PERIYAR UNIVERSITY
SALEM – 636 011

PERIYAR INSTITUTE OF DISTANCE EDUCATION (PRIDE)

B.B.A.
(DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION )
(NON-SEMESTER SYSTEM)

REGULATIONS AND SYLLABUS
(Effective from the Academic Year 2006 – 2007)
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
I. **Eligibility for Admission:**

Candidates for admission to the first year Degree of Bachelor of Business Administration Course shall be required to have passed the Higher Secondary Examination (Academic or Vocation Stream) conducted by the Government of Tamilnadu or an Examination accepted as equivalent there to by the Syndicate, subject to such conditions as may be prescribed from time to time.

II. **Eligibility for the award of Degree:**

A candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study in Periyar Institute of Distance Education (PRIDE) for a period of not less than three academic years and passed the examinations prescribed and fulfilled such conditions as have been prescribed therefore.

III. **Course of study:**

a) Objectives of the course

i. To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization;

ii. To impart certain basic skills and aptitude which will be useful in taking up any particular activity in a business;

iii. To provide a global view of the several financial and other institutions and their functions which support the business system;

iv. To develop the personality so as to become a responsible citizen with greater awareness about the Indian society and its culture

b) The course of study for the BBA Degree shall consist of Foundation Course, Core, Allied and Application Oriented Subjects.
SCHEME OF EXAMINATIONS

<table>
<thead>
<tr>
<th>Subject</th>
<th>Duration hours</th>
<th>Maximum marks</th>
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</thead>
<tbody>
<tr>
<td><strong>FIRST YEAR</strong></td>
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<tr>
<td><strong>Foundation Course</strong></td>
<td></td>
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</tr>
<tr>
<td>Paper I Tamil (or) any one of</td>
<td>3</td>
<td>100</td>
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<tr>
<td>Modern (Indian or Foreign) or</td>
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<tr>
<td>Classical Languages</td>
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<tr>
<td>Paper II English</td>
<td>3</td>
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<tr>
<td><strong>Core Subjects</strong></td>
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<tr>
<td>Paper III Business Management</td>
<td>3</td>
<td>100</td>
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<td>Paper IV Business Communication</td>
<td>3</td>
<td>100</td>
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<tr>
<td><strong>Allied Subject</strong></td>
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<tr>
<td>Paper V Business Mathematics and Statistics</td>
<td>3</td>
<td>100</td>
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<tr>
<td><strong>SECOND YEAR</strong></td>
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<tr>
<td><strong>Core Subjects</strong></td>
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<tr>
<td>Paper VI Introduction to</td>
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<tr>
<td>Operations Research</td>
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<tr>
<td>Paper VII Financial and</td>
<td>3</td>
<td>100</td>
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<tr>
<td>Management Accounting</td>
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<tr>
<td>Paper VIII Production and</td>
<td>3</td>
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<tr>
<td>Materials Management</td>
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<tr>
<td>Paper IX Business Laws</td>
<td>3</td>
<td>100</td>
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<tr>
<td><strong>Allied Subject</strong></td>
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<tr>
<td>Paper X Economics and</td>
<td>3</td>
<td>100</td>
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<tr>
<td>Global Business</td>
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<tr>
<td><strong>THIRD YEAR</strong></td>
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<tr>
<td><strong>Core Subjects</strong></td>
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<tr>
<td>Paper XI Human Resource</td>
<td>3</td>
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<tr>
<td>Management</td>
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<td>Paper XII Marketing Management</td>
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<tr>
<td>Paper XIII Financial</td>
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<tr>
<td>Management</td>
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<tr>
<td>Paper XIV Management Information System</td>
<td>3</td>
<td>100</td>
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<tr>
<td><strong>Application Oriented Subject</strong></td>
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<tr>
<td>Paper XV (i) Customer</td>
<td>3</td>
<td>100</td>
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<tr>
<td>Relationship Management (or)</td>
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<tr>
<td>(ii) Entrepreneurial</td>
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<tr>
<td>Development</td>
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<td>Note: i) Indian – Telugu,</td>
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<td>Kannada, Malayalam, Urdu and</td>
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<td>Hindi</td>
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<td>ii) Foreign – French</td>
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<td>iii) Classical – Sanskrit,</td>
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<tr>
<td>Arabic</td>
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<tr>
<td><strong>IV. Passing Minimum</strong></td>
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</tr>
</tbody>
</table>

A Candidate shall be declared to have passed in each paper if he/she secures not less than 40% of marks prescribed for the examination. He/she shall be declared to have passed the whole examinations, if he/she passes in all the papers as per the scheme of examinations.
V. Classification of Successful Candidates:

Successful candidates passing the examination securing the marks (i) 60% and above and (ii) 50% and above but below 60% in the aggregate of the marks prescribed for Core, Allied and Application Oriented subjects together shall be declared to have passed examination in First and Second class respectively. All other successful candidates shall be declared to have passed in the examination in the THIRD Class.

Candidates who obtained 75% of marks and above in any subject shall be deemed to have passed that subject with distinction provided they passed the examination at the first appearance.

VI. RANKING

Candidates who pass all the examinations prescribed for the course in the first appearance only are eligible for Ranking.
### PRIDE

**FOR CANDIDATES ADMITTED TO THE BBA DEGREE COURSE FROM 2006-2007**

<table>
<thead>
<tr>
<th>Paper</th>
<th>Subject</th>
<th>Subject Code</th>
<th>Maximum Marks</th>
<th>Minimum Marks</th>
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<td><strong>First Year</strong></td>
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<tr>
<td>III</td>
<td>Business Management</td>
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<td>IV</td>
<td>Business Communication</td>
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<td>V</td>
<td>Business Mathematics &amp; Statistics</td>
<td>100</td>
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<td>40</td>
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<tr>
<td><strong>Second Year</strong></td>
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<tr>
<td>VI</td>
<td>Introduction to operation research</td>
<td>100</td>
<td>100</td>
<td>40</td>
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<tr>
<td>VII</td>
<td>Financial and Management Accounting</td>
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<td>100</td>
<td>40</td>
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<td>VIII</td>
<td>Production and Materials Management</td>
<td></td>
<td>100</td>
<td>40</td>
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<tr>
<td>IX</td>
<td>Business Laws</td>
<td>100</td>
<td>100</td>
<td>40</td>
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<td>X</td>
<td>Economics and Global Business</td>
<td>100</td>
<td>100</td>
<td>40</td>
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<tr>
<td><strong>Third Year</strong></td>
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<tr>
<td>XI</td>
<td>Human Resource Management</td>
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<td>XIV</td>
<td>Management Information System</td>
<td>100</td>
<td>100</td>
<td>40</td>
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<tr>
<td>XV(i)</td>
<td>Customer Relationship Management (or)</td>
<td></td>
<td>100</td>
<td>40</td>
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<td>(ii)</td>
<td>Entrepreneurial Development</td>
<td>100</td>
<td>100</td>
<td>40</td>
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</table>
UNIT – I

UNIT - II
Management: Meaning, Nature, Scope and Importance – Management is an Art, Science and Profession - Contributions of F.W. Taylor and Henry Fayol and Peter F. Drucker

UNIT – III

UNIT – IV

UNIT – V

TEXT BOOK

Bhusan, Y.K., Business Organisation and Management, Sultan Chand & Sons
3. Dingar Pagare, *Business Management*, Sultan chand & Sons,
4. T.Ramasamy, Principles of Management, HPH.
UNIT – I

UNIT - II

UNIT –III
Bank correspondence – Insurance correspondence – Agency correspondence – Letters to the Editor – Applications for appointment

UNIT-IV
Company correspondence – Secretary and his duties – Correspondence with Directors, Shareholders, Government Departments and others.

UNIT – V

TEXT BOOK
Rajendrapal and Koralahalli J.S, Essentials of Business Correspondence, Sultan Chand & Sons

REFERENCE BOOKS
4. Shirley Taylor, Communication for Business, LONGMAN.
5. RSN Pillai, Bagavathi, Commercial Correspondence & Office Management, S.Chand
7. Chaturvedi, Business communication concepts, cases and applications, Pearson Education
UNIT – I

Series: Sequence – Series – Arithmetic Progression – Geometric progression – Harmonic progression (Simple problems only)

Matrices: Fundamental ideas and their operational rules – matrix addition and multiplication – Inverse of square matrices of not more than order third – Solving simultaneous equations.

UNIT – II


UNIT – III


UNIT – IV

Measures of variation – Absolute and relative measures – Range – Mean deviation – Quartile deviation – Standard deviation.

Correlation: Scatter diagram – Karl Pearson’s Co-efficient of correlation – Rank correlation co-efficient – Regression lines.

UNIT – V


Index numbers: Definition – construction of index numbers – Weighted and un-weighted methods – fixed and chain index numbers – Test for index numbers – cost of living index number – Construction.

