

(DBFIT31)

BBM/BBA DEGREE EXAMINATION, DECEMBER - 2015

(Examination at the end of Third Year)

Part II - Business Management

Paper - I : FUNDAMENTALS OF IT

Time : 3 Hours

Maximum Marks : 80

Answer any five questions

All questions carry equal marks

- 1) Explain about the fundamentals of computers.
- 2) Explain about various input devices.
- 3) Explain about find and replace dialog box with all options.
- 4) Explain various views available in MS Word.
- 5) Explain the steps for creating a presentation in Power Point.
- 6) Explain different views in Power Point.
- 7) Explain the components of MS-Excel. Explain the steps for saving a worksheet in Excel.
- 8) Explain about various charts available in Excel.
- 9) Explain briefly about the following :
 - i) Lan
 - ii) Internet
 - iii) Intranet
 - iv) Extranet
- 10) Explain about pointers in 'C' language.



(DBBC31)

BBM/BBA DEGREE EXAMINATION, DECEMBER - 2015

(Examination at the end of Third Year)

Part - II : BUSINESS MANAGEMENT

Paper - II : Business Communication

Time : 3 Hours

Maximum Marks : 80

Answer any five questions

(5 × 16 = 80)

All questions carry equal marks

- 1) “Communication is the life blood of an organization”. Explain with suitable examples?
- 2) What are the advantages & limitations of written communication?
- 3) Explain the difference between personal & intrapersonal communication?
- 4) What is decoding in communication process and explain the significance of feedback in communication process?
- 5) What are the various forms of non-verbal communication & their role in conveying a message to the audience?
- 6) What are house journals? Explain the most effective form of communication in a business organization?
- 7) Explain various types of communication networks and their uses with suitable examples?
- 8) Explain different types of hindrances that obstruct the free flow of communication in business?
- 9) What is external communication & explain its features?
- 10) What is proximity & explain the role body language in effective communication?



(DBBL31)

B.B.M./B.B.A. DEGREE EXAMINATION, DECEMBER – 2015

(Examination at the end of Third Year)

Part – II : BUSINESS MANAGEMENT

Paper - III : Business Law

Time : 3 Hours

Maximum Marks : 80

Answer any five questions

All questions carry equal marks

- 1) What are the various methods for the settlement of industrial disputes under the industrial Disputes Act. 1947.
- 2) Discuss the safety measures provided for the factories Act relating to dangerous machine.
- 3) What are the conditions to be satisfied for the receipt of sickness and disablement benefit.
- 4) Explain the procedure for filing a complaint under the consumer protection Act 1986. By whom the complaint under the act can be filed.
- 5) Explain the functions and powers of company Law Board.
- 6) Explain the legal provisions relating to the issue and Registration of a prospectus.
- 7) Discuss the provisions of the companies Act relating to meetings.
- 8) Discuss civil and criminal liability of directors for misstatement of prospectus.
- 9) “Memorandum of association is an unalterable charter of a company” – Discuss.
- 10) What are the salient features of Environment and Pollution Control Act.



BBM/BBA DEGREE EXAMINATION, DECEMBER – 2015

(Examination at the end of Third Year)

Part II – BUSINESS MANAGEMENT

Paper - IV : COST AND MANAGEMENT ACCOUNTING

Time : 3 Hours

Maximum Marks : 80

Answer any five questions

All questions carry equal marks

- 1) Explain the role and scope of management accounting.
- 2) What is perpetual inventory system? What are the advantages of the perpetual inventory system?
- 3) Following information has been extracted from the costing records of Santhi Engineering Works, Nellore in respect of Job No. 50.
Materials Rs. 8,000
Wages :
Department M 120 hours @ Rs. 6 per hour
Department N 105 hours @ Rs. 4 per hour
Department O 75 hours @ Rs. 7 per hour
Variable overheads :
Department M Rs. 12,000 for 10,000 direct labour hours.
Department N Rs. 6,000 for 3,000 direct labour hours.
Department O Rs. 3,000 for 750 direct labour hours.
Fixed overheads estimated at Rs. 20,000 for 10,000 normal working hours.
You are required to calculate the price to be charged so as to give a profit of 20% on selling price.
- 4) What are the differences between performance budgeting and programme budgeting?
- 5) Following information has been taken from the records of a manufacturing concern. Calculate material variances.

Materials	Standard			Actual		
	Quantity (Kgs)	Unit Price (Rs.)	Total (Rs.)	Quantity (Kgs)	Unit Price (Rs.)	Total (Rs.)
A	10	2.00	20.00	5	3.00	15.00
B	20	3.00	60.00	10	6.00	60.00
C	20	6.00	120.00	15	5.00	75.00
	<u>50</u>	<u>4.00</u>	<u>200.00</u>	<u>30</u>	<u>5.00</u>	<u>150.00</u>

6) From the following information you are required to :

- Calculate and present the marginal product cost and contribution per unit.
- State which of the alternative sales mix you would recommend to management, and why :

	X	Y
	<u>Rs.</u>	<u>Rs.</u>
Selling price, Per Unit	25	20
Direct Material, Per Unit	8	6
Direct wages	24 hours @ 0.20 p per hour	16 hours @ 0.25 p per hour

Fixed over heads Rs. 750

Variable overhead – 150% of direct wages.

