

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each questions carries 10 marks.

1. Explain the role played by manager of a business firm.
2. How do values and ethics affect management?
3. Sketch the historical perspectives of management.
4. Explain the importance of decision making.
5. What is span of control? Explain the factors determining span of control.
6. Define staffing. Explain its purposes.
7. Examine Herz-berg's theory of motivation.
8. Explain the concept of managerial effectiveness.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Explain the merits and drawbacks of various channels of communication.
 10. Discuss the techniques of controlling.
 11. What are the merits and drawbacks of line and staff organisation.
 12. Define management. Explain the process of management.
 13. 'Management performs many functions'. What are they? Explain.
 14. Explain the relative merits and drawbacks of sources of recruitment.
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MANAGERIAL ECONOMICS
(Also common to B.B.A. retail)

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. What is the use of business economics in economic decisions of the management?
2. Point out the characteristics of wants with suitable illustration.
3. Write an elaborate note on Arc method of measurement of elasticity of demand.
4. Explain the regression method of demand forecasting. Compare this method with trend method.
5. What is production function? State its assumptions.

6. Bring out the relationship between total cost, average cost and marginal cost.
7. What is monopoly? What are its features?
8. What is peak load pricing? Why does this problem arise?

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. 'profit maximisation is no longer a traditional objective of a business firm'- Discuss.
10. Explain in detail the various methods of measurement of national income.
11. Explain the factors contributing to the expansion phase of business cycle.
12. Explain the price and output decisions under perfect competition.
13. What are the traditional monetary measures of controlling inflation?
14. Discuss the role of monetary policy in economic growth.

ACCOUNTING AND FINANCIAL MANAGEMENT

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. State and explain any four accounting concepts.
2. With imaginary figures write the specimen of a Balance Sheet of a business concern.
3. From the following particulars, prepare a funds flow statement :

Increase in working capital Rs. 4,000; Net profit before writing off good will Rs. 10,750; Depreciation on fixed assets Rs. 1,750; Dividend of the previous year paid Rs. 3,500; Goodwill written off Rs. 5,000; Shares issued for cash Rs. 5,000; Purchase of machinery Rs. 10,000.

4. From the following particulars, prepare cost sheet :

Raw material consumed	Rs. 15,000
Direct Labour charges	Rs. 9,000
Machine hours worked	900
Machine hour rate	Rs. 5
Administrative overheads	20% on work cost
Selling overhead	Re. 0.50 per unit
Units produced	17,100
Units sold	16000 @ Rs. 4 per unit

5. A Ltd. furnishes the following information relating to budgeted sales and actual sales for January 2010;

Product	Budget		Actual	
	Sale units	Price (Rs.)	Sale units	Price (Rs.)
A	1,200	15	880	18
B	800	20	880	20
C	2000	40	2640	38

Calculate Sales Variances.

6. What is Zero Base Budgeting? Explain its process.
7. Define Financial Management. Enumerate its objectives.
8. Project 'X' initially costs Rs. 25,000. It generates the following cash inflows :

Year	Cash inflows (Rs.)	Present value of Re. 1 at 10%
1	9,000	0.909
2	8,000	0.826
3	7,000	0.751
4	6,000	0.683
5	5,000	0.621

Taking the cut-off rate as 10%, suggest whether project should be accepted or not.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. What are the alternatives to a stable dividend policy? Explain and illustrate this with suitable examples.

10. Explain the importance of working capital in attaining the profit objective of an organisation. Explain how working capital needs are assessed.
11. From the following Trial Balance of Mr. N, prepare final accounts for the year ended 31st March 2010 :

	Rs.	Rs.	
Purchases	11,870	Capital	8,000
Debtors	7,580	Bad debts	
Returns inwards	450	recovered	250
Bank deposit	2,750	Creditors	1,250
Rent	360	Returns outwards	350
Salaries	850	Bank overdraft	1,570
Travelling expenses	300	Sales	14,690
Cash	210	Bills payable	1,350
Stock (1.4.2009)	2,450		
Discount allowed	40		
Drawings	600		
	<u>27,460</u>		<u>27,460</u>
	4		

Adjustments :

- (a) The closing stock on 31.3.2010 was Rs. 4,200
- (b) Write off Rs. 80 as bad debts and create a reserve for bad debts at 5% on sundry debtors.
- (c) Three months rent is outstanding.