Note: Questions in theory and problems carry 30% and 70% of marks respectively.
TEXT BOOK


REFERENCE BOOKS

1. Dr.S.P.Gupta & Dr.M.P.Gupta, Business Statistics, Sultan & Chand Sons.
2. RSN Pillai & V.Bagavathi, Statistics, S.Chand.
UNIT – I


UNIT – II

Linear programming problems – Requirements – Formulation of L.P.P. – graphical method – Simplex method (Simple problems only)

UNIT - III

Transportation problems – Obtaining Initial basic feasible solution – Various methods of solving transportation problems – Assignment problems – Formulation and solution of Assignment problems.

UNIT - IV

Basic Terminology used in game theory - Concept of pure and mixed strategies - Solving 2X2 matrix with and without saddle point - Graphics method for 2xn and in mx2 games (L.P.P. method excluded).

Queueing model – Elements of queueing model – characteristics – single channel queueing theory (M/M/1 \( \{ \infty /\text{FIFO} \}, \ M/M/1 \{N/\text{FIFO} \} \) models only (No proof) – Different formulae for single channel system (No proof).

UNIT – V

Network Analysis – Construction of the network – Time and critical path calculations – CPM and PERT applications. Inventory model – Economic size models – EOQ with uniform demand – Production inventory model – Back order – Inventory model with quantity discounts problems (No derivation – Simple problems)

Note: Questions in theory & Problems carry 30% and 70% of marks respectively
TEXT BOOK

Prem Kumar Gupta & D.S Hira, Operations Research, S.Chand & Co. Ltd.

REFERENCE BOOKS

PAPER VII
FINANCIAL AND MANAGEMENT ACCOUNTING
(Core Subject)

UNIT – I

UNIT – II

UNIT – III
Fund Flow Analysis: Preparation of schedule of changes in working capital and fund flow statement.

UNIT – IV

UNIT – V

Note: Questions in Theory & Problems carry 30% and 70% of marks respectively
TEXT BOOK
Dr. P. Periyasamy, Financial, Cost and Management Accounting, Himalaya Publications.

REFERENCE BOOKS

3. Ramachandran, Srinivasan, Management Accounting, Sriram Publications.
5. R.S.N.Pillai & Bagavathi, Management Accounting, S.Chand.
6. Maheswari,S.N.,Principles of Management Accounting, Sultan Chand & Sons
UNIT – I
Production planning and control: Principles and process.

UNIT – II
Methods study: Charts and Diagrams: Time study – Motion study – Method study – Work measurement – Safety Engineering – Modern production Management tools.

UNIT – III

UNIT – IV
Quality Control: Types of inspection – Centralised and decentralized – P chart – X and R chart – Construction – control – quality circle and TQM Fundamentals.

UNIT – V

TEXT BOOK


REFERENCE BOOKS

2. Dutta, Integrated Materials Management, PHI
5. Gopalakrishnan & Sundaresan, Materials Management, PHI
UNIT – I


UNIT – II


UNIT – III


UNIT – IV


UNIT – V

TEXT BOOK

REFERENCE BOOKS
1. RSN Pillai, Bagavathi, *Business Law*, S.Chand
2. Shukla M.C, *Mercantile law*, S.Chand
UNIT – I
Meaning and Scope of Business Economics – Objectives of Profit Maximization – Social Responsibilities of Business

UNIT – II
Demand Analysis – Elasticity of demand – Demand Forecasting – Business Cycle – Types of Business Cycles – Phases of Business Cycles

UNIT – III

UNIT – IV

UNIT – V
New Generation Private Banks and Scope (ICICI, HDFC, UTI, IDBI, IndusInd Bank, Bank of Punjab – Centurion Bank)
Recent Trends in Global Business – Bank Net – Automatic Teller Machines – Tele Banking – E-Banking – Credit Cards

TEXT BOOK
Dr.S.Shankaran, Business Economics, Margham Publications

REFERENCE BOOKS
2. Maheswari, S.N., Managerial Economics, Sultan Chand & Sons
PAPER XI
HUMAN RESOURCE MANAGEMENT
(Core Subject)

Unit – I
Introduction – Meaning and Definition, Nature, Scope, Objectives and Importance of HRM – Functions of HRM

Unit – II

Unit – III

Unit – IV

Unit – V
Promotion, Transfer and Termination – Career planning, promotions policy – Internal promotional system – Seniority vs Merit – Benefits of effective promotion policy – Criteria for a sound promotion policy - Transfer – Objectives and types of transfer – employee termination - Dismissal.

TEXT BOOK
S.S. Khanka, Human Resources Management, S.Chand Co. Ltd.
PAPER XII
MARKETING MANAGEMENT
(Core Subject)

UNIT – I

UNIT – II

UNIT – III

UNIT – IV

UNIT – V

TEXT BOOK
.Rajan Nair .N, Marketing Management, Sultand Chand & Sons

REFERENCE BOOKS
5. Rajan Saxena, Marketing Management, TMH
8. Jha.S.M, Services Marketing, HPH.
UNIT – I


UNIT – II

Cost of capital – concept of cost of capital – determinants of cost of capital – simple and weighted average cost of capital (Simple problems only)

UNIT – III

Capital budgeting – ranking of projects – methods of evaluating a project investment proposal – importance of capital budgeting – Financial planning of a new business (Simple problems only).

UNIT – IV


Leverages: Meaning, types – Importance and Significance of Leverages (simple problems only)

UNIT – V

Working capital Management – meaning – importance – types – factors determining working capital (simple problems only)

Management of cash, inventory, accounts receivables and accounts payable (Theory only).

Note: Questions in Theory & Problems carry 50% each

TEXTBOOK

Dr. S.N. Maheswari, Principles of Financial Management, Sultan chand & Sons.
REFERENCE BOOKS


4. Dr. Srivastava, *Financial Management*, HPH.
UNIT – I


UNIT – II


UNIT – III


UNIT – IV


UNIT – V


TEXT BOOK

CVS Murthy, Management Information System, HPH.

REFERENCE BOOKS

1. R. Senapathi, MIS, Lakshmi publications.
2. Lucas, The analysis, design and implementation of information system, MGH.
3. Davis & Olson, *Management information system*, MGH.
4. G.M. Scott, *Principles of management information system*, MGH.
5. Dr. S. P. Rajagopalan, Management *information system*, Margham publications.
UNIT I
CRM-Definition-Benefits-CRM and SCM-The role of Internet on CRM-Importance of Email, Intranet, Extranet in maintaining effective CRM

UNIT II
Customer Loyalty - Customer Decision making processes and Influence-Loyalty ladder-significance of Loyal Customers-Impact of lost customers

UNIT III
Creating Customer data base-Process and Approaches to data base marketing-Application of Database Marketing in Relationship Building

UNIT IV
CRM and Marketing- Product or Brand Management- CRM and Sales-Field sales.
Tele sales- Web based sales- CRM and Services- Field Service-Customer Service-Professional Services Management

UNIT V
BPO and International CRM- Call Centers – Scope of BPO – Emerging New trends

TEXT BOOK
R.K. Sugandhi, Customer Relationship Management, New Age International Publishers

REFERENCE BOOKS
6. Related Websites
UNIT – I


UNIT – II


UNIT – III

Financing Entrepreneurs – Institutional Finance to Entrepreneurs – Role of IFC, IDBI, ICICI, IRCI, SIDBI, LIC, SFC, TIIC and commercial banks in financing entrepreneurs.

UNIT – IV

Promoting enterprises – SSI – Role and growth of SSI – Regulations governing SSI – Incentives and concessions for SSI units – Sickness in SSI – causes and remedies.

UNIT – V


TEXT BOOK

REFERENCE BOOKS

# B.B.A DEGREE EXAMINATION

YEAR WISE ALLOCATION OF MARKS FOR THE PROBLEM ORIENTED SUBJECTS

<table>
<thead>
<tr>
<th>YEAR</th>
<th>PAPER</th>
<th>SUBJECT</th>
<th>PATTERN (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>First</td>
<td>V</td>
<td>Business Mathematics and statistics</td>
<td>Theory 30%, Problem 70%</td>
</tr>
<tr>
<td></td>
<td>VI</td>
<td>Introduction to Operations Research</td>
<td>Theory 30%, Problem 70%</td>
</tr>
<tr>
<td>Second</td>
<td>VII</td>
<td>Financial and Management Accounting</td>
<td>Theory 30%, Problem 70%</td>
</tr>
<tr>
<td>Third</td>
<td>XIII</td>
<td>Financial Management</td>
<td>Theory 50%, Problem 50%</td>
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BBA
MODEL QUESTION PAPER SPECIMEN
SUBJECT NAME:

Time : 3 Hours
Maximum : 100 Marks

PART A (10 X 2 = 20 MARKS)
(Answer all Questions, Answer to each question shall not exceed six lines)

1. From Unit I
2. From Unit I
3. From Unit II
4. From Unit II
5. From Unit III
6. From Unit III
7. From Unit IV
8. From Unit IV
9. From Unit V
10. From Unit V

PART B (5 X 4 = 20 Marks)
(Answer all Questions, Answer to each question shall not exceed 2 pages)

11. (a) From Unit I
     OR
     (b) From Unit I
12. (a) From Unit II
     OR
     (b) From Unit II
13. (a) From Unit III
     OR
     (b) From Unit III
14. (a) From Unit IV
     OR
     (b) From Unit IV
15. (a) From Unit V
     OR
     (b) From Unit V

Part C (5 X 12 = 60 Marks)
(Answer all Questions, Answer to each question shall not exceed five pages)

16. (a) From Unit I
     OR
     (b) From Unit I
17. (a) From Unit II
(b) From Unit II

18. (a) From Unit III
(b) From Unit III

19. (a) From Unit IV
(b) From Unit IV

20. (a) From Unit V
(b) From Unit V
PART A (10 X 2 = 20 MARKS)
(Answer all Questions.
Answer to each question shall not exceed six lines)

1. Define business.
2. Give any two characteristics of business
3. What is management?
4. ‘Management is an art’ - Explain.
5. Give any two nature of planning.
6. Mention four techniques of Decision-making.
7. Write any two bases of departmentation.
8. What is centralisation?
9. Write any two needs of Directing.
10. What is co-ordination?

