



(Pages : 2)

C - 4361

Reg. No. :

Name :

**Second Semester B.B.A. Degree Examination, July 2017
Career Related First Degree Programme Under CBCSS
Group 2(b)**

**BM 1231 : BUSINESS REGULATORY FRAMEWORK
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION - A

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

- 1) Define law.
- 2) What is illegal agreement ?
- 3) What is voidable contract ?
- 4) What is an implied offer ?
- 5) What is meant by fraud ?
- 6) What are reciprocal promises ?
- 7) What is continuing guarantee ?
- 8) What is gratuitous bailment ?
- 9) Who can employ an agent ?
- 10) What is an unfair trade practices ?

SECTION - B

II. Answer **any 8** questions. Each question carries 2 marks.

- 11) Distinguish between express and implied contract.
- 12) Explain the law relating to consideration as an element of a valid contract.
- 13) When is a minor liable on a contract of necessities ?

P.T.O.



- 14) What are the essentials of a wagering contract ?
- 15) When is a surety discharged of his liability ?
- 16) What is accord and satisfaction ?
- 17) When a finder of goods can sell the goods ?
- 18) Distinguish between sale and agreement to sell.
- 19) What are the essentials of a contract of sale ?
- 20) What are the rights of a consumer ?
- 21) When does an offer lapses ?
- 22) A delegate cannot further delegate. Comment.

SECTION – C

III. Answer **any 6** questions. **Each** question carries **4** marks.

- 23) Explain the essential elements of a valid contract.
- 24) “No consideration, No contract” – Explain.
- 25) An agreement entered into by a minor cannot be enforced by law. Comment.
- 26) What is Co-ercion ? Give examples to substantiate your answer.
- 27) Explain Doctrine of Frustration.
- 28) Enumerate the rights of surety against a creditor and a principle debtor.
- 29) What are the rights of a Bailee ?
- 30) Distinguish between sub agent and substituted agent.
- 31) Explain Caveat Emptor and its exceptions.

SECTION – D

IV. Answer **any 2** questions. **Each** question carries **15** marks.

- 32) Define acceptance. Explain the essentials and legal rules for a valid acceptance.
 - 33) To provide speedy and simple redressal of consumer disputes, what are the quasi-judicial machinery constituted as per the consumer protection act ?
 - 34) Define Bailment and state the duties of bailor and bailee.
 - 35) Explain the various ways in which a contract may be discharged ?
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Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, July 2017
Career Related First Degree Programme under CBCSS
Group 2(b)
Core Course : BM 1243 : FINANCIAL MANAGEMENT
(2014 Admission Onwards)

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 the primary objective of financial management ?
- 2) What is meant by retained earnings ?
- 3) What is NPV ?
- 4) What is Operating Leverage ?
- 5) What is cost of equity ?
- 6) What is Investment Decision ?
- 7) What is Capitalization ?
- 8) What is Benefit cost ratio ?
- 9) Define Average rate of return.
- 10) What is capital gearing ?

(10×1=10 Marks)

SECTION – B

II. Answer **any 8** questions. **Each** question carries **2** marks.

- 11) Define current assets and give four examples.
- 12) State the decisions involved in financial management.



- 13) Define Capital budgeting.
- 14) Explain the importance of cost of capital.
- 15) Explain Optimal Capital Structure.
- 16) Explain Capital Rationing.
- 17) Distinguish between Shares and debentures.
- 18) Difference between Capital structure and financial structure.
- 19) Illustrate working capital cycle.
- 20) What is receivables management ?
- 21) Explain VED analysis.
- 22) Write a short note on scrip dividend.

