

BUSINESS COMMUNICATION AND OFFICE  
MANAGEMENT

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(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

Answer not to exceed 1 page.

1. What is business communication? Explain its need in modern era.
2. State the points to be borne in mind while writing status enquiries.
3. Under what circumstances circular letters are drawn?
4. Draft an application for the post of computer programmer in a reputed organization.
5. Write a note on :
  - (a) Warning note.
  - (b) Office Memorandum.

6. Define the term office system. State the principles involved in it.
7. Suggest measures for ensuring office safety.
8. Discuss the advantages of urban location vis-a-vis a suburban location of an office building.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

Answer not to exceed 3 pages.

9. Discuss the need for and importance of stationery and supplies in office work.
10. Describe the pros and cons of centralized filing.
11. Draft a letter as from a new customer to the prospective creditor giving two references. Also draft the letter from the creditor to one of the references taking the reference.
12. Explain the style and mechanics of report writing.
13. State and explain the guidelines for good lighting system in an office.
14. Classify filing systems with suitable illustration.

## ECONOMIC ANALYSIS

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(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

## SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

Answer should not exceed 1 page.

1. 'Economics is a science of wealth' – Discuss.
2. Explain the relationship between marginal utility and total utility.
3. Define land. State its peculiarities.
4. Enumerate the causes of operation of increasing returns.
5. Bring out the differences between fixed cost and variable cost with an illustration.
6. Write an elaborate note on time element.
7. Point out the characteristics of perfect competition.
8. What are the elements of gross interest?

## SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

Answer should not exceed 3 pages.

9. Explain the concept of national income. Point out the difficulties involved in the computation of national income.
10. Critically examine liquidity preference theory of interest.
11. Discuss the modern theory of wages.
12. Explain diagrammatically the price and output determination under monopoly.
13. Describe the functions of an entrepreneur.
14. What are the merits and drawbacks of deductive method?

**BANKING LAW AND PRACTICE**

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(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

**SECTION A — (4 × 10 = 40 marks)**

Answer any FOUR questions.

1. Define the terms 'banker' and 'customer'.
2. What is pass book? Explain its contents.
3. Define negotiable instrument. Explain its characteristics.
4. What is endorsement? Explain its special features.
5. What is material alteration? Explain its effects.
6. Explain the implications of Section 85.
7. Write a note on protection of collecting banker.
8. Explain the terms profitability and safety.

**SECTION B — (3 × 20 = 60 marks)**

Answer any THREE questions.

All questions carry equal marks.

Each answer not to exceed 3 pages.

9. State and explain the principles of advance against collateral securities.
  10. Explain in detail the special types of customers.
  11. Discuss the general relationship between banker and customer.
  12. What is cheque? Explain the differences between cheque and bill of exchange.
  13. Explain the provisions relating its collection of cheque.
  14. Discuss in detail the types of deposits.
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(8 pages)

**2150/BA4**

**OCTOBER 2011**

**FINANCIAL ACCOUNTING AND COST  
ACCOUNTING**

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(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions choosing not more than  
Three from each Part.

All questions carry equal marks.

**PART A**

1. Explain the following :
  - (a) Types of Accounts
  - (b) Rules for journalizing
  - (c) Systems of Book-keeping
  - (d) Differences between Trial Balance and Balance sheet.
2. What is meant by internal auditing? How it is conducted? What are its advantages and limitations?

3. Journalize the following transactions :

2008 July 1 : Edward started a business with

- (a) Cash Rs. 13,000
  - (b) Goods worth Rs. 10,000
  - (c) Buildings worth Rs. 17,000
- 2 Opened current account with Canara Bank Rs. 10,000
  - 5 Bought of Kumar Rs. 4,000
  - 6 Sales to R.G. Emporium Rs. 5,000
  - 8 Bought a portable Typewriter for Rs. 600
  - 10 Purchased a bicycle for personal use for Rs. 300 and paid by cheque
  - 12 Commission received Rs. 100
  - 13 Two chairs bought at Rs. 30 per chair
  - 15 Received cheque from R.G. Emporium for Rs. 2,000
  - 16 Paid R.G. Emporium's cheque into Bank
  - 18 Returned goods to Kumar Rs. 600

4. The following particulars relate to a club for the year ended 31.12.2009 and you are required to prepare (a) a balance sheet as on 1.1.2009 (b) Income and expenditure a/c for the year ended 31.12.2009 and (c) a balance sheet as on 31.12.2009.