PART B (5 X 4 = 20 MARKS)
(Answer all Questions.
Answer to each question shall not exceed two pages)

11. (a) Write the objectives of business
(Or)
(b) Explain the essentials of a good business
12. (a) ‘Management is profession’ – Elaborate
(Or)
(b) Write the scope of Management
13. (a) Elucidate the various types of Planning
(Or)
(b) Trace out the decision making process
14. (a) Bring out the various types of planning
(Or)
(b) Write the differences between Centralisation and Decentralisation
15. (a) Write the theories of Herzberg in detail
(Or)
(b) Bring out the need for co-ordination

PART C (5 X 12 = 60 MARKS)
(Answer all Questions.
Answer to each question shall not exceed five pages)

16. (a) Discuss the various classifications of business
(Or)
(b) Bring out the various challenges in the modern business

17. (a) Explain the principles of Henry Fayol
(Or)
(b) Discuss the contributions of F. W. Taylor

18. (a) Discuss the steps in planning in detail
(Or)
(b) Write the various components of planning

19. (a) Write the problems in delegations and its remedies
(Or)
(b) Explain the various organisation structures

20. (a) Explain the types of leadership in detail
(Or)
(b) Discuss the techniques of control

BACHELOR OF BUSINESS ADMINISTRATION
MODEL QUESTION PAPER
BUSINESS COMMUNICATION
(CORE SUBJECT)
Paper IV
TIME: 3 HOURS MAXIMUM: 100 MARKS

PART A (10 X 2 = 20 MARKS)
(Answer all Questions.
Answer to each question shall not exceed six lines)

1. What is communication?
2. Mention the process of communication
3. What is enquiry?
4. Define Bank correspondence
5. What is insurance correspondence?
6. Write the needs of the circular letter
7. Write any two duties of a company secretary
8. Mention the types of company correspondence
9. Define report
10. What is precise writing

PART B (5 X 4 = 20 MARKS)

(Answer all Questions.
Answer to each question shall not exceed two pages)

11. (a) Write the principles of communication
      (Or)
      (b) Write the objectives of communication.

12. (a) Write an enquiry letter with any business
       (Or)
       (b) Write a letter to the bank for opening SB account.

13. (a) Write a letter of asking the status of the customer.
       (Or)
       (b) What are the various forms of insurance letters?

14. (a) What is minute? Tell its components.
       (Or)
       (b) What is Agenda? Give the format.

15. (a) Tell the various steps in precise writing.
       (Or)
       (b) Give the specimen individual report.

PART C (5 X 12 = 60 MARKS)

(Answer all Questions.
Answer to each question shall not exceed five pages)

16. (a) Discuss the layout of business letters
(Or)
(b) Write the types of business communication.

17. (a) Write series of collection letters.

(Or)
(b) Place a purchase order for your company.

18. (a) Write a letter to a banker for overdraft facility and its favourable reply.

(Or)
(b) Write an application along with CV for the post of personnel officer in a leading automobile industry.

19. (a) Write the pivotal roles of a company secretary.

(Or)
(b) Give the specimen directors speech & its scope.

20. (a) Write the various kinds of report.

(Or)
(b) Bring out the layout of report.
BACHELOR OF BUSINESS ADMINISTRATION
MODEL QUESTION PAPER
BUSINESS MATHEMATICS AND STATISTICS
(ALLED SUBJECT)
Paper V
TIME: 3 HOURS MAXIMUM: 100 MARKS

PART A (10 X 2 = 20 MARKS)
(Answer all Questions.
Answer to each question shall not exceed six lines)

1. Where do we apply arithmetic progression?
2. Define Scalar and identity matrix.
3. Distinguish between simple interest and compound interest.
4. A certain sum deposited in a bank at 15% p.a compounded monthly accounts to Rs.42143.63 at the end of 5 years. Find the principal.
5. Define statistics.
6. State the uses of geometric mean.
7. Define range, mean deviation.
8. What do you mean by scatter diagram?
9. What are the methods to estimate seasonal variations?
10. What are the components of time series?

PART B (5 X 4 = 20 MARKS)
(Answer all Questions.
Answer to each question shall not exceed two pages)

11. (a) In a G.P, the sum is 224, the last term is 128 and the common ratio is
2. Find the first term and the number of terms.
(b) If \( A = \begin{bmatrix} 1 & 2 \\ 3 & 4 \end{bmatrix} \), \( B = \begin{bmatrix} 1 & 0 \\ 2 & -3 \end{bmatrix} \) and \( C = \begin{bmatrix} 1 & -1 \\ 0 & 1 \end{bmatrix} \) 
Show that \( A(B+C) = AB + AC \)

12. (a) What are the different types of annuities?

(Or)

(b) Find the sum of money that yields a compounded interest of Rs.432 at 8% per annum during the second year?

13. (a) Calculate the mean number of persons per house gives.

<table>
<thead>
<tr>
<th>No. of persons per house</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Houses</td>
<td>10</td>
<td>25</td>
<td>30</td>
<td>25</td>
<td>10</td>
<td>100</td>
</tr>
</tbody>
</table>

(Or)

(b) Find the Harmonic Mean for the following individual data:
\( 6,15,35,40,900,520,300,400,1800,2000 \).

14. (a) Calculate range and its co-efficient from the following distribution:

<table>
<thead>
<tr>
<th>Size</th>
<th>60-62</th>
<th>63-65</th>
<th>66-68</th>
<th>69-71</th>
<th>72-74</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>5</td>
<td>18</td>
<td>42</td>
<td>27</td>
<td>8</td>
</tr>
</tbody>
</table>

(Or)

(b) Calculate mean deviation about mean for the numbers; 1, 2, 3, 4, 5

15. (a) Below are given the annual consumption in thousands tonnes of a town:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumptions</td>
<td>70</td>
<td>75</td>
<td>90</td>
<td>91</td>
<td>95</td>
<td>98</td>
<td>100</td>
</tr>
</tbody>
</table>

Fit a trend line using semi average method.

(Or)

(b) Explain the problems faced while constructing index numbers.
PART C (5 X 12 = 60 MARKS)

(Answer all Questions.
Answer to each question shall not exceed five pages)

16. (a)  
i. Find 3 numbers in A.P whose sum is 24 and product is 440.
ii If 4th & 8th terms of a G.P are 24 & 384 respectively. Find a and r.

(Or)

(b) Solve the using system of equations by matrix method.
3X +4Y + 5Z = 18
2 -Y + 8 = 13
5 -2Y + 7Z = 20

17. (a) A person has two daughters A &N aged 13 & 16 years. He has Rs.40,000 with him now but wants that both of them should get an equal amount when they are 20 years old. How he should divide the money if it were to be deposited in a bank giving 9% compound interest per annum?

(Or)

(b)  
i. The Banker’s discount is 51 times the banker’s gain. Find the term of the bill, if interest is 8% per annum.
ii. True discount on a bill due after 7 months at 12% per annum is Rs.175. Find its face value.

18. (a)  
i. Explain the types of diagrams.
ii. What are the advantages & disadvantages of diagrams & graphs.

(Or)

(b) Calculate mean, Median, & mode for the following
19. (a) Calculate mean deviations about mean for the following. Also find its co-efficient.

<table>
<thead>
<tr>
<th>X</th>
<th>10-20</th>
<th>20-30</th>
<th>30-40</th>
<th>40-50</th>
<th>50-60</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>7</td>
<td>9</td>
<td>5</td>
<td>4</td>
<td>11</td>
</tr>
</tbody>
</table>

(Or)

(b) Calculate correlation

<table>
<thead>
<tr>
<th>X</th>
<th>10</th>
<th>15</th>
<th>20</th>
<th>25</th>
<th>30</th>
<th>35</th>
<th>40</th>
<th>45</th>
<th>50</th>
<th>55</th>
</tr>
</thead>
<tbody>
<tr>
<td>y</td>
<td>12</td>
<td>11</td>
<td>16</td>
<td>19</td>
<td>25</td>
<td>24</td>
<td>12</td>
<td>10</td>
<td>9</td>
<td>32</td>
</tr>
</tbody>
</table>

20. (a) Fit a trend in using 3 yearly moving averages.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Prod</td>
<td>14</td>
<td>17</td>
<td>22</td>
<td>28</td>
<td>26</td>
<td>18</td>
<td>20</td>
<td>24</td>
<td>25</td>
<td>29</td>
<td>30</td>
<td>23</td>
</tr>
</tbody>
</table>

(Or)

(b) Compute Fisher’s Index number and test time reversal & factor reversal test for the following.