(8×2=16 Marks)

SECTION – C

III. Answer **any 6** questions. **Each** question carries **4** marks.

- 23) Explain Institutional finance.
- 24) Explain inventory management.
- 25) Explain the steps involved in calculating WACC.
- 26) Difference between Gross Working Capital and Net Working Capital.
- 27) Explain the factors affecting dividend policy.
- 28) Explain the benefits of factoring.
- 29) Do the NPV and PI always lead to the same investment decision ? Discuss.
- 30) A project cost Rs. 5,00,000 and yields annually a profit of Rs. 80,000 after depreciation @ 12% p.a. but before tax of 50%. Calculate payback period.
- 31) Following information is given about materials
Annual usage – 2,00,000 units
Cost of placing and receiving one order : Rs. 80
Annual carrying cost : 10% of inventory value
Find out economic order quantity.

(6×4=24 Marks)

SECTION - D

IV. Answer any 2 questions. Each question carries 15 marks.

32) Prepare an estimate of working capital requirement from the following information of a trading concern :

- a) Project annual sales 1,00,000 units
- b) Selling price Rs. 8 per unit
- c) Percentage of net profit on sales 25%
- d) Average credit allowed to customers 8 weeks
- e) Average credit allowed by suppliers 4 weeks
- f) Average stock holding in terms of sales requirement 12 weeks
- g) Allow 10% for contingencies

33) A Company is considering investment in a project that cost Rs. 2,00,000. The project has an expected life of 5 years and zero salvage value. The company uses straight line method of depreciation. The company's tax rate is 40%. The estimated earnings before depreciation and before tax from the project are as follows :

Year	Earnings before depreciation and tax	P.V.factor
		@ 10%
1	70,000	0.909
2	80,000	0.826
3	1,20,000	0.751
4	90,000	0.683
5	60,000	0.621

Calculate NPV.

34) Explain the factors determining capital structure.

35) What is meant by Financial Management ? Explain its Significance.

(2x15=30 Marks)



(Pages : 3)

D – 3256

Reg. No. :

Name :

**Third Semester B.B.A. Degree Examination, December 2017
(Career Related First Degree Programme Under CBCSS)**

Core Course

**BM 1343 : FINANCIAL MANAGEMENT
(2013 Admission)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions. **Each** question carries **1** mark.

1. What do you mean by Finance ?
2. What do you mean by Cost of Equity ?
3. Expand WACC.
4. What is Capitalisation ?
5. What is Net Working Capital ?
6. What do you mean by dividend ?
7. What is the formula for calculating EPS ?
8. What is wealth maximization ?
9. What is Scrip Dividend ?
10. What is Capital Budgeting ?

SECTION – B

Answer **any eight** questions. **Each** question carries **2** marks.

11. What is Financial Management ?
12. Differentiate between redeemable debenture and irredeemable debenture.
13. What do you mean by Net Present Value ?
14. Explain briefly the concept of Time Value of Money.
15. What do you mean by a debenture ?

P.T.O.



16. What is optimal capital structure ?
17. What is explicit cost ?
18. What is Retention Ratio ?
19. What do you mean by Bonus Share ?
20. Explain Marginal Cost of Capital.
21. What do you mean by Financial Structure of a firm ?
22. Explain the Net Income Approach of Capital Structure.

SECTION – C

Answer any six questions. Each question carries 4 marks.

23. Explain the Financial Decisions.
24. Calculate the payback period and post pay back profitability for the following project.
Initial outlay = Rs. 1,00,000
Annual Cash inflow (after tax but before depreciation) :
First 3 years = Rs. 30,000
Next 5 years = Rs. 10,000
Estimated life 8 years
25. Explain the different financial institutions providing long term finance.
26. Explain Walter's Approach in Dividend Policy.
27. Differentiate between Bonus Issue and Stock Split.
28. The shares of a company are selling at Rs. 40 per share and it had paid a dividend of Rs. 4 per share last year. The investors market expects a growth rate of 5% per year.
 - a) Compute the company's equity cost of capital.
 - b) If the anticipated growth rate is 7% per annum, calculate the Market Price per share.



- 29. Explain the factors determining the capital structure of a firm.
- 30. What are the motives for holding cash ?
- 31. What are the functions of a financial manager ?