Summary of cash book

Receipts	Rs.	Payments	Rs.
To opening balance	2,350	By Salaries	1,200
To Entrance Fees	300	By Electricity exp.	120
To Subscriptions :		By magazines	525
2008	50	By Fixed Deposits	2,500
2009	3,500	By Vessels	200
2010	75	By payment to	
Profits from		creditors	1,000
canteen	100	By closing balance	1,150
Locker rents	200		
Other income	120		
	<u>6,695</u>		<u>6,695</u>

The assets and liabilities as on 1.1.2009 were as under :

Vessels Rs. 800: Furniture Rs. 2,500: Consumable stores Rs. 350: Creditors Rs. 1,200 On 31.12.2009, Value of consumable stores was Rs. 700: Creditors Rs. 550: the subscriptions outstanding were Rs. 75 and the interest accrued on fixed deposits was Rs. 25.

5. Edward's Book show the following balances, prepare his Trading and Profit and Loss a/c for the year ended 31st December 2009 and Balance Sheet as at that date.

	Rs.		Rs.
Drawings	5,000	Capital	1,08,850
Bills receivable	4,500	Loan @ 6% p.a.	20,000
Land and Buildings	37,770	Sales	3,50,000
Sundry Debtors	62,000	Interest on	
Wages & Salaries	40,970	Investments	5,640
Returns inwards	2,780	Sundry Creditors	59,000
Purchases	2,56,590	Commission	
Postage & Telegram	5,620	received	630
Stock at opening	89,680	Returns outwards	6,430

	Rs.	Rs.
Printing &		
Stationery	880	
Traveling expenses	12,000	
Interest on loan paid	300	
Petty cash	70	
Bank Balance	8,800	
Commission	470	
Repairs	3,620	
Furniture	500	
Investments	19,000	
	<u>5,50,550</u>	<u>5,50,550</u>

Adjustment :

- The closing stock Rs. 1,28,960 on 31.12.2009
- Commission received but not earned Rs. 130
- Traveling expenses were overdrawn by the employee to the extent of Rs. 2,000

(d) Create a 5% reserve for doubtful debts on Sundry Debtors and 2% Reserve for discount on Debtors and Creditors

(e) Interest on loan due for 9 months

(f) 1/4th of wages and salaries should be charged to Trading Account.

Prepare Trading, Profit and Loss a/c and balance sheet.

PART B

- “Cost accounting acts as a tool of managerial decision making”. Discuss this statement and bring out the advantages of cost accounting to management.
- Explain the procedure to be followed in the purchase of materials for a big organization.
- From the following particulars relating to Material A, show how the issues should be priced under (a) First in first out method and (b) Last in first out method.
  - 1.1.2006 Opening stock 1,000 units @ Rs. 5 each
  - 3.1.2006 Purchased 900 units @ Rs. 6 each
  - 7.1.2006 Issued 1200 units to Job No. 137

- 11.1.2006 Purchased 800 units @ Rs. 6.20 each  
 13.1.2006 Purchased 300 units @ Rs. 6.40 each  
 15.1.2006 Issued 400 units to Job No. 141  
 17.1.2006 Issued 600 units to Job. No. 142  
 19.1.2006 Purchased 200 units @ Rs. 6.50 each  
 25.1.2006 Issued 600 units to Job No. 152

9. The standard mix of raw material for the production of 1,000 kg of finished goods is as follows :

Materials	Weight for one mix (kg)	Price per kg (Rs.)
X	600	1-50
Y	300	2-00
Z	200	2-50

The actual quantity of materials used in the factory is as follows :

X – 3,000 kg @ Rs. 1-60 per kg

Y – 2,400 kg @ Rs. 1-80 per kg

Z – 1,600 kg @ Rs. 2-75 per kg

Totally six mixes were processed with an actual production of 6,700 kg of finished goods. Calculate materials cost, price, usage, mix and yield variances.

10. A company wants to arrange for overdraft facilities with their bankers during the period April to June 2011. Prepare a cash budget for the period April to June, 2011.

Particulars	Credit 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
May	1,74,000	2,46,000	10,000
June	1,26,000	2,68,000	15,000

50% of the credit sales are realized in the month following the sales and the remaining 50% in the next month following. Creditors are paid in the month following the purchases. Time lag for payment of wages one month. Estimated cash balance as on 1st April Rs. 25,000.

**MONEY, BANKING, TRADE AND TRANSPORT**

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(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

**PART A — (4 × 10 = 40 marks)**

Answer any **FOUR** questions.

