

(2012 - 2015)



(Pages : 4)

4084

Reg. No. : ..195-12825005.....

Name : ..*Sumol*.....

**Second Semester B.B.A. Degree Examination, July 2013  
(Career Related First Degree Programme under CBCSS)**

**Group 2 (b)**

**Core Course BM 1243 : BUSINESS LAWS**

**(2011 Admission)**

Time : 3 Hours

Max. Weights : 30

**SECTION – A**

This Section consists of **four** bunches of four questions **each**. **Each** bunch carries a weightage of 1. Answer **all** questions.

I. Choose the most appropriate answer from the following :

1) The Indian law on the subject is contained in the Contract Act

- a) 1947                      b) 1940                      c) 1872                      d) 1920

2) A promise made in words is called an \_\_\_\_\_ contract.

- a) Implied contract                      b) Express contract  
c) Executed contract                      d) Executory contract

3) The law relating to sale of goods is primarily found in the Sale of Goods Act

- a) 1910                      b) 1920                      c) 1930                      d) 1940

4) An \_\_\_\_\_ is a mode of securing the specific performance of a negative term of the contract.

- a) Injunction                      b) Indemnity  
c) Guarantee                      d) Damages

P.T.O.



II. Choose the most appropriate answer from the following :

- 5) The process of enforcing right is known as \_\_\_\_\_  
a) Essentials of a contract                      b) Contract of agency  
c) Remedies for breach of contract        d) Operation of law
- 6) Fraud is  
a) Wilful misrepresentation                      b) Innocent misrepresentation  
c) Silence                                              d) Aggrieved party
- 7) The term revocation may be defined as  
a) communication  
b) communication of revocation  
c) withdrawal  
d) rejection
- 8) Quasi means  
a) 'as if'                                              b) obligation                      c) equitable                      d) liability

III. Fill in the blanks choosing the suitable words from those given in the brackets.

- 9) The term \_\_\_\_\_ may be defined as an erroneous belief about something.  
a) Limitation                                              b) Fraud  
c) Misrepresentation                                      d) Mistake
- 10) An invitation to treat is sometimes called an \_\_\_\_\_  
a) invitation to offer                                      b) invitation to contract  
c) valid offer                                              d) cross offer
- 11) A/An \_\_\_\_\_ is an agent appointed by a seller to sell his goods by auction  
a) Brokers                                              b) Mercantile agent  
c) Auctioneer                                              d) Factors
- 12) No consideration is necessary to create an \_\_\_\_\_  
a) Offer                                              b) Agreement  
c) Partnership                                              d) Agency



IV. Match the following :

- | A                                         | B                                   |
|-------------------------------------------|-------------------------------------|
| 13) Offer made by spoken                  | a) General offer                    |
| 14) An offer addressed to definite person | b) Express offer 13                 |
| 15) A contract which is not made in words | c) Quasi contract 16                |
| 16) No intention to make contract         | d) Implied contract 15              |
|                                           | e) Standing offer 14 (4x1=4 Weight) |

SECTION - B

Write short answers to **any eight** questions in **one or two** sentences **each**. Each question carries a weightage of 1.

- 17) Mercantile law
- 18) Consensus ad idem
- 19) Void agreement
- 20) Bilateral contract
- 21) Nadum Pactum
- 22) Novation
- 23) Termination of contract
- 24) Revision
- 25) Undue influence
- 26) Del credere agents.
- 27) Warranty.
- 28) Unascertained goods.

(8x1=8 Weight)



## SECTION - C

Answer any five questions in not exceeding one paragraph each. Each question carries a weightage of 2.

- 29) What are the rights and duties of an agent ?
- 30) Distinguish between a guarantee and indemnity.
- 31) "Risk passes with "title" comment.
- 32) "Mere silence is not fraud" Explain.
- 33) What are the remedies for breach of contract ?
- 34) "A stranger to a contract cannot sue" explain.
- 35) Whether a minor is liable for the necessaries supplied to him ?
- 36) Discuss the various rights of surety. (5×2=10 Weight)

## SECTION - D

Answer any two questions in not exceeding four pages each. Each question carries a weightage of 4.