SECTION – D

Answer any two questions. Each question carries 15 marks.

- 32. A firm has the following capital structure and after tax costs for the different sources of funds used.

Sources of Funds	Amount	Proportion (%)	After Tax Cost (%)
Debt	4,50,000	30	7
Preference Capital	3,75,000	25	10
Equity Capital	6,75,000	45	15
	15,00,000	100	

- a) Calculate the weighted average cost of capital using book value weights.
- b) The firm wishes to raise further Rs. 6,00,000 for the expansion of the project as below.

Debt	–	3,00,000
Preference Capital	–	1,50,000
Equity Capital	–	1,50,000

Assuming that specific costs do not change, compute the weighted marginal cost of capital.

- 33. Explain the theories of Capital Structure.
 - 34. What do you mean by an Inventory ? Explain the techniques for managing inventory.
 - 35. What do you mean by working capital ? Explain the factors determining working capital requirements.
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Reg. No. :

Name :

**Second Semester B.B.A./B.Sc./B.Com./B.C.S./B.S.W. Degree
Examination, July 2017
Career Related First Degree Programme under CBCSS
2(b) : LANGUAGE COURSE – II (English II)
EN 1211.4 : Writing and Presentation Skills
Common for B.Voc. Degree Programme in Software Development
(Lang. Course EN 1211) & for B.Voc. Degree Programme in Tourism
and Hospitality Management (Lang. Course EN 211 – Writing and
Presentation Skills in English)
(2013 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

Instruction : Answer all questions.

I. Correct the following sentences. If the sentences are correct write 'No Error' :

- 1) We all had swum at the beach yesterday.
- 2) They hadn't scarcely enough feed for their cattle.
- 3) The cow has trod on my sweet peas.
- 4) The perfume is for your sister and yourself.
- 5) My father has laid in bed all day.
- 6) Mother has lain the book down somewhere.
- 7) Have you read where there was an earthquake in China ?
- 8) A bus runs passed our house.
- 9) Neither Peter or James can sing well.
- 10) He drove fast so as he might arrive early. **(10×1=10 Marks)**

II. Answer **any eight** of the following in **one** or **two** sentences **each** :

- 11) What are the major forms of condensation in writing practiced by a professional ?
- 12) Mention two ways of combating stage fright.
- 13) What is an abstract ?



- 14) What are the features of a paragraph ?
- 15) Mention two reasons for the popularity of emails.
- 16) Mention four features of a selling resume.
- 17) What is an expository essay ?
- 18) What does 'Encl:' stand for in a letter ?
- 19) Mention two pitfalls of e-mail writing.
- 20) Write two advertising lines for any new gadget about to be launched.
- 21) Punctuate the following :

The class enjoyed the enchanting imaginative subtle performance

- 22) Write a paragraph on 'Generation gap'.

(8×2=16 Marks)

III. Answer **any six** as directed :

- 23) Write a dialogue on the following topic in about **80** words :

Manoj, along with his family, is planning to visit Singapore during holidays.

Develop a conversation between him and the tour operator.

- 24) Prepare a report on the college union election at your college.

- 25) Write a precis of the following passage reducing it to **one third** of its length :

It is physically impossible for a well-educated intellectual or brave man to make money the chief object of his thoughts : just as it is for him to make his dinner the principal object of them. All healthy people like their dinner, but dinner is not the main object of their lives. So all healthy minded people like making money, ought to like it. And enjoy the sensation of winning it; but the main object of their life is not money; it is something better than money. A good soldier, for instance mainly wishes to do his fighting well. He is glad of his pay, very properly so, and justly grumbles when you keep him ten years without it-still, his main notion of life is not money. Doctors, they like fees no doubt, yet if they are brave and well educated, the entire object of their lives is not the fees. They, on the whole, desire to cure the sick, and if they are good doctors, and the choice were fairly put to them, they would rather cure their patient, and lose the fee than kill him and get it. And so with all other brave and rightly trained men, their work is first, their fee second-very important no doubt but still second. But in every notion, as I said, there are vast numbers of people who are ill-educated, cowardly and more or less stupid. And with these people just as certainly the fee is first and the work second.



