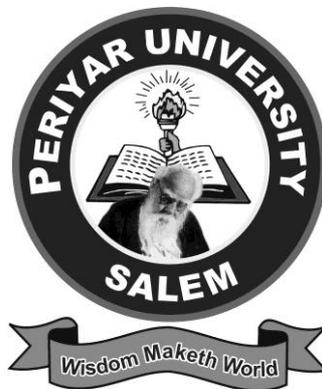


PERIYAR UNIVERSITY

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)

REGULATIONS AND SYLLABUS

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.

PRIDE

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SCHEME OF EXAMINATIONS

Subject	Duration hours	Maximum marks
FIRST YEAR <u>Foundation Course</u> Paper I Tamil (or) any one of the Modern (Indian or Foreign) or Classical Languages	3	100
Paper II English	3	100
<u>Core Subjects</u> Paper III Business Management	3	100
Paper IV Business Communication	3	100
<u>Allied subject</u> Paper V Business Mathematics and Statistics	3	100
SECOND YEAR <u>Core Subjects</u> Paper VI Introduction to Operations Research	3	100
Paper VII Financial and Management Accounting	3	100
Paper VIII Production and Materials Management	3	100
Paper IX Business Laws	3	100
<u>Allied Subject</u> Paper X Economics and Global Business	3	100
THIRD YEAR <u>Core Subjects</u> Paper XI Human Resource Management	3	100
Paper XII Marketing Management	3	100
Paper XIII Financial Management	3	100
Paper XIV Management Information System	3	100
<u>Application Oriented Subject</u> Paper XV (i) Customer Relationship Management (or) (ii) Entrepreneurial Development	3	100

Note: i) Indian – Telugu, Kannada, Malayalam, Urdu and Hindi

ii) Foreign – French

iii) Classical – Sanskrit, Arabic

IV. Passing Minimum

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

Paper	Subject	Subject Code	Maximum Marks	Minimum Marks
	<u>First Year</u>			
III	Business Management		100	40
IV	Business Communication		100	40
V	Business Mathematics & Statistics		100	40
	<u>Second Year</u>			
VI	Introduction to operation research		100	40
VII	Financial and Management Accounting		100	40
VIII	Production and Materials Management		100	40
IX	Business Laws		100	40
X	Economics and Global Business		100	40
	<u>Third year</u>			
XI	Human Resource Management		100	40
XII	Marketing Management		100	40
XIII	Financial Management		100	40
XIV	Management Information System		100	40
XV(i)	Customer Relationship Management (or)		100	40
(ii)	Entrepreneurial Development		100	40

PAPER III
BUSINESS MANAGEMENT
(Core Subject)

UNIT – I

Business : Meaning, Characteristics – Objectives and Essentials of Business – Classifications of Business – Distinctions between Business and Profession.

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

Planning: Meaning and Nature – Purpose – Steps in planning – Types of plans – Merits and Demerits of planning – Decision Making: Meaning, Types and Process – M.B.O.(Management By Objectives)

UNIT – IV

Organising : Meaning, Nature and Principles – Purpose – Types of organization structure – Span of Management – Delegation of Authority – Centralisation VS Decentralisation – Departmentation

UNIT – V

Directing: Principles of Directing – Nature and Needs – Leadership: Meaning, Traits and Styles of Leadership(Without Theories of Leadership) – Motivation: Meaning, Process and theories (Maslow's and Herzberg's). Co-ordination: Meaning and Needs for Effective Co-ordination. Controlling: Meaning, Elements and significance – Steps in control process.

TEXT BOOK

Bhusan, Y.K., Business Organisation and Management, Sultan Chand & Sons

REFERENCE BOOKS

1. L.M. Prasad, *Principles of Management*, Sultan chand & Sons.
2. Tripathi.P.C. & P.N.Reddy, *Principles of Management* , TMH.
3. Dingar Pagare, *Business Management*, Sultan chand & Sons,
4. T.Ramasamy , *Principles of Management*,HPH
5. Koontz and O.Donnel, *Essentials of Management*, Mc-Graw Hill.
6. Basu, *Organisation & Management*, S.Chand.
7. M.C.Shukla, *Business Organisation and Management*,S.Chand.

PAPER IV
BUSINESS COMMUNICATION
(Core Subject)

UNIT – I

Communication – meaning – objectives – Types – Principles of communication – Layout of Business Letters

UNIT - II

Business Enquiries and replies – Offer – Quotations – Orders – Complaints and Adjustments – Collection letters – Circular letters – Status enquiries.