- 37) Who is an unpaid seller ? What are his rights against the goods ?
  - 38) Explain briefly about the essentials of a valid contract.
  - 39) Explain briefly how a contract discharged by consent. (2×4=8 Weight)
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Reg. No. : ..195-12825005...

Name : .....*Arumol*.....*B.B.A*.....

**Second Semester B.Sc./B.Com./B.B.A./B.C.A. Degree  
Examination, July 2013  
(Career Related First Degree Programme Under CBCS System)  
Group 2 (b) : Language Course – II : EN1211.4  
WRITING AND PRESENTATION SKILLS**

Time : 3 Hours

Max. Weights : 30

Answer all questions.

I. Choose the best option in each of the following : (1 – 16)

In each of the following sentences certain parts have been underlined which are marked A, B, C and D. Answer the questions by quoting the number of the underlined item with mistake in it. If there is no mistake write 'E'.

- A) 1) I am fed up (A) with (B) my never ending (~~E~~) homeworks (D). No error (E)  
2) If I would have been (A) there (B), I certainly would have taken (C) care of (D) the problem. No error (E).  
3) The (A) local police is (B) behaving irresponsibly (~~E~~) in (D) this matter. No error (E)  
4) Hardly (A) had he stood up than (~~B~~) the Chairman asked (C) him to sit (D) down. No error (E)
- B) 5) Neither (A) Preeti nor (B) Kamal are (~~E~~) going (D) to school. No error. (E)  
6) Aslam or (~~A~~) his friends (B) are (C) coming to help (D) us tomorrow. No error. (E)  
7) They often (A) went for (B) fishing (C) together every week (~~D~~). No error. (E)  
8) By (A) the time I reached (B) the station, the (C) train had left (D). No error (~~E~~)



- C) 9) Our neighbour, (A) besides ~~(B)~~ three others was (C) standing in (D) the queue. No error (E)
- 10) The man, (A) along with (B) his three dogs, was (C) taking a stroll in ~~(D)~~ the park. No error. (E)
- 11) Neither (A) the father or ~~(B)~~ the children were (C) present at (D) the ceremony. No error. (E)
- 12) I will (A) contact you when (B) you will ~~(C)~~ come tomorrow (D). No error (E)
- D) 13) The Chief Minister along (A) with his cabinet colleagues have ~~(B)~~ gone to (C) the Raj Bhavan to meet (D) the Governor. No error (E)
- 14) Some (A) of the questions (B) were too (C) difficult to (D) comprehend. No error (E)
- 15) It is (A) high time ~~(B)~~ that (C) you visit (D) your parents. No error (E)
- 16) Actors (A) in the 1950s and 1960s, such as (B) Marlon Brando is, (C) known for their ~~(D)~~ use of *method acting*. No error (E) (1×4=4 Weights)
- II. Answer any eight of the following questions in one or two sentences each : (17–28)
- 17) What is the importance of written communication ?
- 18) What are the features of effective writing ?
- 19) What are the mechanics of writing ?
- 20) What is the difference between a Dictionary and a Thesaurus ?
- 21) What are the tips on browsing on the net ?
- 22) Write four important tips for writing business letters.
- 23) What are the components of a project report ?
- 24) Write two advertising lines for any cosmetic product about to be launched.
- 25) Punctuate the following :  
the teacher said have you done tour homework sorry no teacher I replied.
- 26) Rewrite in plain English : The one given below is wordy.  
It is difficult to understand the role of the lobbyist in Washington, D.C.
- 27) What should be your Aim Strategy for effective presentation ?
- 28) What is meant by *organizational blue print* for presentation ? (1×8=8 Weights)



III. Answer as directed **any five** of the following : (29 – 36)

29) Write a letter to your uncle in Delhi, about your proposed class tour to that place, seeking information from him on accommodation, travel and the various sights to be seen there.

