



(Pages : 3)

B – 3891

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, December 2016
(Career Related First Degree Programme Under CBCSS)
Elective Course
BM 1361.2 : CONSUMER BEHAVIOUR
(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.
(10×1=10 Marks)

- 1) Define consumer behaviour.
- 2) What do you mean by qualitative research ?
- 3) What is brand personality ?
- 4) What is a group ?
- 5) What do you mean by diffusion of innovations ?
- 6) What are the aims and objectives of Consumer Protection Act ?
- 7) When does a prepurchase search begins ?
- 8) What is routinized response behaviour ?
- 9) What do you mean by cross-cultural consumer behavioural analysis ?
- 10) What is AIO's ?

P.T.O.



SECTION – B

II. Answer any 8 questions. Each question carries 2 marks. (8×2=16 Marks)

- 11) Explain the characteristics of culture.
- 12) What is the need to protect the consumer ?
- 13) Explain economic model of consumer behaviour.
- 14) Explain the objectives of Consumer Protection Act, 1986.
- 15) What are the different levels of decisions ?
- 16) What are perceptual map ?
- 17) What are the four principal components of learning ?
- 18) Explain the perceptual constructs as per Howard and sheth.
- 19) Explain the basic features of group.
- 20) Explain the different types of appeals.
- 21) What are the different functions of consumer attitudes ?
- 22) Write a note on 'Trait Theory of Personality'.

SECTION – C

III. Answer any 6 questions. Each question carries 4 marks. (6×4=24 Marks)

- 23) What is reference group ? Why is its influence more important than that of other groups ?
- 24) Describe the role of young children in family consumption process.
- 25) Discuss the evolution of consumerism in India.
- 26) Explain the adoption process of new products.
- 27) What is group dynamics ? Why is it important for understanding consumer behaviour ?



- 28) Discuss the significance of culture to consumer behaviour.
- 29) What is social stratification ? Give the characteristics features of social stratification.
- 30) Explain the sociological model of consumer behaviour.
- 31) State in brief the characteristic features relevant to Indian consumers.

SECTION – D

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

(2×15=30 Marks)

- 32) What are the major steps involved in consumer research process ? Explain.
 - 33) Explain the importance of post-purchase behaviour study and suggest the ways and means of managing dissonance.
 - 34) Explain the impacts of lifestyles and psychographics on consumer's buying decisions.
 - 35) What are the social classes identified in India ? What are the measures used to determine social classes ?
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Reg. No. :

Name :

Third Semester B.Com. Degree Examination, December 2016
Career Related First Degree Programme under CBCSS
2(b) : Commerce with Computer Application
Core Course X : CC 1344
FINANCIAL SERVICES
(2013 Adm.)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** word to maximum of **two** sentences. **Each** question carries **one** mark.

1. The platform for buying and selling of share of small and medium sized companies is
2. What is Credit Rating ?
3. What is Factoring ?
4. Subrogation is an extension of the principle of
5. What is Venture Capital ?
6. What is Double Insurance ?
7. What is CIBIL ?
8. What do you mean by Listing ?
9. What is BOLT ?
10. What is Portfolio ?

(10×1=10 Marks)



SECTION – B

Answer **any 8** from **12** of the following **not exceeding one** paragraph. **Each** question carries **two** marks.

11. What do you mean Project Counselling ?
12. What is Loan Syndication ?
13. What do you mean by Re-insurance ?
14. Explain Voyage Policy.
15. What do you mean by offshore financing ?
16. Explain without recourse factoring.
17. What is underwriting ?
18. What is sale and lease back ?
19. Distinguish between factoring and bill discounting.
20. What do you mean by securitisation ?
21. What is CRISIL ?
22. What is Credit Card ?

(8x2=16 Marks)

SECTION – C

Answer **any 6** questions **not exceeding 120** words. **Each** question carries **4** marks.

23. What are the advantages of Credit Rating to the investors ?
24. Explain different types of Insurance.
25. What are the characteristics of financial services ?