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Base Year P</th>
<th>Base Year V</th>
<th>Current Year P</th>
<th>Current Year V</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>10</td>
<td>200</td>
<td>12</td>
<td>300</td>
</tr>
<tr>
<td>B</td>
<td>8</td>
<td>108</td>
<td>10</td>
<td>220</td>
</tr>
<tr>
<td>C</td>
<td>20</td>
<td>160</td>
<td>25</td>
<td>250</td>
</tr>
<tr>
<td>D</td>
<td>18</td>
<td>144</td>
<td>20</td>
<td>140</td>
</tr>
<tr>
<td>E</td>
<td>25</td>
<td>280</td>
<td>30</td>
<td>300</td>
</tr>
</tbody>
</table>
PART A (10 X 2 = 20 MARKS)

(Answer all Questions.
Answer to each question shall not exceed six lines)

1. Define OR and the uses of OR.

2. What are the methods for solving OR models.

3. Define – feasible solution and slack & surplus variables.

4. Solve maximise Z = X₁ + X₂ subject to constrains
   \[ X₁ + X₂ ≤ 1, \quad -3X₁ + X₂ ≥ 3, \quad X₁, X₂ ≥ 0 \]

5. Write the objective of transportation problems.

6. Write the mathematical formulation of assignment problem.

7. Define saddle point.

8. Define transient and steady state conditions.

9. Explain the rules of network constructions.

10. Define – Buffer stock and reorder level.
PART B (5 X 4 = 20 MARKS)

(Answer all Questions.

Answer to each question shall not exceed two pages)

11. (a) Explain Monte Carlo method of solving OR model.

(Or)

(b) Write the uses and limitations of OR.

12. (a) Solve graphically

\[ Z = 3X_1 + 2X_2 \]

Subject to constrains

\[-2X_1 + X_2 \leq 1,\]
\[X_1 \leq 2\]
\[X_1 + X_2 \leq 3\]
\[X_1, X_2 \geq 0\]

(Or)

(b) Use simple method to solve the following LPP.

\[ Z = X_1 + 2X_2 \]

Subject to constrains

\[-X_1 + 2X_2 \leq 8\]
\[X_1 + 2X_2 \leq 12\]
\[X_1 - 2X_2 \leq 3\]
\[X_1, X_2 \geq 0\]

13. (a) Obtain initial basic feasible solution by least cost method

<table>
<thead>
<tr>
<th>Original</th>
<th>(D_1)</th>
<th>(D_2)</th>
<th>(D_3)</th>
<th>(D_4)</th>
<th>Supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>(O_1)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>(O_2)</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>(O_3)</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>10</td>
</tr>
</tbody>
</table>
(Or)

(b) Solve the following assignment problem.

<table>
<thead>
<tr>
<th>Task</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>18</td>
<td>26</td>
<td>17</td>
<td>11</td>
</tr>
<tr>
<td>B</td>
<td>13</td>
<td>28</td>
<td>14</td>
<td>26</td>
</tr>
<tr>
<td>C</td>
<td>28</td>
<td>19</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td>D</td>
<td>19</td>
<td>26</td>
<td>24</td>
<td>10</td>
</tr>
</tbody>
</table>

14. (a) Solve the game

<table>
<thead>
<tr>
<th></th>
<th>H</th>
<th>T</th>
</tr>
</thead>
<tbody>
<tr>
<td>H</td>
<td>8</td>
<td>-3</td>
</tr>
<tr>
<td>T</td>
<td>-3</td>
<td>1</td>
</tr>
</tbody>
</table>

(Or)

(c) In a railway marshalling yard goods train arrive at a rate of 30 trains per day. Assuming that the inter-arrival time follows an exponential distribution and the service time distribution is also exponential with an average 36 minutes. Calculated the following

i. The mean queue size

ii. Utilisation factor

15. (a) Explain some common errors in network.

(Or)

(b) Let the value of money be assumed to be 10% per year and the yearly costs of machine A and B are given under:

<table>
<thead>
<tr>
<th>Year</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>1000</td>
<td>200</td>
<td>400</td>
<td>1000</td>
<td>200</td>
<td>400</td>
</tr>
<tr>
<td>B</td>
<td>1700</td>
<td>100</td>
<td>200</td>
<td>300</td>
<td>400</td>
<td>500</td>
</tr>
</tbody>
</table>

Determine which machine should be purchased.

**PART C (5 X 12 = 60 MARKS)**
16. (a) Explain different models in OR.

(Or)

(b) Explain the scope of OR in different field.

17. (a) Solve by simplex method.

\[ Z = 400X_1 + 100X_2 \]

Subject to constrains

\[ 2X_1 + X_2 \leq 800 \]
\[ 5X_1 + 2X_2 \leq 2400 \]
\[ 9X_1 + 3X_2 \leq 3200 \]
\[ X_1, X_2 \geq 0 \]

(Or)

(b) Solve minimize

\[ Z = 2X_1 + X_2 \]

Subject to constrains

\[ 3X_1 + X_2 = 3 \]
\[ 4X_1 + 3X_2 \geq 6 \]
\[ X_1 + 2X_2 \leq 3 \]
\[ X_1, X_2 \geq 0 \]

18. (a) Solve transportation problem

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
<th>Supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>

| Demand | 400 | 400 | 500 | 400 | 800 |

(Or)
(b) Solve the travelling salesman problem

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>∞</td>
<td>4 7 3 4</td>
</tr>
<tr>
<td>4</td>
<td>∞ 6 3 4</td>
</tr>
<tr>
<td>7</td>
<td>6 ∞ 7 5</td>
</tr>
<tr>
<td>3</td>
<td>3 7 ∞ 7</td>
</tr>
<tr>
<td>4</td>
<td>4 5 7 ∞</td>
</tr>
</tbody>
</table>

19. (a) Explain mixed strategy and solve the game

<table>
<thead>
<tr>
<th>Player A</th>
<th>Player B</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 -10 9 0</td>
<td>6 7 8 1</td>
</tr>
<tr>
<td>8 7 15 1</td>
<td>3 4 -1 4</td>
</tr>
</tbody>
</table>

(Or)

(b) Assume that the goods trains are coming in a yard at the rate of 30 trains per day and suppose that inter arrival times follow an exponential distribution. The service time for each train is assumed to be exponential with an average of 36 minutes. If the yard can admit trains at a time, calculate the probability that the yard is empty and find the average queue length.
20. (a) A small project is composed of seven activities whose time estimates are listed in the table as follows:

<table>
<thead>
<tr>
<th>Activity i-j</th>
<th>Optimistic time</th>
<th>Most likely time</th>
<th>Pessimistic time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>1</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>1-3</td>
<td>1</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>1-4</td>
<td>2</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>2-5</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>3-5</td>
<td>2</td>
<td>5</td>
<td>14</td>
</tr>
<tr>
<td>4-6</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>5-6</td>
<td>3</td>
<td>6</td>
<td>15</td>
</tr>
</tbody>
</table>

Draw the project network and that is the probability that the project will be completed at least four weeks earlier than expected.

(Or)

(b) Find the optimal order quantity for a product for which the price breaks are as follows.

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Unit cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 ≤ Q &lt; 50</td>
<td>Rs.10</td>
</tr>
<tr>
<td>50 ≤ Q ≤ 100</td>
<td>Rs.9</td>
</tr>
<tr>
<td>100 ≤ Q</td>
<td>Rs.8</td>
</tr>
</tbody>
</table>

The monthly demand for the product is 200 units, the cost of storage is 25% of the unit cost and ordering cost is Rs.20 per order.
PART A (10 X 2 = 20 MARKS)
(Answer all Questions.
Answer to each question shall not exceed six lines)

1. What is meant by trial balance?
2. What is meant by subsidiary books?
3. Define management Accounting.
4. List out the limitations of management accounting.
5. Define funds flow statement.
6. What is cash flow statement?
7. What do you mean by budgetary control?
9. Define material variance.
10. Define the term ‘standard Costing’.
11. (a) Enter the following transactions into journal.