30) Write a précis of the following passage reducing it to one third of its length.

The term mass *media* refers to the channels of communication (*media*) that exist to reach a large public audience (the *mass* of the population). Mass media includes newspapers, magazines, television, radio, and more recently, the Internet. It informs people about events that they would otherwise know little about. Mass media communication is usually rapid, because the media will report an important event as quickly as possible after it happens. In fact, some television reporting is live ; that is, the viewers can see the events as they happen. It is also transient ; that is, the focus on one event doesn't last long. This is captured in the expression *there is nothing as old as yesterday's news*. While most of us make use of some form of the media on a daily basis, we may not think about the functions or purposes the media serves in our society. One important function is entertainment. On television, in particular, the variety of entertainment programmes is extensive, soap operas, talk shows, sports. Even advertising, where the main purpose is to sell things to the public, may sometimes be seen as entertainment.

31) Write a dialogue on the following topic in about 80 words :

Two foreigners meet at the railway station. One of them has lost his purse. He is asking the other to help him.

32) You want to apply for the post of a receptionist in a multinational firm. Prepare a resume.

33) Prepare a report on the recently held intercollegiate football match at your college.

34) Write a bunch of questions for conducting a survey on testing the proficiency in English of the High School students of your locality.

35) How will you manage your stage fright during a presentation ?

36) What are the components to make your message memorable during a presentation ?

(2x5=10 Weights)



IV. Attempt **any two** of the following (37 – 39) :

37) Write an essay on **any one** of the following in about 300 hundred words :

- a) Politics and religion
- b) Increasing road accidents
- c) Violence against women

38) Write an abstract of a project report on **any one** of the following topics in about 300 words :

- a) Learning problem of school children in your local school.
- b) Safety of women passengers in trains
- c) Drug abuse among youngsters.

39) Create content for 15 – 20 slides on **any one** of the following for a Power Point Presentation :

- a) Health and personal hygiene
- b) Effective waste disposal
- c) Ill effects of alcohol consumption.

**(4x2=8 Weights)**

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Reg. No. : .....195-12825005.....

Name : .....Aju.....

**Second Semester B.B.A. Degree Examination, July 2013**  
**(Career Related FDP Under CBCSS) (Group 2(b))**  
**Core Course : MARKETING MANAGEMENT**  
**Common for BM 1244 (2010 Admn.) and BM 1241 (2011 Admn.)**

Time : 3 Hours

Max. Weights : 30

**SECTION – A**

This section consists of **four** bunches of **four** questions each. **Each** bunch carries a weightage of 1. Answer **all** questions.

I. Choose the most appropriate answer from the following.

1) The term market means

- |                        |                        |
|------------------------|------------------------|
| a) To trade            | b) Merchandise         |
| c) A place of business | d) All the three above |

2) Profit is the by-product of

- a) Supplying what the customer wants
- b) Producing what the producer wants
- c) Supplying what the wholesaler wants
- d) The product produced

3) Marketing to the large segment of the population

- |                    |                    |
|--------------------|--------------------|
| a) Morph marketing | b) Green marketing |
| c) Mass marketing  | d) Mega marketing  |

4) The place that a product occupies in the minds of consumers is referred to as

- |                |                 |
|----------------|-----------------|
| a) Advertising | b) Position     |
| c) Target      | d) Segmentation |



II. 5) "Old price Rs. 1,000. Today's price Rs. 400 only" is an example of

- a) Patronage motive
- b) Rational motive
- c) Learned motive
- d) Emotional motive

6) CRM stands for

- a) Consumer Relation Marketing
- b) Consumer Relationship Marketing
- c) Customer Relationship Marketing
- d) Cost Related Marketing

7) Goods that are meant for the use in the production of other goods

- a) Shopping goods
- b) Consumer goods
- c) Industrial goods
- d) Convenience goods

8) The most common method used for pricing is

- a) Neutral pricing
- b) Premium pricing
- c) Cost plus pricing
- d) Break-even pricing

III. Fill in the blanks choosing suitable words from those given in brackets.

9) \_\_\_\_\_ retailer are those retailers who have no fixed place of business.