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

Report writing – Meaning – Importance – Characteristics of good report – Report by individuals – Report by committees – Precise Writing – Passages relating to business and management.

TEXT BOOK

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

REFERENCE BOOKS

1. Ramesh M.S & Pattan Shetty, *Effective Business English & correspondence*, RC publications.
2. Balasubrahmanian, *Business Communication*, Vikas Publishing House Pvt. Ltd.

3. US Rai, SM Rai, Business Communication, HPH
4. Shirley Taylor, Communication for Business, LONGMAN.
5. RSN Pillai, Bagavathi, Commercial Correspondence & Office Management, S.Chand
6. N.S.Rashunathan and B.Santhanan, *Business Communication*, Margham Publications
7. Chaturvedi, *Business communication concepts, cases and applications*, Pearson Education

PAPER V
BUSINESS MATHEMATICS AND STATISTICS
(Allied Subject)

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

Mathematics of Finance: Simple and compound interest – Annuity – Present value of Annuity – Sinking Fund – Percentages – Discounts.

UNIT – III

Descriptive statistics : Meaning and definition of statistics – Scope and Limitations – Diagrams and graphs – Measurers of central tendency – Arithmetic, Geometric, Harmonic mean – Median, Mode – Combined Mean.

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

Time series Analysis: Components of time series – Measure of trend – Free hand curve – Semi and moving average – Methods of least squares.

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

PR Vital, Business Mathematics and Statistics, Margham Publications.

REFERENCE BOOKS

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

PAPER VI
INTRODUCTION TO OPERATIONS RESEARCH
(Core Subject)

UNIT – I

Operations Research – Meaning – Scope – Uses – Operations Research in India – Models in O.R. - Limitations of Model – General methods for solving O.R. Models.

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 { ∞ /FIFO}, M/M/1 {N/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

- 1.. V.K. Kapoor, *Operations Research*, Sultan chand & Sons.
- 2 S.Kalavathy, *Operations Research*, Vikas Publishing House
3. P.R.Vittal, *Introduction to Operations Research*, Margham publications.
4. R.Panneerselvam, *Operations Research*, PHI.

PAPER VII
FINANCIAL AND MANAGEMENT ACCOUNTING
(Core Subject)

UNIT – I

Basic Accounting concepts and convention – Accounting Equations – Meaning of accounting – Groups interested in accounting information – Journal, Ledger, Subsidiary books – Trial balance – Final accounts (Simple problems only).

UNIT – II

Management Accounting : Meaning – objectives – Advantages – Limitations – Management Accounting Vs Financial Accounting – Management Accounting Vs cost Accounting. Accounting Ratios: Meaning, Types – Calculation of Ratios(simple problems only without construction of balance sheet)

UNIT – III

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

Cash Flow Analysis: Preparation of cash flow statement – Distinction between cash and Fund.

UNIT – IV

Budget and Budgetary control: Meaning – Types – Materials and productions budget – flexible budget – cash budget – sales budget.

UNIT – V

Marginal Costing: Meaning – PV Ratio – B.E.P. – Preliminary Applications in Business. Standard Costing: Meaning, Objectives – Calculation of Material Variances Only

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

1. Man Mohan and Goyal, S.N, *Principles of Management Accounting*, Sathya Bhavan.
2. R.K.Sharma, Shasi Gupta, *Management Accounting*, Kalyani Publishers.
3. Ramachandran, Srinivasan, *Management Accounting*, Sriram Publications.
4. T.S.Reddy A.Murthy, *Financial Accounting*, Margham publications.
5. R.S.N.Pillai & Bagavathi, *Management Accounting*. S.Chand.
6. Maheswari,S.N.,*Principles of Management Accounting*, Sultan Chand & Sons

PAPER VIII
PRODUCTION AND MATERIALS MANAGEMENT
(Core Subject)

UNIT – I

Production Management: Definition – Functions and scope – Plant location – Factors affecting location – Plant layout: Principles – Process – product – Fixed layout.

Production planning and control: Principles and process.

UNIT – II

Maintenance – Types of maintenance – Corrective -Preventive – Routine – Relative advantages.

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

UNIT – III

Materials Management: Meaning – Definition – Importance – Integrated Materials Management concept – Organization of materials management.