12. Ram sells two products A and B which are produced in its special products division. Sales for the year 2008–09 were planned as follows :

	I quarter	II quarter	III quarter	IV quarter
	Units	Units	Units	Units
Product A	10,000	12,000	13,000	15,000
Product B	5,000	4,500	4,000	3,800

The selling prices were Rs. 20 per unit and Rs. 50 per unit respectively for A and B. Average sales returns are 5% of sales and the discounts and bad debts amount to 4% of the total sales.

Prepare sales budget for the year 2008–09.

13. Examine critically the different approaches for computing the cost of equity. Discuss the merits and demerits of each.
14. From the following details, prepare an estimate of working capital of K Ltd. :

	Average period of credit	Estimated for first year (Rs.)
Purchase of materials	6 months	26 lakhs
Wages	1 $\frac{1}{2}$ weeks	19.5 lakhs
Overheads :		
Rent and rates etc.	6 months	1 lakh
Salaries	1 month	9 lakhs
Other overheads	2 months	7.5 lakhs
Cash sales	-	2 lakhs
Credit sales	3 months	60 lakhs

	Average period of credit	Estimated for first year (Rs.)
Average amount of stock of WIP	-	4 lakhs
Average amount of undrawn profits	-	3 lakhs

Assume that all expenses and income were made
at an even rate for the year.

FUNDAMENTALS OF COMPUTERS

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Outline the broad characteristics of computer.
2. What are High level languages? Explain.
3. What according to you is the method of computing suitable in business? Why?
4. Briefly explain the component parts of computers.
5. Distinguish between primary and secondary memories. Illustrate.
6. What are the functions of operating systems?
7. Explain the terms compilers and interpreters.
8. Bring out the relationship between computer and communication.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Discuss the concept of Network topologies and its relevance in modern computer system.
 10. Enumerate the reasons for setting up of LAN. Explain its utility.
 11. Explain the procedure involved in the number conversions in computers.
 12. "Computers perform commendable role in solving business problems" – Elucidate.
 13. What are I – O devices? Explain.
 14. Explain the bases of classification of computers.
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MS OFFICE

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Write about importing concept in MS Word with example.
2. Write about the fonts and font sizes in MS Word with example.
3. Explain the method for inserting Footnote and endnote in MS Word with example.
4. What are the uses of charts in MS Word?
5. Describe the method for creating worksheets with example.
6. Narrate the different ways for opening and saving Excel Workbook.

7. Explain the method for using different functions in Excel with example.
8. How will you Add and Edit fields in MS Access table? Explain with example.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. State and explain the main components of MS Word Window with figure.
10. (a) Discuss the different types of tab in MS Word with example.
(b) Explain the method for creating table in MS Word with example.
11. Discuss any ten tools in standard tool bar of MS Excel.
12. Discuss the method for creating a database in MS Access with example.
13. Explain the method for creating and using forms in MS Access with example.
14. Discuss the Label wizard in MS Access with example.

BUSINESS STATISTICS AND MATHEMATICS

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. What are the features of Break even analysis?
2. Differentiate the following the respect to x .
 - (a) $(3x^2 + 4x - 5)^3$
 - (b) $\frac{1}{\sqrt[3]{4x^2 - 5x + 2}}$.
3. Find the maximum and minimum values of $2x^3 - 3x^2 - 36x + 10$.
4. Evaluate $\int \frac{x^3 dx}{(x^2 + 1)^3}$.