- 26) Write a letter to your friend inviting him/her to your marriage reception.
- 27) Prepare a questionnaire for conducting a survey on English Language proficiency among school students.
- 28) You are planning to apply for the post of an English Lecturer in a college. Prepare a resume for the same.
- 29) What are the guidelines to be followed while writing an email ?
- 30) What are the salient features of a report ?
- 31) What are the tips to be kept in mind while preparing a questionnaire ?
(6×4=24 Marks)

IV. Attempt **any two** of the following :

- 32) Write an essay on **any one** of the following :
 - a) Domestic violence
 - b) Drug abuse among students
 - c) Global warming.
 - 33) Create content for **15-20** slides on **any one** of the following for a Powerpoint presentation :
 - a) Social networking sites
 - b) Sound pollution
 - c) Youth and Media.
 - 34) Write a project report on **any one** of the following :
 - a) Internet as a source of information.
 - b) Misuse of mobile phones.
 - c) Water conservation.
 - 35) Write an essay arguing 'for' or 'against' the new rules and regulations for issuing driving license.
(2×15=30 Marks)
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26 Pies



(Pages : 2)

C – 4358

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, July 2017
Career Related First Degree Programme under CBCSS
Group 2(b)
Core Course
BM 1241 : MARKETING MANAGEMENT
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

- 1) Define marketing.
- 2) What is brand equity ?
- 3) What is sales forecasting ?
- 4) What is product bundle pricing ?
- 5) What is brand rejuvenation ?
- 6) Define positioning.
- 7) What is product line ?
- 8) What is relationship marketing ?
- 9) What is demarketing ?
- 10) What is a reference group ?

(1×10=10 Marks)

SECTION – B

II. Answer any 8 questions. Each question carries 2 marks.

- 11) What are the roles of distribution channels ?
- 12) Discuss the main objectives of sales promotion.
- 13) What is USP ?
- 14) Explain the features of departmental stores.
- 15) What are the essentials of a good brand ?
- 16) What is media planning ?

P.T.O.



- 17) Write a note on trade promotion.
- 18) What is penetration pricing ?
- 19) Explain the importance of marketing mix.
- 20) What is psychographic segmentation ?
- 21) State the importance of product planning.
- 22) What is the need for social marketing ?

(2×8=16 Marks)

SECTION – C

III. Answer **any 6** questions. **Each** question carries **4** marks.

- 23) Differentiate marketing and selling.
- 24) Explain the features of modern marketing.
- 25) Explain the steps in pricing.
- 26) What are the factors to be considered while selecting a suitable distribution channel ?
- 27) Define a supermarket. What are its features ?
- 28) Explain the AIDAS theory of selling.
- 29) Explain the PLC.
- 30) Write a note on service marketing.
- 31) Explain the pricing strategy of a new product.

(4×6=24 Marks)

SECTION – D

IV. Answer **any 2** questions. **Each** question carries **15** marks.

- 32) Define marketing environment. Explain briefly the various factors of marketing environment.
- 33) Explain the steps involved in new product development.
- 34) Discuss the various methods of promotion.
- 35) What are retail formats ? Explain the different retail formats.

(15×2=30 Marks)



(Pages : 2)

C – 4359

Reg. No. :

Name :

**Second Semester B.B.A. Degree Examination, July 2017
Career Related First Degree Programme under CBCSS
Group 2(b)**

**Core Course : BM 1242 : HUMAN RESOURCE MANAGEMENT
(2014 Admission Onwards)**

Time: 3 Hours

Max: Marks : 80

SECTION – A

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

- 1) Define Human Resource Planning.
- 2) What is compensation ?
- 3) What is layoff ?
- 4) What do you mean by grievance ?
- 5) What is personnel management ?
- 6) What is job satisfaction ?
- 7) What is recruitment at factory gate ?
- 8) What is aptitude test ?
- 9) What is apprenticeship ?
- 10) What is brain storming ?