Jan 2000

1  Harsha commenced business with 200000
2  Purchase furniture          20000
3  Purchase goods for cash     10000
4  Bought goods on credit from Ranjit 30000
8  Sold goods for cash         30000
10 Sold goods on credit to Ram  45000
12 Cash paid to Rangjit        25000
14 Ram returned damaged goods  1000
25 Salaries paid               3000
30 Rent paid                   2000

(Or)
From the following trial balance of Mani & Co., prepare trading and profit and loss account for the year ending 30\textsuperscript{th} June, 1992 and a balance sheet as at that date:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Dr.</th>
<th>Cr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening stock</td>
<td>750</td>
<td></td>
</tr>
<tr>
<td>Purchases</td>
<td>1490</td>
<td></td>
</tr>
<tr>
<td>Return inwards</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Duty on imported goods</td>
<td>260</td>
<td></td>
</tr>
<tr>
<td>Carriage on purchases</td>
<td>140</td>
<td></td>
</tr>
<tr>
<td>Carriage on sales</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Office salaries</td>
<td>240</td>
<td></td>
</tr>
<tr>
<td>Drawings</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>Rent paid</td>
<td>180</td>
<td></td>
</tr>
<tr>
<td>General Expenses</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>Bank Balance</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Sundry Debtors</td>
<td>1000</td>
<td></td>
</tr>
<tr>
<td>Building</td>
<td>2000</td>
<td></td>
</tr>
<tr>
<td>Machinery</td>
<td>1000</td>
<td></td>
</tr>
<tr>
<td>B/R</td>
<td>250</td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Horses &amp; Carts</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>Interest</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td>Discount allowed</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Capital</td>
<td>2625</td>
<td></td>
</tr>
<tr>
<td>Return outward</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>3810</td>
<td></td>
</tr>
<tr>
<td>Commission earned</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>B/P</td>
<td>1500</td>
<td></td>
</tr>
<tr>
<td>Sundry creditors</td>
<td>770</td>
<td></td>
</tr>
</tbody>
</table>

Stock in hand 30\textsuperscript{th} June, 1992 Rs.985. Rent due but not paid Rs.30.

12. (a) What are the objectives of management accounting?

(Or)

(b) Following are the ratios to the trading activities of a company:

Debtor’s velocity: 3 months
Stock velocity: 8 months
Creditor’s velocity: 2 months

Gross profit ratios: 25%
Gross profit for the year ended 31.12.98 to Rs.400000. closing stock of the year is Rs.10000 above the opening stock. Bills receivable Rs.25000. Bills Payable Rs.10000; Find out Sales and sundry debtors.

13. (a) From the following balances, you are required to calculate cash from operations:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>31.12.97</th>
<th>31.12.98</th>
</tr>
</thead>
<tbody>
<tr>
<td>Debtors</td>
<td>50000</td>
<td>47000</td>
</tr>
<tr>
<td>Bills Receivables</td>
<td>10000</td>
<td>12500</td>
</tr>
<tr>
<td>Creditors</td>
<td>20000</td>
<td>25000</td>
</tr>
<tr>
<td>Bills Payable</td>
<td>8000</td>
<td>6000</td>
</tr>
<tr>
<td>Expenses outstanding</td>
<td>1000</td>
<td>1200</td>
</tr>
<tr>
<td>Expenses prepaid</td>
<td>800</td>
<td>700</td>
</tr>
<tr>
<td>Accrued income</td>
<td>600</td>
<td>750</td>
</tr>
<tr>
<td>Income received in advance</td>
<td>300</td>
<td>250</td>
</tr>
</tbody>
</table>

Net profit for the year is Rs.1, 30,000.

(Or)

(b) The financial position of M/s. Tall and short on 1st January, 1999 and December 31, 1999 was as follows:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sundry creditors</td>
<td>12000</td>
<td>8100</td>
<td>Cash</td>
<td>9900</td>
<td>22800</td>
</tr>
<tr>
<td>Provision for taxation</td>
<td>24000</td>
<td>27000</td>
<td>Debtors</td>
<td>30000</td>
<td>33300</td>
</tr>
<tr>
<td>Provision for doubtful debts</td>
<td>600</td>
<td>900</td>
<td>Stock</td>
<td>45000</td>
<td>35100</td>
</tr>
<tr>
<td>Loan</td>
<td>1800</td>
<td>1200</td>
<td>Investments</td>
<td>15000</td>
<td>16500</td>
</tr>
<tr>
<td>Equity share capital</td>
<td>150000</td>
<td>150000</td>
<td>Building</td>
<td>55500</td>
<td>54000</td>
</tr>
<tr>
<td>General reserve</td>
<td>26000</td>
<td>27000</td>
<td>Goodwill</td>
<td>18000</td>
<td>18000</td>
</tr>
<tr>
<td>Profit and loss a/c</td>
<td>19000</td>
<td>19500</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Calculate the changes in working capital.

14. (a) The following figures relating to product ‘duper’ for the quarter ending 31.3.99 are available:

<table>
<thead>
<tr>
<th>Stock Position</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1.99 – 50% of January’s budgeted sales</td>
<td>50% of January’s budgeted sales</td>
</tr>
<tr>
<td>31.3.99 – 80000 units</td>
<td>80000</td>
</tr>
<tr>
<td>31.1.99 – 40% of February’s budgeted sales</td>
<td>40% of February’s budgeted sales</td>
</tr>
<tr>
<td>28.2.99- 60% of March’s budgeted sales</td>
<td>60% of March’s budgeted sales</td>
</tr>
</tbody>
</table>

You are required to prepare a production budget for the quarter ending 31.3.99

(Or)

(b) A company produces and sells three items: (a) Snow cream, (b) Talcum powder and (c) Cold Cream. The actual figures for the previous year sales were as under:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Units</th>
<th>Unit Price (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snow Cream</td>
<td>400000</td>
<td>12</td>
</tr>
<tr>
<td>Talcum Cream</td>
<td>250000</td>
<td>15</td>
</tr>
<tr>
<td>Cold Cream</td>
<td>300000</td>
<td>16</td>
</tr>
</tbody>
</table>

For the current year i.e. 2004, it is estimated that sale of snow cream will go up by 10%, talcum powder are to be increased by 20%. You are required to prepare sales budget for sales in the current year.

15. (a) The standard cost of a chemical mixture is as under:

- 8 tons of material A at Rs.40 per ton
- 12 tons of material B at Rs.60 per ton
- Standard yield is 90% of input.

The actual cost for a period is as under:

- 10 tons of material A at Rs.30 per ton
20 tons of material B at Rs.68 per ton
Actual yield is 26.5tons.

Compute material variances.

(Or)

(b) From the following information, calculate: PV ratio and break-even point.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total sales</td>
<td>Rs. 360000</td>
</tr>
<tr>
<td>Selling price per unit</td>
<td>Rs. 100</td>
</tr>
<tr>
<td>Variable cost per unit</td>
<td>Rs. 50</td>
</tr>
<tr>
<td>Fixed cost</td>
<td>Rs. 1,00,000</td>
</tr>
</tbody>
</table>

PART C (5 X 12 = 60 MARKS)

(Answer all Questions.
Answer to each question shall not exceed five pages)

16. (a) From the following Trial Balance of Mr. Kavi, prepare Final Accounts for the year ended 31.12.2005

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Amount</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land &amp; Building</td>
<td>50000</td>
<td></td>
</tr>
<tr>
<td>Purchases</td>
<td>110000</td>
<td></td>
</tr>
<tr>
<td>Stock</td>
<td>40000</td>
<td></td>
</tr>
<tr>
<td>Returns</td>
<td>1500</td>
<td>2500</td>
</tr>
<tr>
<td>Wages</td>
<td>10000</td>
<td></td>
</tr>
<tr>
<td>Salaries</td>
<td>9000</td>
<td></td>
</tr>
<tr>
<td>Office Expenses</td>
<td>2400</td>
<td></td>
</tr>
<tr>
<td>Carriage</td>
<td>3200</td>
<td></td>
</tr>
<tr>
<td>Discounts</td>
<td>750</td>
<td>1200</td>
</tr>
<tr>
<td>Bad debts</td>
<td>1200</td>
<td></td>
</tr>
<tr>
<td>Insurance</td>
<td>1500</td>
<td></td>
</tr>
<tr>
<td>Machinery</td>
<td>50000</td>
<td></td>
</tr>
<tr>
<td>Furniture</td>
<td>10000</td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td>40000</td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>26000</td>
<td></td>
</tr>
<tr>
<td>Office Equipment</td>
<td>12000</td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>205000</td>
<td></td>
</tr>
<tr>
<td>Capital</td>
<td>115000</td>
<td></td>
</tr>
<tr>
<td>Loan</td>
<td>15000</td>
<td></td>
</tr>
<tr>
<td>Commission</td>
<td>1500</td>
<td></td>
</tr>
<tr>
<td>Creditors</td>
<td>25000</td>
<td></td>
</tr>
<tr>
<td>Bills Payable</td>
<td>2350</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>367550</td>
<td>367550</td>
</tr>
</tbody>
</table>
Adjustments:
  a. Closing Stock – Rs.60,000
  b. Outstanding Wages – Rs.2,000 and Rent Rs.3,000
  c. Depreciate Land & Building at 5%, Machinery at 10%, office
equipment and furniture of 10%
  d. Provide reserve at 2.5% on debtors
  e. Insurance prepaid Rs.200
  f. Calculate interest on capital at 5%

(Or)

(b) Explain the accounting concepts.