- (a) Itinerant
- (b) Independent
- (c) Multiple shops
- (d) Speciality shop)

10) A \_\_\_\_\_ is a name, term, symbol or design which is intended to identify the goods or services of one setter from another.

- (a) Packing
- (b) Brand
- (c) Colour
- (d) Patent)

11) The need hierarchy theory of motivation was formulated by

- (a) Marshall
- (b) Maslow
- (c) Veblen
- (d) Kotler)

12) Firms that buy or resell products on either retail or wholesale basis is called as \_\_\_\_\_

- (a) Broker
- (b) Dealers
- (c) Discount house
- (d) Agent)



IV. Match the following :

**A**

- 13) Marketing function
- 14) Brand name
- 15) Cost-plus
- 16) Advertising

**B**

- a) Parker
- b) A method of pricing
- c) Promotional mix
- d) Personal selling
- e) Storage

(4×1=4 Wgt.)

**SECTION – B**

Answer any 8 questions in **one or two** sentences each. Each question carries a weightage of one.

- 17. Define marketing.
- 18. Define market segmentation.
- 19. What is customer relationship marketing ?
- 20. What is product mix ?
- 21. Define advertising.
- 22. What are the methods of sales forecasting ?
- 23. What is a channel of distribution ?
- 24. Mention different types of wholesalers.
- 25. What are convenience goods ?
- 26. What is penetration pricing ?
- 27. Define buyer motives.
- 28. What is micro environment ?

(8×1=8 Wgts.)

**SECTION – C**

Answer any five questions in not exceeding one page each. Each question carries a weightage of 2.

- 29. Explain the modern concept of marketing.
- 30. Explain briefly the socio-economic factors influencing buyer behaviour.
- 31. Discuss briefly the different criteria of successful market segmentation.
- 32. Explain the advantages of branding.



33. Discuss the factors affecting pricing decisions of a firm.
34. What are the factors to be considered while determining the channel decisions for a product ?
35. What are the advantages of advertising ?
36. What are the steps involved in selling process ?

(5x2=10 Wgt.)

#### SECTION - D

Answer any two questions in not exceeding four pages. Each question carries a weightage of 4.

37. Discuss the objectives and advantages of marketing.
38. Explain the objectives of sales promotion.
39. Discuss in detail pricing objectives and policies.

(2x4=8 Wgt.)



Reg. No. : .....

Name : .....

**Third Semester B.B.A. Degree Examination, December 2013**  
**(Career Related First Degree Programme under CBCSS)**  
**Group 2(b)**  
**Core Course**  
**Common for BM 1343 : FINANCIAL MANAGEMENT (2011 Admn.)**  
**BM 1344 : FINANCIAL MANAGEMENT (2010 Admn.)**

Time : 3 Hours

Max. Weightage : 30

**SECTION – A**

This Section consists of **four** bunches of **four** questions **each**. **Each** bunch carries a Weight of **1**. Answer **all** questions.