Each question carries 10 marks.

Answer not to exceed 1 page.

1. Explain the role of money in a socialist economy.
2. Explain Keynesian Saving Investment theory of money.
3. What are the phases of trade cycle?
4. Point out the objectives of monetary policy.
5. Give an account of nationalisation of commercial banks.
6. Discuss the importance of international trade.

7. Distinguish between BOT and BOP summarise the effect of BOP deficit.
8. Describe the PPP theory of foreign exchange.

**PART B — (3 × 20 = 60 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

Answer not to exceed 3 pages.

9. What are the advantages and drawbacks of air transport?
10. Explain the various export promotion measures adopted in India.
11. What is foreign exchange? Discuss the objectives of exchange control.
12. Critically examine Heckscher Ohlin theory of international trade.
13. Explain the various credit control measures adopted by RBI.
14. Discuss the effects of inflation in the economy. Narrate the control measures.



PRINCIPLES OF MANAGEMENT AND  
ENVIRONMENT OF BUSINESS

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(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Answer to each theory question not to exceed 1 page.

1. Explain the role of importance of management in the present society.
2. Define planning. Enumerate the various steps involved in it.
3. What are committees? How the functioning of committees can be made more effective?
4. Enumerate the various methods of performance appraisal.

5. State and explain the various principles of direction.
  6. Briefly explain the channels of communication.
  7. Explain the co-ordination is the essence of management.
  8. What is Human Relations approach? What are its contributions?
  12. Define staffing. Discuss its features and importance.
  13. State the explain the various principles of effective communication.
  14. What is PERT? Distinguish it from CPM.
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SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Answer not to exceed 3 pages.

9. “The economic environment influences the nature and strategy of business firms in different ways”. Elucidate.
10. What are the social responsibilities of a business towards the community? Explain.
11. How decisions are classified and how decisions are taken rationally?

BUSINESS STATISTICS AND MATHEMATICS

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(For those who joined in July 2003 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 statistics. Explain the nature and scope of statistics.
2. What is cost of living index? Explain the various method involved in it.
3. Find mean and median for the following :  
Daily wages (Rs.) : 5 10 15 20 25 30  
Number of Persons : 7 12 37 25 22 11
4. Calculate standard deviation and coefficient of variation for the following :  
 $x$ : 25–50 50–75 75–100 100–125 125–150 150–175  
 $f$ : 15 14 21 13 17 19

5. State and explain the 'pros' and 'cons' of Break Even Analysis.

6. Integrate the following with respect to  $x$ :

(a)  $\frac{(x^2 + 2x - 1)}{\sqrt{x}}$

(b)  $\left(x + \frac{1}{x}\right)^3$ .

7. Evaluate the following limits :

$$\lim_{n \rightarrow \infty} \frac{1^3 + 2^3 + \dots + n^3}{n^4}.$$

8. Find the maximum and minimum values of  $2x^3 - 3x^2 - 36x + 10$ .

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. How does dispersion differ from Skewness? Explain the various measures of Skewness.

10. Calculate the coefficient of correlation from the following data and comment on the result.

$x$	: 16	12	18	4	3	10	5	12
$y$	: 23	22	24	17	19	20	18	21

11. The following are the annual profits in thousand rupees in a certain business.

Year	: 2004	2005	2006	2007	2008	2009	2010
Profits (Rs.)	: 60	72	75	65	80	85	95

Use the method of least squares to fit a straight line trend and estimate profits for the year 2014.

12. Find the equations to the straight lines each of which passes through the point (3,2) and intersect the X and Y axes at A and B such that OA-OB = 2.

13. Differentiate the following with respect to  $x$

(a)  $\frac{\log x}{\sin x}$

(b)  $\frac{\cos x}{x^2}$ .

14. Solve by matrix method

$$2x + 4y + z = 5$$

$$x + y + z = 6$$

$$2x + 3y + z = 6.$$

## ENTREPRENEURSHIP

(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

## SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

Answer not to exceed 1 pages.

1. Who is an entrepreneur? state his characteristics.
2. Explain briefly the phases of entrepreneurship development programme.
3. State the planning commission's guidelines for formulating a project report.
4. State and explain the need for institutional support to entrepreneurs.
5. Explain the rationale for providing tax concessions to SSIS in rural areas.
6. Briefly explain the recommendations of Tandon and chore committees on working capital.

7. Why is total quality management needed in small enterprises?
8. Specify the symptoms of industrial sickness.

## SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks

Answer not to exceed 3 pages.

