3 Hours

Max. Marks : 80

SECTION A

Answer **all** questions (**one** word to maximum **two** sentences).

1. Define the term costing.
2. Define Cost Centre.
3. Explain Cost Unit with an example.
4. Define the term Cost Sheet.
5. What are the various techniques used to discharge the function of Management Accounting?
6. Define Management Accounting.

P.T.O.

7. Find out current liabilities when current ratio is 2.5:1 and current assets are Rs. 75,000.
8. What is P/V Ratio?
9. Define the term Marginal Costing.
10. What is Fund Flow Statement?

(10 × 1 = 10 Marks)

SECTION B

Short Answer Questions.

Answer **any eight** questions from the following (not exceeding **one** paragraph)

11. What are the important tools of financial analysis?
12. What is an Income Statement?
13. What is Ratio Analysis?
14. What is Current Ratio?
15. What is Quick Ratio?
16. What are Activity Ratios?
17. State the important measures of operating profitability.
18. What is working capital?
19. What are the methods used in the calculation of Cash from operation?
20. What is Break Even Chart?
21. What is Angle of Incidence?

22. What is Margin of Safety?
23. What is CVP analysis?
24. What is Master budget?
25. What is a cash budget?
26. Credit sales Rs. 25,000; Return inwards Rs. 1,000; Debtors Rs. 3,000; Bills Receivables Rs. 1000.
Calculate debtors turnover-ratio.

(8 × 2 = 16 Marks)

SECTION C

Short Essay Questions.

Answer **any six** questions not to exceed **1** page.

27. Calculate BEP and Margin of safety from the following :
Sales 50,000 units @ Rs. 6 per unit
Prime cost Rs. 3 per unit
Variable overhead Rs. 1 per unit
Fixed costs R. 75,000 per annum.
28. Cost of goods sold is 1,80,000 and other operating expenses are 30,000 and net sales is Rs. 3,00,000. Calculate operating ratio.
29. Compare Financial Accounting and Management Accounting.
30. What is Budgetary Control? What are its characteristics?
31. State the significance of Fund Flow Statement.
32. What are the important decision making areas of marginal costing?

33. Explain Trend Analysis.
34. Explain the managerial use of Ratio Analysis.
35. Explain Liquidity ratios.
36. State the difference between Flexible and Fixed budget.
37. Calculate the current ratio from the following information :
Working capital Rs. 9,60,000; Total debts Rs. 20,80,000; Long-term Liabilities Rs. 16,00,000; Stock Rs. 4,00,000; Prepaid expenses Rs. 80,000.

38. From the following details :

	Rs.
Cash	10,000
Bills receivables	5,000
Sundry Debtors	25,000
Stock	20,000
Sundry Creditors	30,000
Cost of sales	1,50,000

Calculate working capital turnover ratio.

(6 × 4 = 24 Marks)

SECTION D

Long Essay Questions.

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

39. Define Budgetary Control? What are the objectives and essential requisites of budgetary control?

40. ABC Ltd. produces and sells two products A and B. The cost and sales data are given as

	Product A	Product B
Selling price	20	30
Direct material	10	15
Direct labour	4	5

Fixed overheads Rs. 1,200

Variable overheads are absorbed at 50% of direct labour

The proposed sales mix are

- (a) 100 units of A and 200 units of B
- (b) 150 units of A and 150 units of B
- (c) 200 units of A and 100 units of B

Recommend which of the above sales mix the company should adopt.

41. From the following comparative balance sheets and additional information, calculate cash from operations for the year ending 31/03/2012.

Liabilities	2011	2012	Assets	2011	2012
	Rs.	Rs.		Rs.	Rs.
Equity share capital	50,000	80,000	Plant and building	50,000	50,000
P/L account	49,000	28,000	Plant	60,000	80,000
Debenture	30,000	50,000	Stock	20,000	16,000
Creditors	16,000	20,000	Debtors	15,000	24,000
Bills payable	6,000	4,000	Prepaid expenses	3,000	2,000
Outstanding expenses	3,000	2,000	Cash in hand	1,000	2,000
			Cash at bank	5,000	10,000
	<u>1,54,000</u>	<u>1,84,000</u>		<u>1,54,000</u>	<u>1,84,000</u>

Additional information :

- (a) Net profit after tax for the year was Rs. 25,000.
- (b) Depreciation on plant Rs. 12,000.
- (c) Loss on sale of plant debited to P/L a/c Rs. 2,000.
- (d) Net profit includes Rs. 1,000 received as other income.
- (e) During the year provision for tax was made for Rs. 10,000.

42. Draw a Break Even Chart using the following data :

Selling price per unit	Rs. 12
Variable cost per unit	Rs. 7
Fixed costs	Rs. 2,000
Budgeted output	800 units

43. Draw up a flexible budget for overhead expenses on the basis of the following data and determine the overhead rates at 70%, 80% and 90%.