26. What are the functions of factoring ?
27. Write a short note on :
 - a) Shadow Rating
 - b) Formal Rating.
28. What are the essential elements of leasing agreement ?
29. Explain the features of Hire purchasing.
30. Briefly explain the recent developments in Merchant Banking establishments in India.
31. What are the difference between Operating lease and Financial lease ?

(6×4=24 Marks)

SECTION – D

Answer **any two** questions **not** exceeding 4 pages. Each question carries 15 marks.

32. "Merchant Banks perform number of functions" – Justify your answer.
33. Explain different types of factoring.
34. What are the important principles of insurance ?
35. Summarise different clauses in leasing agreement.

(2×15=30 Marks)



Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, December 2016
Career Related First Degree Programme under CBCSS
Core Course BM 1342 : COMPANY LAW
(2013 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Answer all questions in one or two sentences each. Each question carries 1 mark : (10×1=10 Marks)
- 1) What is a private company ?
 - 2) Define “Articles of Association”.
 - 3) What do you mean by Preliminary expenses ?
 - 4) Define ‘prospectus’.
 - 5) What are cumulative preference shares ?
 - 6) What do you understand by “Book building” ?
 - 7) What is meant by Extra Ordinary General Meeting ?
 - 8) Define ‘Agenda’.
 - 9) What is meant by “Proxy” ?
 - 10) Who is an Official Liquidator ?

SECTION – B

- II. Answer any 8 questions. Each question carries 2 marks. (8×2=16 Marks)
- 11) State any four differences between private and public companies.
 - 12) What are the functions of a promoter ?
 - 13) What is domicile clause ? How is change in the domicile clause effected ?
 - 14) Distinguish between certificate of incorporation and certificate of commencement of business.
 - 15) What is capital clause ? How is it different from liability clause ?
 - 16) State any 8 contents of Articles of Association.



- 17) Distinguish between prospectus and statement in Lieu of prospectus.
- 18) What are the conditions under which a company can issue shares at a discount ?
- 19) Distinguish between forfeiture and surrender of shares.
- 20) What is a statutory report ? What are its contents ?
- 21) What is a motion ? What are the requisites of a valid motion ?
- 22) Differentiate between compulsory winding up and voluntary winding up.

SECTION - C

III. Answer any 6 questions. Each question carries 4 marks. (6×4=24 Marks)

- 23) Briefly explain the powers of a liquidator in voluntary winding up.
- 24) Enumerate the cases in which a company may be compulsorily wound up.
- 25) Distinguish between motion and resolution.
- 26) Briefly explain the provisions of the Company's Act regarding Minutes.
- 27) What is Annual General Meeting ? What are the objects of holding such a meeting ?
- 28) What is minimum subscription ? What are the consequences of not obtaining minimum subscription ?
- 29) Explain briefly the importance of a 'Prospectus'.
- 30) Explain the Doctrine of Ultra-vires in connection with a company.
- 31) What are the disadvantages of registration of a company ?

SECTION - D

IV. Answer any two questions. Each question carries 15 marks. (2×15=30 Marks)

- 32) Discuss in detail the different types of companies that could be formed under Company's Act, 1956.
 - 33) Define Memorandum of Association. Explain its contents.
 - 34) Explain the scope and nature of different kinds of meetings and state how each is convened.
 - 35) What is a 'misleading prospectus' ? Explain briefly the liabilities which may arise as a result of false statement in the prospectus.
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(Pages : 3)

A – 1410

Reg. No. :

Name :

**Sixth Semester B.B.A. Degree Examination, April 2016
(Career Related First Degree Programme under CBCSS)**

Group 2(b)

Core Course

BM 1641 : FINANCIAL SERVICES

(2013 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Write short answers to **all** questions in **one** or **two** sentences **each**. **Each** question carries **1** mark.

1. What is an IPO ?
2. What do you mean by syndication of loan ?
3. What is bridge financing ?
4. Define venture capital.
5. Expand : FCCB, CIBIL.
6. What is GDR ?
7. Give any two examples of money market instruments.
8. What is revolving credit ?
9. What do you mean by white label ATM ?
10. Define 'With recourse factoring'.