17. (a) What are the advantages and disadvantages of management
  accounting? (Or)

(b) Perfect limited gives the following balance sheet. You are required
to compute the following ratios:

  i. Liquid ratio
  ii. Debt equity ratio
  iii. solvency ratio
  iv. Stock-working capital ratio

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Rs.</th>
<th>Assets</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equity Share Capital</td>
<td>1500000</td>
<td>Fixed Assets</td>
<td>1400000</td>
</tr>
<tr>
<td>Reserves and Surplus</td>
<td>100000</td>
<td>Stock</td>
<td>500000</td>
</tr>
<tr>
<td>6% Debentures</td>
<td>300000</td>
<td>Debtors</td>
<td>200000</td>
</tr>
<tr>
<td>Overdraft</td>
<td>100000</td>
<td>Cash</td>
<td>100000</td>
</tr>
<tr>
<td>Creditors</td>
<td>200000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2200000</td>
<td></td>
<td>2200000</td>
</tr>
</tbody>
</table>
18. (a) The financial position of M/s. Tall and short on 1st January, 1999 and December 31, 1999 was as follows:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td></td>
<td></td>
<td>Cash</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mrs. Tall’s Loan</td>
<td>36000</td>
<td>41000</td>
<td>4000</td>
<td>3600</td>
<td></td>
</tr>
<tr>
<td>Loan from Bank</td>
<td>-</td>
<td>20000</td>
<td>Debtors</td>
<td>35000</td>
<td>38400</td>
</tr>
<tr>
<td>Capital</td>
<td>30000</td>
<td>25000</td>
<td>Stock</td>
<td>25000</td>
<td>22000</td>
</tr>
<tr>
<td></td>
<td>148000</td>
<td>149000</td>
<td>Land</td>
<td>20000</td>
<td>30000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Building</td>
<td>50000</td>
<td>55000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Machinery</td>
<td>80000</td>
<td>86000</td>
</tr>
<tr>
<td>Total</td>
<td>214000</td>
<td>235000</td>
<td></td>
<td>214000</td>
<td>235000</td>
</tr>
</tbody>
</table>

During the year the partners withdrew Rs.26,000 for domestic expenses. The provision for depreciation against machinery as on 1.1.99 was Rs.27000 and 31.12.99 Rs.36,000. Prepare the cash flow statement for the year ended 31.12.1999.

(Or)

(b) The following is the comparative balance sheets of Prathima & Co limited as on 30th June 1987 and 30th June 1998.

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>30.06.1997</th>
<th>30.06.1998</th>
<th>Assets</th>
<th>30.06.1997</th>
<th>30.06.1998</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share</td>
<td>180000</td>
<td>200000</td>
<td>Good will</td>
<td>24000</td>
<td>20000</td>
</tr>
<tr>
<td>Capital</td>
<td>28000</td>
<td>36000</td>
<td>Buildings</td>
<td>80000</td>
<td>72000</td>
</tr>
<tr>
<td>Reserve</td>
<td>39000</td>
<td>24000</td>
<td>Machinery</td>
<td>74000</td>
<td>72000</td>
</tr>
<tr>
<td>Fund</td>
<td>16000</td>
<td>10800</td>
<td>Investments</td>
<td>20000</td>
<td>22000</td>
</tr>
<tr>
<td>P&amp; L account’</td>
<td>12400</td>
<td>2600</td>
<td>Inventories</td>
<td>60000</td>
<td>50800</td>
</tr>
<tr>
<td>Trade Creditors</td>
<td>32000</td>
<td>34000</td>
<td>Debtors</td>
<td>40000</td>
<td>44400</td>
</tr>
<tr>
<td>Bank OD Provision</td>
<td>3800</td>
<td>4200</td>
<td>Cash</td>
<td>13200</td>
<td>30400</td>
</tr>
<tr>
<td>Provision for Taxation</td>
<td>311200</td>
<td>311600</td>
<td></td>
<td>311200</td>
<td>311600</td>
</tr>
<tr>
<td>Provision for Doubtful Debts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Additional Information:

- Depreciation on charged on Machinery Rs. 10000 and on Building on Rs. 8000.
- Investments sold during the year Rs.,3000
Rs.15000 interim dividend paid during the January 1998.

Taxes paid during the year 30000.

Prepare

a. Statement of changes in working capital
b. Funds flow Statements.

19. (a) The following information has been made available from the accounting records of payment precision tools limited for the last six months of 1995 (and only the sales for Jan.1996) in respect of fishplate x is produced by it.

i. The units to be sold in different months are: July-2200; August – 2200; September-3400; October-3800; November-5000; December-4600; January-4000.

ii. There will be no work-in-progress at the end of any month.

iii. Finished units equal to half the sales for the next month will be in stock at the end of every month (including June ’95)

iv. Budgeted production and production costs for the year ending December 1995 are as thus: Production in units-44000; direct materials per units Rs.10/-; direct wages per unit Rs.4/-; total factory overheads apportioned to product Rs.88000.

It is required to prepare: production budget for the last six months of 1995 and production cost budget for the same period.

(Or)

(b) A company wishes to arrange overdraft facilities with its bankers during the period April to June when it will be manufacturing most for stock. Prepare cash budget for the above period from the following data, indicating the extent of bank facilities the company will require at the end of the each month:

<table>
<thead>
<tr>
<th>Month</th>
<th>Sales</th>
<th>Purchases</th>
<th>Wages</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>180000</td>
<td>124800</td>
<td>12000</td>
</tr>
<tr>
<td>March</td>
<td>192000</td>
<td>144000</td>
<td>14000</td>
</tr>
<tr>
<td>April</td>
<td>108000</td>
<td>243000</td>
<td>11000</td>
</tr>
<tr>
<td>May</td>
<td>174000</td>
<td>246000</td>
<td>10000</td>
</tr>
<tr>
<td>June</td>
<td>126000</td>
<td>268000</td>
<td>15000</td>
</tr>
</tbody>
</table>
50% of credit sales are realised in the month following sales and the remaining 50% in the second month following. Creditors are paid in the month following the month of purchase. Wages are paid on the first of the next month. Cash at bank on 1st April Rs. 25000

20. (a) Distinguish between standard costing and budgetary control.

(Or)

(b) The Reliance limited furnishes you the following information:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>I Half</th>
<th>II Half</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>8,10,000</td>
<td>10,28,000</td>
</tr>
<tr>
<td>Profit</td>
<td>21,800</td>
<td>64,800</td>
</tr>
</tbody>
</table>

From the above you are required to compute the following assuming that the fixed cost remains the same in both the periods.

1. PV ratio
2. Fixed cost
3. The amount of profit or loss where sales are Rs. 6,48,000
4. The amount of sales required to earn a profit of Rs.1,08,000.
PART A (10 X 2 = 20 MARKS)

(Answer all Questions.
Answer to each question shall not exceed six lines)

1. Define production management.
2. What is meant by plant layout?
3. Define maintenance and its types.
4. Explain the term safety engineering.
5. Define materials management.
6. What is meant by materials budgeting and accounting?
7. What is meant by Delphi technique?
8. Define the term ‘bin card’
9. What is vendor rating?
10. Define EOQ.

PART B (5 X 4 = 20 MARKS)

(Answer all Questions. Answer to each question shall not exceed two pages)

11. (a) What are the function and responsibility of production manager?

(Or)

(b) What are the factors which affecting the plant location.

12. (a) What is reengineering? Discuss its objectives.

(Or)

(b) What is safety engineering? Discuss its importance.

13. (a) Explain the organisation of materials management.

(Or)
(b) Define materials management and explain the integrated materials management concept.

14. (a) Explain the functions and importance of inventory control.

(Or)

(b) Define inspection and explain the types of inspection.

15. (a) What are the functions of store keeper?

(Or)

(b) Explain the procedures of purchasing.

PART C (5 X 12 = 60 MARKS)

(Answer all Questions.
Answer to each question shall not exceed five pages)

16. (a) Explain briefly the principles and process of production planning and control.

(Or)

(b) Define despatching and explain the forms used in despatching.

17. (a) Define maintenance and explain its type.

(Or)

(b) What is control chart? Describe how a control chart is constructed and used.

18. (a) What are the techniques used in inventory control – explain in detail. (Or)

(b) Explain the importance of integrated materials management.

19. (a) Define purchasing and explain the procedure and principles for import substitution.

(Or)

(b) Explain the duties and responsibilities of store keeper.

20. (a) Explain the principles of motion economy and explain the steps in standard time calculation.

