

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, MAY 2019.

Career Related First Degree Programme under CBCSS

COMPLEMENTARY COURSE

BM 1231 — BUSINESS REGULATORY FRAME WORK

(2017 Admn. 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 Express Contract?

2. What is Specific Offer?

3. Define consideration.

4. Define consent.

5. What is an illegal agreement?

6. What is quasi contract?

7. What is bailment?

8. Who is an agent?
9. What is general lien?
10. What is dual GST?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Which are the redressal agencies provided in a Consumer Protection Act?
12. What do you mean by "Consensus ad idem"?
13. How is agency created?
14. What is Privity of contracts?
15. When is a minor liable on a contract for necessities?
16. Define undue influence.
17. What is the effect of fraud?
18. Define contingent contract.
19. Who can demand performance of contract?
20. Explain the term "nominal damages".
21. What is "Doctrine of Frustration"?
22. What is meant by a contract of indemnity?

(8 × 2 = 16 Marks)

SECTION – C

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

23. What are the functions of Consumer Protection Council?
24. Distinguish between sale of goods and Hire Purchase.
25. What are the various kinds of delivery of goods?
26. What are the effect of silence on acceptance?
27. Distinguish between a condition and a warranty.
28. What are the kinds of agents?
29. Distinguish between particular lien and general lien.
30. State by whom contract should be performed.
31. What are the agreements which are considered is against public policy? Give examples.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Define Contract and explain the essential features of a valid contract.
33. What are the important rights of consumer under Consumer Protection Act?
34. What are the different remedies available to the aggrieved party for a breach of Contract?
35. When is contract of agency terminated? When is an agency irrevocable?

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, MAY 2019

Career Related First degree Programme Under CBCSS

Group 2 (b)

CORE COURSE: BM 1241 MARKETING MANAGEMENT

(2014 – 2016 Admissions)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define segmentation.

2. What is self concept?

3. What is place Utility?

4. What is promotion?

5. Define Packaging

6. What is dual pricing?

7. What is shopping goods?

8. Define Publicity.
9. What is SWOT Analysis?
10. What is vertical marketing system?

(10 × 1 = 10)

SECTION – B

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

11. Explain the different buying roles.
12. What are the importances of marketing to society?
13. What are the characteristics of effective segmentation?
14. Write a note on product differentiation.
15. What is labeling? What are the different kinds of labeling?
16. What is marketing myopia?
17. Explain competitive advantage.
18. Who are the different marketing intermediaries?
19. Explain the features of advertising
20. Explain the importance of physical distribution.
21. Differentiate between brand and trademark.
22. Explain Societal marketing concept.

(8 × 2 = 16)

SECTION – C

III. Answer **any SIX** questions. Each question carries 4 mark.

23. Discuss the steps in Pricing.
24. Explain the elements of marketing mix.
25. What the different levels of channel distribution?

26. What are the factors responsible for the growth of modern marketing concept?
27. Explain the marketing process
28. Explain the reasons for product failure.
29. Discuss the functions of a sales organization.
30. Write a note on electronic retailing.
31. Explain the features of an ideal medium. (6 × 4 = 24)

SECTION – D

- IV. Answer **any Two** questions. Each question carries 15 mark.
32. Explain in detail the functions of marketing.
 33. Explain the different bases of market segmentation.
 34. Explain the process of consumer buying behavior.
 35. Discuss the various steps involved in selling process. (2 x 15 = 30)
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Reg. No. :

Name :

SECOND SEMESTER B.B.A. DEGREE EXAMINATION, MAY 2019

Career Related First degree Programme Under CBCSS

BM 1241 – Marketing Management

Core Course

(2017 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions in a word or maximum of two sentences.

Each question carries one mark

1. What is Product Positioning?
2. What is brand loyalty?
3. What is personal selling?
4. What is market segmentation?
5. What is target market?
6. What is labelling?
7. Who is a retailer?
8. Define the term 'customer'.

9. What is green marketing?

10. What is sales promotion?

(10 × 1 = 10)

SECTION – B

Answer **any Eight** questions (Not to exceed one paragraph each).

Each question carries Two mark

11. What is environmental scanning?

12. What is test marketing?

13. What is meant by zero level channel?

14. What is product positioning?

15. Distinguish between selling and promotion.

16. What is buying motive?

17. What is CRM?

18. What are the strategies in the development of Customer relationship?

19. What niche marketing?

20. What is product diversification?

21. What is advertisement copy?

22. What is consumer behaviour?

(8 × 2 = 16)

SECTION – C

Answer **any SIX** questions (Not Exceeding 120 words).