(10×1=10 Marks)

P.T.O.



SECTION - B

Answer any **eight** questions in **not exceeding one** paragraph. **Each** question carries **2** marks.

11. List any four fund based financial services.
12. What are the benefits of mutual funds ?
13. What is a 'Point of Sale' terminal ?
14. Define 'financial lease'.
15. What is leveraged buy-out ?
16. Explain the features of credit rating.
17. Explain NAV.
18. Show the salient features of Hire-Purchase contract.
19. Differentiate between operating lease and financial lease.
20. Explain the major differences between Debit card and Credit card.
21. State the modes of venture capital investment.
22. Give a note on 'Demat accounts'.

(8x2=16 Marks)

SECTION - C

Answer any **six** questions in **not exceeding one** page **each**. **Each** question carries **4** marks.

23. What are the role of merchant bankers in capital market ?
24. Explain various stages in venture capital financing.
25. What are the different forms of consumer financing ?
26. Differentiate between hire-purchase and leasing.
27. Explain different types of leases.
28. Explain the functioning of mutual funds in India.



- 29. List the IPO process of a company.
- 30. Explain the importance of financial services.
- 31. 'Financial innovation is indispensable in the current economic scenario'.
Why ? **(6×4=24 Marks)**

SECTION - D

Answer any two questions not exceeding four pages each. Each question carries 15 marks.

- 32. What are financial services ? Explain the various kinds of financial services ?
 - 33. Discuss the advantages and disadvantages of lease financing.
 - 34. What is factoring ? List the different types of factoring with a short note.
 - 35. Explain the various merchant banking activities. **(2×15=30 Marks)**
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Reg. No. :

Name :

**Third Semester B.B.A. Degree Examination, December 2016
(Career Related First Degree Programme Under CBCSS)
Core Course
BM 1341 – BUSINESS ENVIRONMENT AND POLICY
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Answer all ten questions not exceeding two sentences each. Each question carries 1 mark. (10×1=10 Marks)
- 1) Define Globalisation.
 - 2) What are Demographic traits ?
 - 3) Name the stock market regulatory authority in India.
 - 4) Define Micro environment.
 - 5) Explain social responsibility of business.
 - 6) Differentiate between values and beliefs.
 - 7) What is technology transfer ?
 - 8) What do you understand by business ethics ?
 - 9) What is a 'MNC' ?
 - 10) What do you mean by cultural adaptation ?

SECTION – B

- II. Answer any eight questions not exceeding one paragraph each. Each question carries 2 marks. (8×2=16 Marks)
- 11) Explain briefly the objectives of Industrial policy.
 - 12) What do you understand by capitalist economy ?
 - 13) What are the objectives of Exim-policy ?
 - 14) State any four advantages of environmental analysis.

- 15) Explain briefly "Intellectual Property Rights".
- 16) Explain the term 'Culture'.
- 17) What do you mean by Joint venture ?
- 18) State any four functions of WTO.
- 19) What are economic systems ? State any two economic systems.
- 20) Explain 'Political environment'.
- 21) State any four features of MNC.
- 22) What is FEMA ?

SECTION – C

III. Answer any six questions not exceeding one page each. Each question carries four marks. (6×4=24 Marks)

- 23) Discuss the factors that facilitate globalisation in India.
- 24) What is social audit ? What are its objectives ?
- 25) Discuss briefly the objectives of SEBI.
- 26) Discuss briefly the problems caused by MNC's in a developing country.
- 27) Enumerate briefly the arguments raised against social responsibility.
- 28) Explain the term culture and its elements.
- 29) Discuss briefly the different levels of technology transfer.
- 30) Explain any two techniques of environmental analysis.
- 31) Discuss briefly the measures to be adopted to speedup the process of globalisation of an economy.