Plant Capacity	At 80% capacity
	Rs.
Variable Overheads :	
Indirect labour	12,000
Stores including spares	4,000
Semi Variable :	
Power (30% - Fixed; 70% - Variable)	20,000
Repairs (60% - Fixed; 40% - Variable)	2,000
Fixed Overheads :	
Depreciation	11,000
Insurance	3,000
Salaries	10,000
Total overheads	62,000
Estimated Direct Labour Hours	1,24,000

44. The Bangalore Ltd. supplies you the following information and requires you to prepare a cost sheet.

	Rs.
Stock of raw materials on 1 st Sept, 2013	75,000
Stock of raw materials on 30 th Sept, 2013	91,500
Direct wages	52,500
Indirect wages	2,750
Sales	2,00,000
Work-in-progress on 1 st Sept, 2013	28,000
Work-in-progress on 30 th Sept, 2013	35,000
Purchases of raw materials	66,000
Factory rent, rates and power	15,000
Depreciation of plant and machinery	3,500
Expenses on purchases	1,500
Carriage outward	2,500
Advertising	3,500
Office rent and taxes	2,500
Travellers' wages and commission	6,500
Stock of finished goods on 1 st Sept, 2013	54,000
Stock of finished goods on 30 th Sept, 2013	31,000

(2 × 15 = 30 Marks)

(Pages : 3)

K – 2697

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme Under CBCSS

Group 2(b)

CORE COURSE : BM 1342 – CORPORATE REGULATIONS

(2017-2018 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define the term director.
2. What is NCLT?
3. What is red herring prospectus?
4. What is the minimum number of directors in a public company?
5. What is ultra-vires?
6. What is OPC?
7. What do you mean by quorum?
8. Who shall carryout the winding up procedure?
9. What is an class meeting?
10. What is DIN?

(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 purpose is served by articles of association?
12. Define Doctrine of indoor management.
13. Who is an independent director?
14. What is the golden rule of framing prospectus?
15. Explain the term agenda.
16. What is small company?
17. Define Proxy.
18. What is listed company?
19. What is special resolution?
20. What are provisional contracts of a company?
21. Who is a promoter?
22. A company is a legal person. Comment.

(8 × 2 = 16 Marks)

SECTION – C

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

23. Explain the incorporation of company.
24. What are the functions of promoter?
25. Explain the advantages and disadvantages of a company.

26. What are the circumstances under which the tribunal might consider it just and equitable to wind up a company?
27. Explain the different types of prospectus.
28. How are directors appointed?
29. Discuss the duties of a liquidator.
30. Give a brief note on World Intellectual Property Organization.
31. What is a notice of meeting? What are its requisites?

(6 × 4 = 24 Marks)

SECTION – D

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

32. Explain the summary procedure of winding up of the company.
33. Explain the scope and nature of different types of meetings and state how each is convened?
34. What are the various clauses of memorandum of Association? Explain the procedure of alteration of memorandum of association.
35. What do you mean by IPR? What is the nature of IPR? What are emerging trends in IPR?

(2 × 15 = 30 Marks)

(Pages : 3)

K – 2701

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme under CBCSS

Elective Course

BM 1361.2 : CONSUMER BEHAVIOUR

(2017-2018 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one or two** sentences.

Each question carries 1 mark.

1. Who is an Initiator?
2. What is Complex Buying Behaviour?
3. Define Customer satisfaction.
4. What is Quantitative Research?
5. What is Demographic segmentation?
6. Define Perceptual constructs.
7. What is an attitude?
8. Define Consumer Innovator.
9. Define Avoidance group.
10. Who is an Influencer?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. Define Customer.
12. Who is a user?
13. What do you mean by a group?
14. Define Comparative reference group.
15. Define Organisational buying behaviour.
16. What are the psychological factors influencing consumer behaviour?
17. Define Social stratification.
18. Define Market segmentation.
19. What do you mean by Brand equity?
20. Explain impulse buying.
21. What are the different types of stimulus?
22. What is loyalty 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 consumer buying behaviour?
24. Write a note on marketing mix decisions.
25. What are the cultural factors influencing consumer behaviour?
26. What are the different economic model of consumer behaviour?
27. Explain Nicosia model.

28. Explain the basic changes in consumer behaviour.
29. Describe the factors responsible for social stratification.
30. Write a note on Brand Loyalty.
31. Write a note on Webster and Wind model.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Explain the disciplines involved in the study of consumer behaviour.
33. Explain the consumer decision process.
34. Explain Howard Sheth Model of Buying Behaviour.
35. Explain the different types of reference groups.

(2 × 15 = 30 Marks)