Each question carries four mark

23. Explain the steps in Product Life Cycle.

24. Briefly explain the benefits of green marketing.

25. What are the pricing strategies of new product?
26. What are the requisites of a good package?
27. What are the factors influencing the choice of distribution channel?
28. What are the limitations of internet marketing?
29. What are the features of social marketing?
30. Explain briefly about steps in product positioning.
31. Distinguish between direct marketing and advertising. (6 × 4 = 24)

SECTION – D

Answer **any TWO** questions (Not Exceeding four pages).

Each question carries fifteen mark

32. What is a channel of distribution? What factors govern selection of a channel?
 33. Discuss the various basis of market segmentation.
 34. Discuss the importance of advertising in modern marketing.
 35. Define marketing. Explain the functions of marketing. (2 × 15 = 30)
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Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, May 2019

Career Related First Degree Programme Under CBCSS

BM 1243 : FINANCIAL MANAGEMENT

Core Course

(2014 – 2016 Admns)

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Answer **all** questions in one or two sentences. **Each** questions carries **1** mark.
1. What is net working capital?
 2. Why working capital is also known as revolving capital?
 3. What is sunk cost?
 4. What is Internal Rate of Return?
 5. Differentiate capitalization and capital structure.
 6. What is trading on equity?
 7. Write a note on Cash Dividend.
 8. What is Implicit cost?
 9. The theory of cost of capital is based on certain assumptions. What is the basic assumption of traditional cost of capital analysis?
 10. Write a note on the implicit cost of capital.

(10 × 1 = 10 Marks)

SECTION – B

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

11. What is Re-ordering level?
12. What is bonus issue?
13. Explain cash dividend.
14. Define cost of capital.
15. What is capital structure?
16. What is capital gearing?
17. Explain various kinds of Working Capital.
18. What is cash budget?
19. What is Ploughing Back of Profits?
20. What are the functions of a factor?
21. What is cost of debt?
22. Write a note on letter of credit.

(8 × 2 = 16 Marks)

SECTION – C

III. Answer **any six** questions. **Each** questions carries **4** marks.

23. What do you understand by cash management? How can it be undertaken?
24. What is meant by EOQ? What are the various costs which affect EOQ?
25. Discuss the walters approach of relevance concept of dividend.

26. Compare NPV method with IRR.
27. Write a note on profitability index.
28. Compare operating leverage and financial leverage.
29. What are the factors determining capital structure?
30. A company issues 10000, 10% preference shares of Rs.100 each redeemable after 10 years at a premium of 5%. The cost of issue is Rs. 2 per share. Calculate the cost of preference capital.
31. The annual demand for a product is 6400 units. The unit cost is Rs. 6 and inventory carrying cost per unit per annum is 25% of the average inventory cost. If the cost of procurement is Rs. 75. determine;
 - (a) EOQ
 - (b) number of orders per annum
 - (c) time between two consecutive orders

(6 × 4 = 24 Marks)

SECTION – D

IV. Answer **any two** questions. **Each** questions carries **15** marks.

32. Explain different theories of Capital Structure.
33. What are the factors determining Working Capital Requirements?
34. A firm has the following capital structure and after- tax costs for the different sources of funds used :

Source of funds	Amount	Proportion (%)	After – tax (%)
Debt	4,50,000	30	7
Preference capital	3,75,000	25	10
Equity capital	6,75,000	45	15

- (a) Calculate the weighted average cost of capital using book value weights.
- (b) The firm wishes to raise further Rs. 600000 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 cost do not change, computer the weighted marginal cost of capital?

35. Rank the following project in order of their desirability according to the Pay-Back Period Method and the Net Present Value Method (Discount Rate 10%).

Project	Initial outlay	Annual cash flow	Life in years
A	10000	2,500	5
B	8000	2,600	7
C	4000	1,000	15
D	10000	2,400	20
E	5000	1,125	15
F	6000	2,400	6
G	2000	1,000	2

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, May 2019

Career Related First Degree Programme under CBCSS

Group 2(b) : BM 1243 – FINANCIAL MANAGEMENT

Core Course

(2017 Admission onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

Answer **all** questions in or two sentences each :

1. Define Corporate Finance.
2. What is wealth maximization?
3. What is Payback Period?
4. Define Current Asset.
5. What is Solvency?
6. What is float?
7. What is Credit Policy?
8. What do you mean by forfeiting?
9. What is JIT?
10. What do you mean by overcapitalization?

(10 × 1 = 10 Marks)

P.T.O.