Alternative sales mix :

- 250 units of 'X' and 250 units of Y.
- Nil unit of 'X' and 400 units of Y.
- 400 units of 'X' and 100 units of Y.

7) Given below are the summarized Balance Sheets of Shyam Ltd. as on 31-3-2013 and 31-3-2014.

	31-3-2013	31-3-2014
Rs.	Rs.	
Cash and Bank Balances	16,000	2,000
Debtors	1,31,400	1,82,000
Plant	1,84,800	1,99,800
Goodwill	50,000	--
Short term investments	20,000	--
Prepaid expenses	3,200	3,600

Stock	2,04,800	2,47,600
Bills receivable	4,000	36,000
Bank Overdraft	--	7,800
Sundry Creditors	84,800	78,400
Long term debt due for repayment within one year	6,400	8,800
8% Debentures	1,20,000	1,08,000
Share capital	3,00,000	3,00,000
Reserves and surplus	1,03,000	1,68,000

You are required to prepare a comparative Balance Sheet and interpret the results.

- 8) Describe the significance of Ratios.
- 9) What is Reporting? What are the essentials of a good report?
- 10) The Balance Sheet of Narendra & Narendra Co. Ltd. for the two years ending 31-3-2012 and 31-3-2013 was as follows. You are required to prepare a Cash Flow Statement.

Liabilities	31-3-'12	31-3'13	Assets	31-3-'12	31-3-'13
	Rs.	Rs.		Rs.	Rs.
Share Capital	6,00,000	6,50,000	Buildings	5,00,000	4,80,000
General Reserve	26,500	42,000	Machinery	90,000	85,000
Creditors	8,500	4,000	Stock	15,000	41,000
			Debtors	20,000	50,000
			Bank	10,000	40,000
	<u>6,35,000</u>	<u>6,96,000</u>		<u>6,35,000</u>	<u>6,96,000</u>

Rs. 30,000 worth of buildings were purchased during the year. Machinery costing Rs. 30,000 was sold for Rs. 20,000. Depreciation written off on it is Rs. 15,000.



(DBEP31)

BBM/BBA DEGREE EXAMINATION, DECEMBER - 2015

(Examination at the end of Third Year)

Part II - BUSINESS MANAGEMENT

Paper - V : Entrepreneurship

Time : 3 Hours

Maximum Marks : 80

Answer any five questions

All questions carry equal marks

- 1) Define entrepreneur. Explain the characteristics of an entrepreneur.
- 2) Explain about the factors influencing the birth of entrepreneurs.
- 3) Trace out the contribution of Commercial Banks to small entrepreneurs in India.
- 4) Explain about the location of Industries in Backward areas?
- 5) Explain about the Demand forecasting techniques in establishing a new project?
- 6) Review the government policy towards location of industrial unit?
- 7) Explain the factors influencing the economic analysis?
- 8) Explain the Break-even-Analysis. How do you determine the Break-even-point?
- 9) What are the principles followed while preparing Project Report?
- 10) "Project Evaluation is a comprehensive task." Discuss.



(DBSM31)

BBM/BBA DEGREE EXAMINATION, DECEMBER - 2015

(Examination at the end of Third Year)

Part – II : BUSINESS MANAGEMENT

Paper - VI : Sales Management

Time : 3 Hours

Maximum Marks : 80

Answer any five questions

(5 × 16 = 80)

All questions carry equal marks

- 1) What is sales management? How to evaluate sales management?
- 2) Discuss different types of sales organizations?
- 3) Explain the characteristics of successful salesmen?
- 4) What is salesmanship? Explain the buyer-seller dyad?
- 5) What is sales territory? How to allocate a sales territory?
- 6) Explain the sales forecasting techniques?
- 7) 'Marketing research is an important component in sales management'? Discuss?
- 8) Explain the selection procedure for selecting a sales force?
- 9) Explain the different types of compensation plan to sales force?
- 10) How to motivate a sales person? Discuss?



(DBPDM31)

B.B.M/B.B.A. DEGREE EXAMINATION, DECEMBER - 2015

(Examination at the end of Third Year)

Part – II : BUSINESS MANAGEMENT

Paper - VII : Promotion and Distribution Management

Time : 3 Hours

Maximum Marks : 80

Answer any five questions

[5 × 16 = 80]

All questions carry equal marks

- 1) What is the role of Evaluation in promotional strategy?
- 2) Explain the role played by promotion in communicating the product to target audience?
- 3) Explain the need for effective promotional strategies?
- 4) What is message design? And explain the determining factors in media selection?
- 5) Explain the nature and scope of advertising?
- 6) Explain the role of intermediaries in promoting sales?
- 7) “Consumer is an integral part of sales promotion” explain?
- 8) Discuss the factors that influence the selection of channel members & middle men?
- 9) Explain the various important strategies through which a marketer motivates the intermediaries?
- 10) What are distribution costs? And explain the strategies used by marketer or manufacturer to reduce minimize these costs?