5. Define statistics. State the uses of statistics in business.
6. Calculate Median and mode for the following :
- | | | | | | | | | |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|
| x | 20-25 | 25-30 | 30-35 | 35-40 | 40-45 | 45-50 | 50-55 | 55-60 |
| f | 4 | 16 | 48 | 52 | 57 | 18 | 9 | 4 |

7. Find the mean deviation from mean and its coefficient.

Size	15	16	17	18	19	20
Frequency	18	22	28	18	13	11

8. Fit a Poisson distribution to the following data :

x	0	1	2	3	4
f	109	65	22	3	1

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Find the equation of the line through the intersection of:

$2x + y = 8$ and $3x + 7 = 2y$ and parallel to $4x + y = 11$.

10. Integrate the following with respect to x

$$\frac{x+2}{\sqrt{x^2+x+2}}$$

11. Using matrices, solve the equations :

$$2x - y + 3z = 9$$

$$x + 3y - z = 4$$

$$3x + 2y + z = 10$$

12. Discuss the various methods of sampling.

13. Find out the coefficient of correlation from the following data :

Output of pen

(in 000's) 12 14 15 16 17 19 21

Cost per pen (Rs) 270 290 320 440 480 520 530

14. Fit a straight line trend equation by the method of least squares and estimate the trend values

Year	1992	1993	1994	1995	1996	1997	1998
Value	80	90	92	83	94	92	104

Also estimate value for the year 2001.

BUSINESS COMMUNICATION

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Define communication. Point out its objectives.
2. Explain the various dimensions of communication.
3. Write an elaborate note on body language.
4. What is Listening? Distinguish it from hearing.
5. What are oral presentation? State their purposes.
6. Outline the broad principles of letter writing.
7. Under what circumstances status enquiries are written? Explain.
8. Write a collection letter with a warning note for the amounts due.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Write a letter to government organisation regarding a particular problem faced by you in your area.
 10. Draft a circular letter stating the shifting of branch office to your customers.
 11. Explain the scope of communication in modern era.
 12. What are the essentials of good listening? State the barriers involved in it.
 13. Discuss the structure and layout of business letter.
 14. How are periodical reports prepared? State the points to be borne in mind.
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**D ORGANISATIONAL BEHAVIOUR AND
PERSONALITY DEVELOPMENT**

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. What is Organisational behaviour? Explain its key elements.
2. Define individual behaviour. Explain personal factors affecting it.
3. What are personality traits? Explain.
4. Give the meaning of perception. Discuss its relation with Organisational behaviour.
5. What are attitudes? Explain their functions.
6. Define motivation. Explain its characteristics.

7. Distinguish between formal and informal organisation.
8. Explain the bases of power.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. What is conflict? State and explain its different stages.
10. State and explain OD intervention techniques.
11. Explain the prepositions of scientific management.
12. What is learning? Point out its principles. Explain its relations with O.B.
13. Bring out the sources and consequences of job satisfaction.
14. What are the requisites of effective leadership?

VISUAL PROGRAMMING – VISUAL BASIC

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Explain the different data types used in VB with example.
2. Describe the Select case structure with example.
3. Write about the different properties of form.
4. Discuss the two dimensional array with example.
5. Explain the properties of Text box control.
6. Write about different mouse events.
7. Write a brief note on database connectivity.
8. Describe the method for creating ODBC data source.

Answer any THREE questions.

9. Discuss the different forms of 'Do ... loop' statement in VB with example.
 10. Explain the Function procedure with illustrative program.
 11. Describe the date and time functions with illustration.
 12. Write about the List box and MsgBox with examples.
 13. Discuss the error handling concept in VB with examples.
 14. Explain the properties and methods of data control.
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E-COMMERCE AND INTERNET TECHNOLOGY

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

Each question carries 10 marks.

1. Explain any two large Commercial On-line services in detail.
2. Describe the architecture of National Independent ISP with figure.
3. Write about encryption and credit cards.
4. What are the benefits of EDI?
5. Discuss the digital signature in detail.
6. Write about next generation IP briefly.

7. Explain the different types of variables in PERL with example.
8. Write about the object oriented programming concept briefly.

SECTION B — (3 × 20 = 60 marks)

Answer any **THREE** questions

Each question carries 20 marks.