SECTION – D

IV. Answer any two questions not exceeding four pages each. Each question carries 15 marks. (2×15=30 Marks)

- 32) Discuss the social responsibility of a business towards various sections of the society.
 - 33) What do you mean by business environment ? Explain the internal factors of business environment.
 - 34) What is globalisation ? Explain the impending factors of globalisation.
 - 35) Discuss in detail the achievements of economic reforms in India.
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Reg. No. :

Name :

**Third Semester B.B.A. Degree Examination, December 2016
(Career Related First Degree Programme Under CBCSS)
Core Course
BM 1341 – BUSINESS ENVIRONMENT AND POLICY
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

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SECTION – D

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Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, December 2016
(Career Related First Degree Programme under CBCSS)
Core Course
BM 1342 : CORPORATE REGULATIONS
(2014 Admission Onwards)

Time: 3 Hours

Max. Marks : 80

SECTION – A
(Very Short Answer Type)

One word to maximum of two sentences. Answer all questions.

(10×1=10 Marks)

1. What is a public company ?
2. Who is a promoter ?
3. For what companies Articles of Association is compulsory ?
4. Give the meaning of "Doctrine of Constructive Notice".
5. Define Prospectus.
6. What is 'Minimum Subscription' ?
7. How the first directors are appointed ?
8. Which companies are exempted from holding a Statutory Meeting ?
9. Who is a Proxy ?
10. What is voluntary winding up ?



**SECTION – B
(Short Answer)**

(Not to exceed one paragraph, answer any eight questions. Each question carries two marks.) **(8×2=16 Marks)**

11. What is an unlimited Company ?
12. State the legal effects of ultra-vires acts.
13. Examine the legal status of promoters.
14. Elucidate the exceptions to the doctrine of Indoor Management.
15. Explain information Memorandum.
16. Enumerate the cases where issue of prospectus is not necessary.
17. Discuss the instances when Board of Directors can appoint directors.
18. What are the uses of minutes ?
19. What is point of order ?
20. Bring out the cases where special notice is required for a resolution.
21. List the general reasons for winding up of companies.
22. What is perpetual succession ?

**SECTION – C
(Short Essay)**

(Not to exceed 120 words, answer any six questions. Each question carries four marks) **(6×4=24 Marks)**

23. Mention the privileges of a private company.
24. What are the consequences of an illegal association ?
25. How and for what purposes capital clause can be altered ?
26. What is the doctrine of "Indoor Management" ? State its exceptions.



27. Point out the liabilities for mis-statement in prospectus.
28. Discuss the disqualifications of a director.
29. Explain the liabilities of directors to the company.
30. Differentiate between compulsory winding up and voluntary winding up.
31. What are the types of voluntary winding up ?

SECTION - D
(Long Essay)

(Answer **any two** questions. **Each** question carries **15** marks) **(2×15=30 Marks)**

32. Explain the various clauses of memorandum of association.
 33. Examine the meaning of 'Lifting Corporate Veil'. Elucidate cases where corporate veil may be lifted.
 34. Describe the powers and duties of directors.
 35. Discuss the different kinds of meeting of members.
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Reg. No. :

Name :

**Third Semester B.B.A. Degree Examination, December 2016
(Career Related First Degree Programme Under CBCSS)
Core Course
BM – 1343 : COST AND MANAGEMENT ACCOUNTING
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION – A (Very short answer type)

One word to maximum of two sentences. Answer all questions. Each question carries one mark. (10×1=10 Marks)

1. What is management accounting ?
2. What is works cost ?
3. Define marginal costing.
4. What is margin of safety ?
5. Give the meaning of horizontal analysis.
6. What is the standard current ratio ?
7. How solvency ratio can be computed ?
8. What does the term 'fund' means ?
9. Give two examples of cash inflow from the operating activities.
10. What is a cash budget ?



SECTION – B (Short answer)

Not to exceed **one** paragraph, answer **any eight** questions. **Each** question carries **two** marks. **(8×2=16 Marks)**

11. List the objectives of cost accounting.
12. Mention the nature of management accounting.
13. Prime cost Rs. 54,550, factory overheads Rs. 2,750, Sale of scrap Rs. 250, office overheads Rs. 1,850. Find cost of production.
14. Make a classification of cost according to variability.
15. Sales Rs. 1,00,000, variable cost Rs. 60,000, Fixed cost Rs. 30,000. Find out P/V ratio.
16. What is C.V.P. analysis ?
17. Pointout objectives of financial analysis.
18. Prepare comparative income statement from the following information :

	2014	2015
	Rs.	Rs.
Gross profit	200	150
Operating expenses	30	30

19. State the important leverage ratios.
20. Current ratio 2.5, working capital Rs. 60,000. Calculate current assets.
21. What is a schedule of changes in working capital ?
22. Discuss the features of flexible budget.