- I. 1) With continuous compounding at 8 percent for 20 years, what is the approximate future value of a \$ 20,000 initial investment
- a) \$ 52,000            b) \$ 93,219            c) \$ 99,061            d) \$ 915,240
- 2) The conservative firm will utilize
- a) a high degree of operating leverage  
b) a low degree of operating leverage  
c) high fixed costs  
d) a higher profit margin
- 3) The key to current asset planning is
- a) ensuring that the firm remains current on its obligation  
b) maintaining an inventory surplus to ensure liquidity  
c) forecasting sales accurately and matching production with the forecast  
d) maintaining the proper rate of asset growth
- 4) In designing working capital policy, the financial manager is concerned with yield curve and
- a) dividend policy  
b) balance of trade figures  
c) the relative volatility of short and long term rates  
d) the term structure of interest rates



II. Choose the most appropriate answer from the following :

- 5) What is an example of a capitalized expenditure ?
- a) Funds spent last year to renovate a building that could be used to house a new project that is currently being evaluated
  - b) Installation costs necessary to use a machine that was just purchased
  - c) The necessary increase in inventories needed to support a project that is currently being implemented
  - d) All of the above are examples of capitalized expenditure
- 6) Dividends may be considered relevant because
- a) they increase the investor's overall return
  - b) a higher return will be earned than with retained earnings
  - c) they are preferred by investors in higher tax brackets
  - d) they resolve uncertainty in the minds of investors
- 7) Stock dividend
- a) represents a distribution of additional shares to common shareholders
  - b) differs from a stock split largely in size
  - c) normally has no real value to the investor
  - d) all of the above are correct
- 8) The existence of which of the following on the balance sheet generates tax advantages that directly influence the capital structure of the firm.
- a) a large proportion of fixed assets
  - b) long-term debt
  - c) retained earnings
  - d) All of the above

III. Fill in the blanks choosing the suitable words from those given in brackets :

- 9) \_\_\_\_\_ is concerned with the maximization of a firm's earnings after taxes.  
(Shareholder wealth maximization, Profit maximization, Stakeholder maximization, EPS maximization)
- 10) In finance we refer to the market for short-term government and corporate debt securities as the \_\_\_\_\_ market.  
(Money, Capital, Primary, Secondary)
- 11) In proper capital budgeting analysis we evaluate incremental \_\_\_\_\_ cash flows.  
(Accounting, Operating, Before-tax, Financing)
- 12) The discount rate used to determine the present value of a stream of expected future cash flows is referred to as the \_\_\_\_\_.  
(Net operating income, Capitalization rate, Capital structure, Yield on the company's market value of common equity)



IV. Match the following :

- |                          |                                       |
|--------------------------|---------------------------------------|
| 13) Cash management      | I) Identify appropriate credit policy |
| 14) Inventory management | II) Utilizing a bank overdraft        |
| 15) Debtor's management  | III) Lowering lead time in production |
| 16) Short term financing | IV) Reduces cash holding cost         |
|                          | V) Working capital deficit            |

#### SECTION – B

Write short answers to **eight** questions in **one** or **two** sentences **each**. **Each** question carries a weight of **1**.

- ✓ 17) Scope of financial management.
- 18) Market value.
- 19) Working capital.
- 20) Sensitivity analysis.
- 21) ARR method.
- 22) Levered firm.
- 23) Degree of financial leverage.
- 24) Cash adequacy standard.
- 25) Pre-emptive rights.
- 26) Property dividends.
- 27) Right issue.
- ✓ 28) ABC analysis.

#### SECTION – C

Answer **any five** questions in **not** exceeding **one** paragraph **each**. **Each** question carries a weight of **2**.

- 29) Write notes on responsibilities of financial management.
- 30) Explain the concept of hard-core working capital.
- 31) Explain the scope of receivable management.
- 32) The average rate of dividend paid by ABC Ltd for the last 5 years is 21%. The earnings of the company have recorded a growth rate of 3% per annum. The market value of the equity shares is estimated to be Rs. 105. Find out the cost of equity shares capital.



33) The XYZ company has the following capital structure :

Source	Amount (Rs)
Equity shares	40,00,000
60% Preferences Shares	10,00,000
8% Debentures	30,00,000

The share of the company sells for Rs. 20. it is expected that company will pay current dividend of Rs. 2 per share which will grow at 7% for ever. Assume a 50% tax rate. Compute the weighted average cost of capital based on existing capital structure.