9. Explain the present status of small scale units in international business.
10. Discuss any five export procedures adopted by the small scale industries.
11. Explain the role and functions of NSIC.
12. Enumerate the factors determining working capital requirements of a business firm.
13. What are the steps involved in the project formulation?
14. Critically evaluate the various forms of business ownership.

## BUSINESS LAW

(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

## SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Answer to each question not to exceed 1 page.

1. Define a contract. What are its essentials?
2. Who can be an agent? What are the different ways in which an agent is appointed?
3. Define a contract of sale. How does it differ from an agreement to sell?
4. What are the different types of companies?
5. What is a bill of exchange? What are its characteristics?
6. When an employer
  - (a) is liable to pay and
  - (b) not liable to pay compensation under the Workmen's Compensation Act, 1923?

7. What are the reasons for the growth of labour problems in India?
8. Write notes on :- Human Rights Act.

## SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Explain the remedies available for breach of a contract.
10. What is dissolution of partnership and dissolution of a firm? When they happen?
11. What are the rights and liabilities of members of a joint stock company?
12. Discuss the provisions of Factories Act relating the welfare and health of the workers.
13. What are the rights and duties of an agent?
14. What are the methods by which an arbitrator is appointed? What are his duties?

ORGANISATIONAL BEHAVIOUR AND  
PERSONALITY DEVELOPMENT

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(For those who joined in July 2003 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 expressive and non-intellectual traits.
2. 'The leader's style is the core of his power' – Discuss.
3. Distinguish between job centred and employee centred supervision.
4. How does need differ from want? Explain their influence on motivation.
5. Briefly explain the findings of Hawthorne experiments.
6. Suggest the ways of increasing industrial productivity.

7. Discuss the utility of yoga and meditation.
8. What is employee counselling? discuss its nature.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

Answer not to exceed 3 pages.

9. Explain the role of change agent.
10. What is sensitivity training? Discuss its significance.
11. Explain the various determinants of personality.
12. Describe the approaches to management.
13. Critically evaluate Maslow's need hierarchy theory of motivation.
14. How is change planned and implemented? Explain.

PRODUCTION MANAGEMENT AND MATERIALS  
MANAGEMENT

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(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

Each answer not to exceed 1 page.

1. What is production management? Discuss its basic functions.
2. Enumerate the factors affecting plant location.
3. Briefly explain the concept of safety engineering.
4. Briefly state the steps in production planning.
5. Bring out the relationship between productivity and work study.
6. Why is cost reduction necessary?
7. Write a note on Kardex system.
8. What are control charts? State their significance.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

Each answer not to exceed 3 pages.

9. Discuss in detail the factors affecting choice of equipments for material handling.
10. Discuss the purchasing procedure in detail.
11. Explain the various types of maintenance.
12. What are the advantages and drawbacks of product layout?
13. Write an elaborate note on continuous and intermittent production systems.
14. What is EOQ? How is it determined? Explain.



MARKETING MANAGEMENT

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(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

## SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Describe the evolution of marketing concept. What are its benefits?
2. What are the main functions of packaging? Show how these functions are inter-related.
3. State and explain the various methods that are helpful in price determination.
4. Define the term 'Channels of Distribution'. Explain the various factors that influence the choice of channels.
5. Classify the various types of advertising and explain briefly each one with an appropriate example.

6. Explain the reasons why marketing research is considered as a tool in decision making with suitable examples.
7. What is meant by measurement? What measurement components can exist in any specific measurement?
8. Explain the importance of tabulation in the field of marketing research.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Define Test marketing. Explain its rationale and describe its process.
10. Briefly explain the various motivation research techniques.
11. Explain the meaning of Consumer Behaviour. In your view, which determinant can influence the consumer behaviour in a better way and why? Illustrate.
12. What is direct marketing? Comment in brief on the different alternatives for marketing directly to consumers.

13. What is sales promotion? What is its role with reference to India?
14. Discuss the essentials of sampling and analyse the steps to be taken to maintain a high degree of accuracy in sampling.

**HUMAN RESOURCE MANAGEMENT**

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(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

**SECTION A — (4 × 10 = 40 marks)**

Answer any FOUR questions.

Each question carries equal marks.

1. Describe the scope of personnel management.
2. Explain the factors influencing the personnel policies.
3. Outline the present trends in industrial relations.
4. Describe the procedure for dealing with the cases of misconduct.
5. What are the pre-requisites of collective bargaining?
6. Bring out the objectives of wages and salary administration.