(Or)

(b) Explain the term quality circle and TQM fundamentals.
PART A (10 X 2 = 20 MARKS)

(Answer all Questions.
Answer to each question shall not exceed six lines)

1. Define the sources of mercantile law.
2. Define contract.
3. What is mean by wagering agreement?
4. What do you mean by discharge of contract?
5. What are the rules regarding auction sale?
6. Sate the exceptions to the rule ‘name dat qui non habet’.
7. What is meant by ‘certificate of commencement’?
8. What do you mean by memorandum of association?
9. Define the term debenture and shares.
10. Define prospectus.
PART B (5 X 4 = 20 MARKS)

(Answer all Questions.
Answer to each question shall not exceed two pages)

11. (a) What are the objectives of business law?

(Or)

(b) Discuss about offer and acceptance with example.

12. (a) What are the remedies available to aggrieved person in the case of breach of contract?

(Or)

(b) Distinguish between wagering agreement and contract of insurance.

13. (a) Define goods and explain its types.

(Or)

(b) What are the implied condition in a contract of sale of goods?

14. (a) Explain the privileges of a private company?

(Or)

(b) Define memorandum of association and explain its contents.

15. (a) What are types of debentures and shares? Explain them briefly.

(Or)

(b) Explain the types of winding-up of a company.
PART C (5 X 12 = 60 MARKS)

(Answer all Questions.
Answer to each question shall not exceed five pages)

16. (a) Define contract and explain the various types of contracts

(Or)

(b) Explain the rules regarding the delivery of goods.

17. (a) Explain the conditions and warantees in contract of sale.

(Or)

(b) What is caveat emptor? Give exceptions.

18. (a) Explain the Agreements which are opposed to public policy

(Or)

(b) Explain the ‘certificate of incorporation’.

19. (a) Explain the features of the joint stock company.

(Or)

(b) Distinguish between public and private company.

20. (a) Define prospectus and explain its contents.

(Or)

(b) Explain the statement—in—lieu of prospectus.
PART A (10 X 2 = 20 MARKS)

(Answer all Questions.
Answer to each question shall not exceed six lines)

1. Define business economics.
2. Explain social responsibilities of business.
3. Define demand.
4. What is business cycle?
5. What is monopoly?
6. Duopoly means what?
7. GATT means what?
8. WTO – Explain.
9. UTI- Explain.
10. What is IDBI?
PART B (5 X 4 = 20 MARKS)

(Answer all Questions.
Answer to each question shall not exceed two pages)

11. (a) What are the conditions for profit maximization?

(Or)

(b) Explain the arguments in favour of social responsibilities of business.

12. (a) What are the determinants of demand?

(Or)

(b) Explain – price elasticity of demand.

13. (a) Explain price discriminations.

(Or)

(b) What are the characteristic of oligopoly?

14. (a) What are the functions of WTO?

(Or)

(b) Explain the achievements of GATT.

15. (a) What are the functions of IDBI?

(Or)

(b) What is the role of private bonus?
PART C (5 X 12 = 60 MARKS)

(Answer all Questions.
Answer to each question shall not exceed five pages)

16. (a) Explain the nature and scope of business economics.

(Or)

(b) Explain arguments against the social responsibilities of business.

17. (a) What is cross elasticity of demand?

(Or)

(b) Discuss four phases of trade cycle.

18. (a) What are the objectives of pricing?

(Or)

(b) Explain – winked demand curve.

19. (a) Explain the importance of foreign capital.

(Or)

(b) Explain the role of India in globalisation.

20. (a) What are the uses of ATM?

(Or)

(b) Explain the uses of credit cards.
BACHELOR OF BUSINESS ADMINISTRATION
MODEL QUESTION PAPER
HUMAN RESOURCES MANAGEMENT
(CORE SUBJECT)
Paper XI

TIME: 3 HOURS  
MAXIMUM: 100 MARKS

PART A (10 X 2 = 20 MARKS)

(Answer all Questions.
Answer to each question shall not exceed six lines)

1. Define Human resource management.
2. What are the objectives of HRM?
3. Explain man power planning.
4. What are the uses of HRM?
5. Explain the term ‘Recruitment’
6. Define the concept selection.
7. What do you mean by training?
8. What is promotion?
9. What are the different types of training?
10. Explain the term ‘transfer’.
PART B (5 X 4 = 20 MARKS)

(Answer all Questions.
Answer to each question shall not exceed two pages)

11. (a) Differentiate personnel management from human resource management.

(Or)

(b) Explain the importance of HRM.

12. (a) Explain the importance of man power planning.

(Or)

(b) Explain the nature of man power planning.

13. (a) Differentiate between recruitment and selection.

(Or)

(b) Explain the sources of Recruitment.

14. (a) What are the importances of training of employees?

(Or)

(b) What are the different types of training?

15. (a) Explain the reasons for promotion.

(Or)

(b) What is the promotions policy?
PART C (5 X 12 = 60 MARKS)

(Answer all Questions.
Answer to each question shall not exceed five pages)

16. (a) Explain the nature and scope of human resource management.
(Or)
(b) Explain the functions of HRM.

17. (a) Explain the process of man power planning.
(Or)
(b) What are the uses and benefits of manpower planning?

18. (a) Explain the process of selection.
(Or)
(b) Explain process of conducting interview.

19. (a) What are the different methods of training?
(Or)
(b) What are the different methods of management development.

20. (a) Explain the reasons for dismissal.
(Or)
(b) What are the internal promotional systems? Explain seniority Vs merit in promotion.
PART A (10 X 2 = 20 MARKS)
(Answer all Questions.
Answer to each question shall not exceed six lines)

1. Define ‘Marketing.’
2. Explain the term ‘Marketing Environment’.
3. Explain the term ‘Market Segmentation’.
4. What do you mean by buying motive?
5. What are the elements in marketing mix?
6. What is pricing?
7. Explain ‘personal selling’.
8. What do you mean publicity?
9. Define marketing research.
10. What do you mean by telemarketing?
11. (a) Explain the scope of marketing.
   
   (Or)

   (b) Marketing is a process – justify.

12. (a) Explain the importance of market segmentation.

   (Or)

   (b) Explain the stages in buying decision process.

13. (a) Explain the different classifications of product.

   (Or)

   (b) Explain the development of new product.

14. (a) Explain the meaning and scope of marketing research.

   (Or)

   (b) Differentiate market research from marketing research.

15. (a) Explain the importance of personal selling.

   (Or)

   (b) Explain the importance of publicity.
PART C (5 X 12 = 60 MARKS)

(Answer all Questions.
Answer to each question shall not exceed five pages)

16. (a) Explain the core concept of marketing.
   (Or)
   (b) Explain the forces of marketing environment.

17. (a) Explain the basis for segmenting the market.
   (Or)
   (b) Explain the factors influencing consumer behaviour.

18. (a) Explain product life cycle, what are the different strategies used by the marketer in different stages of a product?
   (Or)
   (b) What are the pricing strategies used by the marketer.

19. (a) Explain the methods of sales promotional activities.
   (Or)
   (b) Explain the selling process.

20. (a) Explain the recent trends in market.
   (Or)
   (b) What are the different marketing systems available to marketing a product?
PART A (10 X 2 = 20 MARKS)

(Answer all Questions.
Answer to each question shall not exceed six lines)

1. Define financial management.
2. What are the objectives of financial management?
3. Define cost of capital.
4. Define weighted average cost capita
5. Define capital budgeting.
6. List out the importance of capital budgeting.
7. Define net income approach.
8. List out the factors determining capital structure.
9. What are the types of working capital?
10. Define accounts payable.
11. (a) Briefly explain the various financial decisions that are taken in a business.

(Or)

(b) Explain an organisation for financial department in a large scale organisation.

12. (a) Discuss the factors determining cost of capital.

(Or)

(b) A company raises preference share capital of Rs.100000 by issue of 10 per cent preference shares of Rs.10 each. Calculate the cost of preference share capital when they are issued at (i) at 10% premium and (ii) at 10% discount.

13. (a) A company is considering an investment proposal at a cost of Rs.50000. The estimated Cash flows from the investment proposal are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash flows After tax</td>
<td>10000</td>
<td>10450</td>
<td>11800</td>
<td>12250</td>
<td>16750</td>
</tr>
</tbody>
</table>

Calculate: Payback period and NPV @ 10 discount rate.

(Or)

(b) Calculate the net present value of a small sized project requiring an initial investment of Rs.20000 and which provides net cash inflow of Rs.6000 each year for six years. Assume the cost of funds to be 8% p.a and that is no scrap value.

14. (a) Explain the factors which determines the capital structure of a company (Or)

(b) Two firms A and B have the following information:
<table>
<thead>
<tr>
<th>Name of the firm</th>
<th>Sales (Rs. In Lakhs)</th>
<th>Variable cost (Rs. In Lakhs)</th>
<th>Fixed cost (Rs. In Lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>1800</td>
<td>450</td>
<td>900</td>
</tr>
<tr>
<td>B</td>
<td>1500</td>
<td>750</td>
<td>375</td>
</tr>
</tbody>
</table>

Calculate operating and financial leverages.

15. (a) Discuss all such factors which exercise influence on the demand for working capital in a business concern.

   (Or)

(b) Briefly explain the cash management concept.