PART – B

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

11. What is ordering cost?
12. What is inventory turnover ratio?
13. What do you mean by arbitrage process?
14. Define financial risk.
15. What is P/E Ratio?
16. What do you mean by operating leverage?
17. What is EBIT?
18. What scrip dividend?
19. What is letter of credit?
20. Explain capital rationing.
21. What is trading on Equity?
22. What is the relationship between EBIT and EPS?

(8 × 2 = 16 Marks)

PART – C

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

23. Explain the features of optimum capital structure.
24. What are the limitations of financial leverage?
25. Explain the advantages of bonus shares.
26. What is Net Working Capital?

27. Write a note about receivables management.
28. Explain the tools of inventory management.
29. What are the assumptions of MM approach?
30. Describe the advantages of VED inventory control system.
31. Explain the types of factoring.

(6 × 4 = 24 Marks)

PART – D

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

32. Explain the factors affecting capital structure.
33. Investment, financing and dividend decisions are interrelated. Comment.
34. Discuss the relation between debt financing and financial leverage.
35. The shares of company are selling at ₹ 40 p. Share and it had paid a dividend of ₹ 4 p. Share last year. The investor's 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% p.a. calculate indicated market price p. share.

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, May 2019

Career Related First degree Programme Under CBCSS

BM-1242 — HUMAN RESOURCE MANAGEMENT

Core Course

(2017 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in a word or maximum of two sentences.

Each question carries one mark.

1. What is brain storming?
2. What is E-recruitment?
3. What is MBO?
4. What is grievance?
5. What is induction?
6. What is Kaizen?
7. What is demotion?
8. What is compensation planning?

9. What is sensitivity training?
10. What is career planning?

(10 × 1 = 10 Marks)

SECTION – B

Answer **any eight** questions (Not to exceed one paragraph each).

Each question carries 2 marks.

11. Explain different kinds of fringe benefits.
12. What is transfer?
13. What is Manpower Planning?
14. What is group dynamic?
15. What is compensation?
16. What is HR audit?
17. What is performance appraisal?
18. What is human resource accounting?
19. What is halo effect?
20. What is EQ test?
21. What is morale?
22. What is job evaluation?

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions (Not exceeding 120 words).

Each question carries 4 marks.

23. Explain briefly about the scope of HRM.
24. Explain time rate system of wage payment, bring out its merits and demerits.
25. What are the off the job methods of executive development?
26. What are the features of TQM?
27. Distinguish between recruitment and selection.
28. What are the main features of a good incentive system?
29. What are the qualities required by a successful human resource manager?
30. Distinguish between personnel management and HRM.
31. What are fringe benefits? Explain its characteristics.

(6 × 4 = 24 Marks)

SECTION – D

Answer **any two** questions (Not exceeding four pages).

Each question carries **15** marks.

32. Explain the process involved in executive development.
33. Briefly explain the different sources of recruitment.
34. Explain the various methods of performance appraisal in an organization.
35. What are the different methods of wage payment system?

(2 × 15 = 30 Marks)

Reg. No. :

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Second Semester B.B.A. Degree Examination, May 2019

Career Related First Degree Programme under CBCSS

Group 2 (b)

Foundation Course

BM 1221 : E-COMMERCE AND CYBER LAWS

(2017 Admission onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in 1 or 2 sentences. Each question carries 1 mark. :

1. What is E-Commerce?
2. What is HTTP?
3. What do you mean by Extranet?
4. What is URL?
5. What is Web portal?
6. What is Firewall?
7. Define smart card.
8. What is digital signature?
9. What do you mean by encryption?
10. What is biometrics?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Explain the benefits of commerce.
12. Write a short note on EDI.
13. What is B2B?
14. What is Search Engine?
15. Explain internet advertising.
16. What is credit card?
17. What is FTP?
18. What is Telnet?
19. What do you mean by Web browsing?
20. Explain e security.
21. What is WWW?
22. What is Facebook?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions. Each question carries **4** marks. :

23. State the features of EDI.
24. Explain the components of a website.
25. What are the advantages of smart cards?

26. Explain the main objectives of internet security.
27. Explain the important E-Commerce models.
28. What are the important features of corporate website?
29. Explain the online payment system.
30. Explain the difference between Internet and Extranet.
31. What are the various types of risk assessment?

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions. Each question carries **15** marks. :

32. What is Website? Explain the criteria of a website.
33. Explain the security issues on electronic payment system.
34. Discuss the salient features of IT Act 2008.
35. Explain the application areas of E-Commerce.

(2 × 15 = 30 Marks)