7. Explain the various types of incentive plans.
8. Narrate the procedure related to the appointment of an Enquiry Officer.

**SECTION B — (3 × 20 = 60 marks)**

Answer any THREE questions.

Each question carries equal marks.

9. Explain in brief the various selection techniques in general.
10. Discuss the procedure for dealing with the cases of misconduct.
11. Give a brief outline about the Fair Wage Committee's Report, 1949.
12. What are the causes for the limited success of Workers Participation in Management in India?
13. Trace the evolution of Trade Union Movement.
14. Discuss the effects of major labour legislations on labour management relations.

12. Explain the different methods of calculating the cost of equity capital.

13. "There is nothing like an optimum capital structure for a firm". Critically examine this statement.

14. What is working capital? Explain the need for working capital.

**2160/BC4**

**OCTOBER 2011**

**FINANCIAL MANAGEMENT**

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(For those who joined in July 2003 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 scope of finance function.
2. From the following Balance Sheets, prepare Fund Flow Statement:

Liabilities	2009 Rs.	2010 Rs.	Assets	2009 Rs.	2010 Rs.
Share capital	60,000	65,000	Goodwill	30,000	25,000
Profit and Loss a/c	34,000	26,000	Plant	60,000	50,000
Current Liability	<u>12,000</u>	<u>3,000</u>	Current assets	<u>16,000</u>	<u>19,000</u>
	<u>1,06,000</u>	<u>94,000</u>		<u>1,06,000</u>	<u>94,000</u>

Additional information :

- (a) Depreciation Rs. 2,000 p.m. was charged to P and L a/c.
- (b) Dividend Rs. 12,000 was paid during the year.

3. What are the comparative statements? What is their importance to the management?
4. Discuss the various Activity Ratios.
5. You are given the following data for the year 2010 of the company.

	Rs.
Variable cost	6,00,000
Fixed cost	3,00,000
Net profit	1,00,000
Sales	10,00,000

Find (a) P/V ratio, (b) B.E.P., (c) Profit when sales amounted to Rs. 12,00,000 (d) Sales required to earn a profit of Rs. 2,00,000.

6. What are the advantages of budgeting?
7. Critically evaluate the net present value criterion.
8. Examine critically the conceptual framework relating to cost of capital.

**SECTION B — (3 × 20 = 60 marks)**

Answer any THREE questions.

Each question carries 20 marks.

9. Critically evaluate the following goals :
  - (a) Maximization of profit and
  - (b) Maximization of return on equity.

10. With the following ratios and further information given below, prepare a Trading, Profit and Loss Account and Balance Sheet.

Gross Profit Ratio	25%
Net profit ratio	20%
Stock turnover ratio	10
Net profit/Capital	1/5
Capital to Total Liabilities	$\frac{1}{2}$
Fixed Assets/Capital	5/4
Fixed Assets/Total current assets	5/7
Fixed Assets	Rs. 10,00,000
Closing stock	Rs. 1,00,000

11. Janaki Products Ltd., has two projects under consideration which are mutually exclusive. The cost of each of them is Rs. 1,00,000. Both projects have to be depreciated on straight line basis and the tax rate may be taken as 50%

Determine which project is better on the pay-back period criterion:

Year	Cash inflows before depreciation	
	Project A	Project B
	Rs.	Rs.
1	80,000	20,000
2	60,000	40,000
3	40,000	60,000
4	20,000	80,000
5	10,000	1,00,000

**COMPUTER APPLICATIONS IN BUSINESS**

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(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

**PART A — (4 × 10 = 40 marks)**

Answer any **FOUR** questions.

1. Write about DOS and its features.
2. Write about Screen saver in detail.
3. Explain the Notepad options briefly.
4. Convert  $(347.1875)_{10}$  into binary number.
5. What are the advantages of Internet?
6. Explain the relationship between web and E-Commerce.
7. How does EDI work? Compare between EDI and E-Mail.
8. Explain the Data dictionary and Entity relationship in detail.

Answer any **THREE** questions.

9. Discuss the different components of central processing unit in detail.
10. Discuss the distributed systems in detail.
11. Explain the available folder operations when you are working with folder.
12. List out the painting tools and describe any five of them.
13. Discuss the following in detail :
  - (a) E-Mail.
  - (b) WWW.
14. (a) What is EDI implementation? Explain.  
(b) Describe the Traditional EDI and financial EDI.