**PART C (5 X 12 = 60 MARKS)**

(Answer all Questions.
Answer to each question shall not exceed five pages)

16. (a) Explain the functions of financial management.

   (Or)

(b) Briefly explain the role and scope of financial management.
17. (a) A firm issued debentures of Rs.100000 and realises Rs.98000 after allowing 2% commission to brokers. The debentures carrying interest rate at 10%. The debentures are maturing at the end of 10\textsuperscript{th} year. You are required to calculate effective cost of capital before tax.

(Or)

(b) A purchased 5 shares in a company at a cost of Rs.240 on Jan.,1, 1987. He held them in 5 years and finally sold them in January, 1992 in Rs.300/-. The amount of dividend received by him in each of these 5 years was as follows:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>14.00</td>
<td>14.00</td>
<td>14.50</td>
<td>14.50</td>
<td>14.50</td>
</tr>
</tbody>
</table>

You are required to calculate the cost of equity capital.

18. (a) Royal limited considering two projects require an investment of Rs.10000. The net cash inflows of the two projects are as follows.

<table>
<thead>
<tr>
<th>Year</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project J</td>
<td>5000</td>
<td>4000</td>
<td>3000</td>
<td>1000</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Project K</td>
<td>1000</td>
<td>2000</td>
<td>3000</td>
<td>4000</td>
<td>5000</td>
<td>6000</td>
</tr>
</tbody>
</table>

The company has fixed 3 years pay back period. State which project should be accepted?

(Or)

(b) A company is considering two mutually exclusive projects. Both require an initial cash outlay of Rs.10000 each, and have a life of five years. The company’s require rate of return is 10% and pays tax at a 50% rate. The projects will be depreciated on a straight line basis. The before taxes cash flows expected to be generated by the projects are as follows.

<table>
<thead>
<tr>
<th>Projects</th>
<th>Before tax cash flow (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>A</td>
<td>4000</td>
</tr>
<tr>
<td>B</td>
<td>6000</td>
</tr>
</tbody>
</table>
Calculate for each project: NPV Techniques and Profitability index. Which project should be accepted and why?

19. (a) Briefly explain the MM approach.

(Or)

(b) The Royal Limited has the following budget for the year 2005-06.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales (100000 units @ Rs.20)</td>
<td>2000000</td>
</tr>
<tr>
<td>Variable Cost</td>
<td>1000000</td>
</tr>
<tr>
<td>Contribution</td>
<td>1000000</td>
</tr>
<tr>
<td>Fixed Cost</td>
<td>400000</td>
</tr>
<tr>
<td>Net Profit</td>
<td>600000</td>
</tr>
</tbody>
</table>

From the above set information, find out all the leverages.
20. (a) A proforma cost sheet of a company provides the following particulars.

Elements of cost:  
- Raw materials Rs.40%  
- Labour Rs.10%  
- Overheads Rs.20%

The following further particulars are available.

i. Raw materials are to remain in stores on an average – 6 weeks.

ii. Processing time is – 4 weeks.

iii. Finished goods are required to be in stocks on an average period of – 8 weeks.

iv. Credit allowed to debtors on an average – 10 weeks.

v. Lag in payment of wages – 2 weeks.

vi. Credit allowed by suppliers – 4 weeks.

vii. Selling price is Rs.50 per unit.

You are required to prepare an estimate of working capital requirement adding 10% margin for contingencies for a level of activity of 130000 units of production.

(Or)

(b) Discuss the influencing factors to determine the working capital requirements of a firm.
PART A (10 X 2 = 20 MARKS)

(Answer all Questions.
Answer to each question shall not exceed six lines)

1. Define MIS.
2. Write a meaning for organisation.
3. Write a meaning for software.
4. Write down the components of CPU.
5. Who is an end user?
6. Explain the system boundary level.
7. Define transaction.
8. Write down the types of databases.
9. Explain cash flow managements?
10. Justify ‘computer as marketing’.
PART B (5 X 4 = 20 MARKS)

(Answer all Questions.
Answer to each question shall not exceed two pages)

11. (a) Explain the structure of organisation.

(Or)

(b) Explain in detail the sources of MIS.

12. Write down the importance of computers.

(Or)

(b) What are all the types of softwares.

13. (a) How you design a system effectively?

(Or)

(b) Write down the functions of system analysis.

14. (a) What is the difference between intelligence and decision support systems?

(Or)

(b) How would you develop the data bases for transactions processing.

15. (a) How you analyse the accounting information with aid of computers?

(Or)

(b) Write down the roles of managers with orientation of computers.
PART C (5 X 12 = 60 MARKS)

(Answer all Questions.
Answer to each question shall not exceed five pages)

16. (a) How the information flows in a typical organisation with neat diagram. (Or)
(b) Explain the management decisions and compared with as structures.

17. (a) What are the components in memory units and write down its types?
(Or)
(b) Write any four applications and its operation of computerised systems.

18. (a) Write down the steps in system development life cycle.
(Or)
(b) Write down the roles and functions of system analysts.

19. (a) What is meant by decision support systems and write down the types of DSS.
(Or)
(b) What are the components used to develop the database technology.

20. (a) Explain the functional information systems in detail.
(Or)
(b) Explain the managerial roles in decision making processes.
1. Define customer relationship management.
2. Explain SCM.
3. Define customer loyalty.
4. Differentiate prospects and customer.
5. What is the data base marketing?
6. How to create customer data base?
7. Define the term product.
8. Define tele sales.
9. Expand BPO.
10. Explain the work done in call centres.
PART B (5 X 4 = 20 MARKS)

(Answer all Questions.
Answer to each question shall not exceed two pages)

11. (a) What are the importances of E-mail?
   (Or)
   (b) State the benefits of customer relationship management.

12. (a) What are the consequences of the loss of customers?
   (Or)
   (b) Customer is a king to the marketer- justify.

13. (a) Explain the approaches to database marketing.
   (Or)
   (b) Explain the concept of de-marketing.

14. (a) Explain how brand equity is related with CRM.
   (Or)
   (b) What are the customers services rendered?

15. (a) What are the benefits of the BPO?
   (Or)
   (b) Explain functions of international customer relationship management.
PART C (5 X 12 = 60 MARKS)

(Answer all Questions.
Answer to each question shall not exceed five pages)

16. (a) Explain the role of internet OW CRM.

(Or)

(b) Explain the extranet in maintaining effective CRM.

17. (a) Explain the customer decision making processes.

(Or)

(b) State the role played by the loyal customers in creating customer relationship.

18. (a) Explain the process of database marketing.

(Or)

(b) Explain the application of database marketing in building good relationship.

19. (a) Explain customer relationship management and services.

(Or)

(b) Telemarketing is successful or not – discuss.

20. (a) Explain the scope and nature of BPO.

(Or)

(b) Explain the new trends to maintain good customer relationship.
PART A (10 X 2 = 20 MARKS)

(Answer all Questions.
Answer to each question shall not exceed six lines)

1. What is entrepreneurship?
2. Who is an entrepreneur?
3. What is a project?
4. What is PERT?
5. Define commercial banks.
6. Who are all eligible to avail funds from financial institutes.
7. What is industrial sickness?
8. Where to approach for re-junvating industrial sickness?
9. How women are encouraged by government?
10. Highlight any two incentives to become an entrepreneur.
PART B (5 X 4 = 20 MARKS)

(Answer all Questions.
Answer to each question shall not exceed two pages)

11. (a) Explain the concepts of entrepreneurship.
   
   (Or)

   (b) Who are all offering training and development for entrepreneurship?

12. (a) What are the steps followed in formulation of project?
   
   (Or)

   (b) As an Entrepreneur how do you design the financial requirement for your unit?

13. (a) Describe the role of IDBI in promoting small scale industries.
   
   (Or)

   (b) Explain the steps practiced by SFC to sanction the financial needs of the entrepreneur.

14. (a) What are the regulations practiced by Government of Tamil Nadu.
   
   (Or)

   (b) What are the motivations initiated by the government of India in promoting entrepreneurship.

15. (a) What are the major benefits enjoyed by the entrepreneur in promoting the units in the backward districts.
   
   (Or)

   (b) Explain the causes of industrial sickness.

PART C (5 X 12 = 60 MARKS)

(Answer all Questions.
Answer to each question shall not exceed five pages)

16. (a) Describe the factors influencing to launch an industry.
   
   (Or)
(b) Enumerate the role of entrepreneurs in economic development of our country.

17. (a) What is a feasibility study? How it is conducted by the entrepreneurs?
   (Or)
   (b) Trace out the project appraisal methods practiced by entrepreneurs.

18. (a) Describe the procedures in financing small scale & large scale units by financial institutions of RBI control
   (Or)
   (b) Discuss the role of commercial banks in financing entrepreneurs.

19. (a) SSI is a boon in developing the industrial growth – discuss.
   (Or)
   (b) Describe the procedures to get remedial measures for sick industries.

20. (a) Describe the problems and prospects of cottage & village industries.
    (Or)
    (b) Elaborate women empowerment through entrepreneurship.