SECTION – C (Short essay)

Not to exceed **120** words, answer **any six** questions. **Each** question carries **four** marks. **(6×4=24 Marks)**

23. Distinguish between cost accounting and management accounting.
24. Prepare a cost sheet from the following :

	Rs.
Finished goods : Opening stock	9,800
Closing stock	11,050
Raw materials purchased	35,000



Carriage on materials purchased	1,100
Direct wages	18,500
Factory expenses	2,700
Office expenses	2,000
Selling expenses	2,300
Sales	75,000

- 25. List the advantages of marginal costing.
- 26. A company estimates that next year it will earn a profit of Rs. 50,000. The budgeted fixed cost and sales are Rs. 2,50,000 and Rs. 9,93,000 respectively. Findout break-even point.
- 27. Explain the limitations of financial statements.
- 28. Net profit before tax Rs. 1,00,000
Taxation : 50% of net profit.
10% preference share capital (Rs. 10 each) Rs. 1,00,000
Equity share capital (Rs. 10 shares) Rs. 1,00,000.
Calculate earnings per share and state the significance of this ratio.

29. From the following P&L A/c, calculate funds from operation :

Salaries	12,000	G/P	94,000
Rent	5,500	Profit on sale of furniture	7,250
Printing and Stationary	3,200	Interest on investment	3,750
Depreciation	11,500		
Goodwill written off	6,000		
Provision for taxation	10,000		
Loss on sale of land	3,400		
Proposed dividend	9,000		
N/P to B/S	44,400		
	1,05,000		1,05,000

30. Following are available from a factory working at 50% of its capacity :

	Rs.
Variable expense	60,000
Sem-variable expense	20,000
Fixed expense	10,000

Prepare a budget for 75% of the capacity assuming that semi-variable expenses increase by 10% for every 25%.

31. Describe the managerial uses of cash flow statement.



SECTION – D (Long essay)

Answer any two questions. Each question carries 15 marks.

(2×15=30 Marks)

32. Prepare a cash budget from the following data from July to September 2015.

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)
June	2,40,000	1,80,000	26,000
July	2,60,000	1,90,000	27,500
August	2,00,000	1,44,000	22,500
September	1,80,000	1,50,000	23,000

- 1) 50% of the sales are for cash and 50% for credit. The credit sales are realised in the month following the month of sale.
- 2) Creditors are paid in the month following the month of purchase.
- 3) Plant costing Rs. 20,000 is to be purchased in July 50% of the same is to be paid in the month and the remaining 50% in the next month.
- 4) Cash balance on 1st July is Rs. 8,000.

33. From the following balance sheets of Aravind Ltd., show any increase or decrease in working capital and sources and application there of :

Liabilities	31-12-13	31-12-14	Assets	31-12-13	31-12-14
	Rs.	Rs.		Rs.	Rs.
Equity share capital	2,40,000	3,60,000	Land and Building	1,66,200	3,39,600
Securities premium	24,000	36,000	Machinery	1,06,800	1,53,900
General reserve	18,000	27,000	Furniture	7,200	4,500
P&L A/c	58,500	62,400	Stock	66,300	78,000
8% Debentures	—	78,000	Debtors	1,09,500	1,17,300
Provision for taxation	29,400	32,700	Bank	14,400	12,000
Creditors	1,00,500	1,09,200			
	4,70,400	7,05,300		4,70,400	7,05,300

Depreciation written off during the year :

On machinery Rs. 38,400, on Furniture Rs. 1,200.

34. Explain the areas in marginal costing that helps the management in decision making.
35. What do you mean by elements cost ? Explain the different elements of total cost.