(1×10=10 Marks)

SECTION – B

II. Answer **any 8** questions. **Each** question carries **2** marks.

- 11) Differentiate HRM and Personnel Management.
- 12) What are the objectives of training ?
- 13) Write a note on placement.
- 14) What are the limitations of job evaluation ?
- 15) What is role playing ?

P.T.O.



- 16) Explain the purpose of performance appraisal.
- 17) What are the need for induction and orientation ?
- 18) What are the essential characteristics of MBO ?
- 19) State the merits of time rate wage system.
- 20) What are the different kinds of incentives ?
- 21) What are the essentials of a good grievance handling procedure ?
- 22) Discuss BARS.

(2×8=16 Marks)

SECTION – C

III. Answer **any 6** questions. **Each** question carries **4** marks.

- 23) Discuss the objectives of compensation planning.
- 24) Explain the types of induction programme.
- 25) Explain the types of interviews.
- 26) Explain the functions of HRM.
- 27) Explain job specification.
- 28) Explain the types of transfers.
- 29) Discuss the importance of HRP.
- 30) State the function of a human resource manager.
- 31) Explain the features of performance appraisal.

(4×6=24 Marks)

SECTION – D

IV. Answer **any 2** questions. **Each** question carries **15** marks.

- 32) Explain the evolution of HRM.
- 33) Explain the essentials of designing an effective performance appraisal.
- 34) Explain the impact of globalization in HRM.
- 35) Define HRD. Explain the functions of development.

(15×2=30 Marks)



(Pages : 2)

C – 4357

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, July 2017
Career Related First Degree Programme Under CBCSS
Group – 2(b)
FOUNDATION COURSE : BM 1221 E-COMMERCE AND CYBER LAW
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define Internet.
2. What is meant by Protocol ?
3. Explain WWW.
4. What is E-cash ?
5. What are the cyber crimes ?
6. Define Digital Signature.
7. Define Virus.
8. What is meant by IPR ?
9. Define HTML.
10. Define Firewall.

(1×10=10 Marks)

SECTION – B

Answer **any 8** questions. Each question carries 2 marks.

11. What is meant by E-Commerce ?
12. Explain the Patent and Copyright.
13. What are the advantages of Electronic Mail ?
14. Distinguish between Cyber Stalking and Virus Attacks.
15. What is meant by Data Encryption ?

P.T.O.

C – 4357



16. Explain the concept of Electronic Fund Transfer.
17. What are the advantages of Electronic Shopping ?
18. What is meant by URL ?
19. Explain the procedure for the registration of Patent.
20. Write a short note on Debit and Credit System.
21. What are the security issues under the electronic commerce transactions ?
22. Role of Internet in the current globalized world. **(2×8=16 Marks)**

SECTION – C

Answer **any 6** questions. **Each** question carries **4** marks.

23. Explain the law relating to issuance of Digital Signature Certificates in India.
24. Comment on Information Technology Act 2000.
25. What are the major drawbacks of Online Payments ?
26. Write short note on Electronic Contract.
27. Discuss the nature of Ecommerce Transaction.
28. Describe the various cyber crimes enunciated under the I.T. Act 2000.
29. Explain the advantages of Electronic Banking.
30. Major drawbacks of Social Media.
31. Define Internet Security. **(4×6=24 Marks)**

SECTION – D

Answer **any 2** questions. **Each** question carries **15** marks.

32. What is an Electronic Payment System and how to extract its use in daily life ?
 33. Write short notes on
 - 1) VPN
 - 2) EIS
 - 3) GUI
 34. What are the major Cyber Crimes reported ? Highlight the enacted laws to prevent cyber crimes.
 35. What is meant by DBMS ? Compare various types of DBMS. **(15×2=30 Marks)**
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