9. Explain the National Independent ISP's in detail.
10. Discuss the EDI applications in business briefly.
11. Write about the multicast IP in detail.
12. Explain the working principles of CGI in detail.
13. State and explain the applications of mobile computing in detail.
14. Discuss the E-governance concept in detail.

WEB DESIGN

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Explain the method for assigning client IP address.
2. Write about the Internet protocol in detail.
3. Describe the Title and footer in HTML with example.
4. Enumerate the different text styles with illustration.
5. Explain the header and data rows in table with example.
6. Describe the different form object methods with example.

7. Write about the Checkbox element in form with example.
8. Narrate the different Color and background attributes in <STYLE> tag with illustration.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. What are the services available on the Internet? Explain them in detail.
10. Explain the Web client/Browser concept with figure.
11. Write about the unordered and definition lists with example.
12. Discuss the method for creating an Image map with illustration.
13. Explain the text and password elements in form with example.
14. Discuss the internal style sheets with illustrative HTML document.

CLIENT SERVER COMPUTING WITH ORACLE

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Explain the software trends in client server computing.
2. Describe the transaction management standards briefly.
3. Write about the data integrity concept.
4. Enumerate any five Oracle data types with example.

5. Explain the general form of 'REVOKE' command with example.
6. What are the advantages of PL/SQL?
7. Describe the method for creating procedures with example.
8. Explain the scope of exception with illustration.
13. Explain the packages with suitable examples.
14. Discuss the following with example:
 - (a) Nested tables
 - (b) Partitioning tables.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Explain the different categories of client server applications in detail.
10. Describe the database backup and recovery concept in detail.
11. Discuss the three transaction control commands with illustration.
12. Explain any four control flow statements in PL/SQL with example.

MARKETING MANAGEMENT

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

Each question carries 10 marks.

1. "The scope of marketing is expanding in modern era". Describe.
2. 'Marketing is inter disciplinary subject' - Explain.
3. State the objectives of marketing research.
4. Explain the need for the study of buyer behaviour.
5. Discuss the concept of brand positioning.
6. Why do new products fail in the market? Explain.
7. Outline the broad objectives of pricing methods.
8. Briefly explain the channels of distribution.

SECTION B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

Each question carries 20 marks.

9. What is personal selling? Discuss its importance.
10. Discuss the emerging trends in marketing.
11. Explain the company orientation towards the market place.
12. State and explain the techniques of sales forecasting.
13. What is market segmentation? Discuss its broad bases.
14. Discuss the pricing methods in practice.

BUSINESS INFORMATION SYSTEM

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Write about the evolution of DBMS briefly.
2. What are the characteristics of a system? Explain.
3. Describe the Data dictionary tool structured analysis.
4. Discuss the form-driven design methodology with figure.
5. Explain any five criteria for software selection.
6. Write about the system maintenance in brief.

7. Explain the importance of Management Information System.
8. State and explain the different methods for processing transaction.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Explain the different stages of System Development Life Cycle in detail.
10. State and explain the different steps involved in Initial Investigation.
11. Discuss the different types of data Structure with figure.
12. Explain the networking system in detail.
13. Enumerate the elements and functions of Management Information System in detail.
14. Discuss the Payroll application in detail.

PROGRAMMING IN C

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each questions carries 10 marks.

1. Write about the keywords and identifiers in detail.
2. Explain the different forms of 'if' statement with illustration.
3. Describe the 'for' loop and its additional features with example.
4. How will you access a function? Discuss with example.
5. Explain the Automatic and global variables with example.
6. Write about the string concept in C with example.

7. Describe the method for processing a structure with example.
8. Explain about unformatted data files with illustration.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each questions carries 20 marks.

9. (a) Write about the different categories of character set in C.
(b) Explain the different types of constants in C with example.
10. State and explain the different ways for entering input data and writing output data with example.
11. Discuss the shift and logical bitwise operators with example.
12. (a) Explain the method for passing pointers to function with illustration.
(b) Discuss any two memory allocation functions with example.
13. Discuss the bit field and enumeration concepts in detail.
14. Explain the command line arguments with illustrative program.