- 34) Explain the objectives of capital budgeting.
- 35) Company DEF Ltd is expecting an annual EBIT of Rs. 1,00,000. The company has Rs. 4 lakhs in 10% debentures. The equity capitalization rate is 12.5%. The company proposes to issue additional equity shares of Rs.1 lakh and use the proceeds for redemption of debentures of Rs.1 lakh. Calculate the value of the firm and the overall cost of capital.
- 36) PQR Ltd earnings are Rs.5 per share. The capitalization rate is 10% and the return on investments is 12%. Under Walter's model determine the market price of share if the payout is 20%.

#### SECTION – D

Answer **any two** questions in **not exceeding four pages each**. Each question carries a weight of 4.

- 37) Explain in detail the factors to be considered for measurement of corporate debt capacity.
- 38) Explain and give comparative description of various methods of ranking investment proposals.
- 39) Explain the assumptions and implications of Walter's dividend model.





Reg. No. : .....195-12825005.....

Name : .....

**Second Semester B.B.A. Degree Examination, July 2013  
(Career Related First Degree Programme Under CBCSS)  
Group 2(b) Foundation Course BM 1221 : E-COMMERCE  
(2011 Admission)**

Time : 3 Hours

Max. Weights : 30

**SECTION – A**

This section consists of **four bunches of four questions each**. Each bunch carries a weight of 1. Answer all questions : **(4x1=4 Wts.)**

I. Choose the most appropriate answer from the following :

1) Which one of the following is a web browser ?

- |         |                                  |
|---------|----------------------------------|
| a) HTTP | b) Google                        |
| c) FTP  | d) Microsoft's Internet Explorer |

2) Which one of the following is the default extension of MS Excel workbook ?

- |         |                  |
|---------|------------------|
| a) .ppt | b) .doc          |
| c) .xls | d) None of these |

3) A web page is created using

- |         |        |
|---------|--------|
| a) HTTP | b) FTP |
| c) HTML | d) URL |

4) Voucher class is a pre defined voucher type that helps in

- |                    |                          |
|--------------------|--------------------------|
| a) Automatic entry | b) Automatic calculation |
| c) Minimize errors | d) All of these          |

II. Choose the most appropriate answer from the following :

5) A document containing words that connect to other documents is known as

- |              |              |
|--------------|--------------|
| a) FTP       | b) HTML      |
| c) Videotext | d) Hypertext |





**SECTION – B**

Write short answers to **eight** questions in **one** or **two** sentences each. **Each** question carries a weight of **1**. **(8x1=8 Wts.)**

17. Define e-commerce.
18. What is a smart card ?
19. What do you understand by an internet firewall ?
20. What is URL ?
21. What is website ?
22. What do you mean by HTML ?
23. Mention any two types of charts available in microsoft excel.
24. Write a short note on telnet.
25. What is intellectual property ?
26. What do you mean by account groups ?
27. What is a spreadsheet ?
28. Define cryptography.

**SECTION – C**

Answer any **five** questions in not exceeding **one** paragraph each. **Each** question carries a weight of **2** : **(5x2=10 Wts.)**

29. How does e-commerce differ from e-business ?
30. Give a brief account of ethical issues in e-commerce.
31. Briefly account the reasons for the growing importance of e-advertisements.
32. Give a short note on web search engine.



33. Enumerate the uses of digital signature.
34. What is a contra voucher ? How would you create it in tally ?
35. What is a cell ? How would you identify rows and columns in a spreadsheet ?
36. Explain IF() function in MS Excel.

#### SECTION - D

Answer any two questions in not exceeding in four pages each. Each question carries a weight of 4 : (2x4=8 Wts.)

37. Enumerate and explain the advantages and limitations of e-commerce.
38. Give any five key combinations and their functions in tally.
39. Discuss the important applications of MS Excel.