Management of Materials: Techniques of material planning – Bill of materials past consumption analysis – Materials budgeting and accounting.

UNIT – IV

Inventory control: Function of inventory, Importance – Replenishment of stock – Tools of inventory control – ABC,VED,FSN Analysis – EOQ.

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

UNIT – V

Purchasing: Procedure – dynamic purchasing – principles, import substitution and import purchase procedure – Vendor rating – Vendor development.

Store Keeping: Objectives – Functions – Duties and Responsibilities of store keeper – Location of store house – Centralised store room – Security measures – protection and Prevention stores from fire and other hazards – Bin card – Stock Records.

TEXT BOOK

Saravanavel .P & Sumathi. S, *Production & Material Management*, Margham Publications.

REFERENCE BOOKS

1. Varma.M.M, *Materials Management*, Sultan Chand & Sons
2. Dutta, *Integrated Materials Management*, PHI
3. O.P. Kanna, *Industrial Engineering & Management*, Dhanpatrai Publications.
4. Martand Telsang, *Industrial Engineering and Production Management*, S.Chand.
5. Gopalakrishnan & Sundaresan, *Materials Management*, PHI

PAPER IX
BUSINESS LAWS
(Core Subject)

UNIT – I

Business Law: Meaning, Objectives – Sources – Law of Contract – Meaning. Types – Essential elements of a valid contract.

UNIT – II

Discharge of contract – Remedies for breach of Contract – Agreement not declared void – Agreement expressly declared void – Wagering Agreements.

UNIT – III

Law of sale of Goods – Sale and agreement to sell – their distinctions – Types of Goods – Conditions and warranties – Caveat Emptor – Transfer of property – Sale by Non owners – Performance – Remedies for breach – Unpaid seller – Auction sale

UNIT – IV

Company Law: Joint - Stock Companies – Definition, Features, Kinds – Distinction between Private Company and Public Company – Privileges of a Private Company. – Promotion of a Company – Role of Promoters – Incorporation – Memorandum of Association – Contents, Alteration – Doctrine of Ultra Vires – Articles of Association – Doctrine of Indoor Management – Constructive notice – Certificate of Incorporation – Certificate of Commencement of Business

UNIT – V

Prospectus – Contents – Liabilities for Mis – Statement – Statement in lie of prospectus – Shares – types – Debentures – kinds - Allotment of shares – Transfer of shares – Share Certificates and Warrant. Meetings – Resolutions – Winding up of a company.

TEXT BOOK

Kapoor N.D, *Business Laws*, Sultan Chand & Sons

REFERENCE BOOKS

1. RSN Pillai, Bagavathi, *Business Law*, S.Chand
2. Shukla M.C, *Mercantile law*, S.Chand
3. P.C.Tulsian, *Business Law*, TMH

PAPER X
ECONOMICS AND GLOBAL BUSINESS
(Allied Subject)

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

Market structure and Pricing – Pricing under perfect competitions, Monopoly and Monopolistic competitions – Price Discrimination – Oligopoly – Duopoly.

UNIT – IV

Economic Liberalisation - Global Business Environment - GATT – WTO – Flow of Foreign Capital

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

1. Sundaram K.P.M, Business Economics, Sultan Chand & sons.
2. Maheswari,S.N., Managerial Economics, Sultan Chand & Sons
3. Gupta, Managerial Economics, Tata Mcgraw Hill Publishing Co. Ltd.
4. Francis Cherunilam, International Business, Himalaya Publishing House.
5. Gorden & Natarajan, Financial Institutions & Services, Himalaya Publishing House.
6. Justin Paul, International Business, PHI Publications

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

Human Resource Planning - Manpower planning – Nature, Importance and Objectives of Manpower Planning – Process of Manpower Planning – Uses and Benefits of Manpower Planning.

Unit – III

Recruitment and Selection – Sources of Recruitment – Selection of Employees - Difference between recruitment and selection – Procedures for selection - Tests -Interview – Types of Interview – Process of conducting interview – checking of references – Final selection.

Unit – IV

Training and Development: Importance of training of employees – Types of training – Methods of training. Management development: Importance of Management development – Objectives and Methods.

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.

REFERENCE BOOKS

1. G.R.Basotia, *Human Resources Management* , Mangal Deep Publications
2. K.Aswathappa, *Human Resources and Personnel Management* TMH, New Delhi
3. Kaushal Kumar, *Human Resources Management – ABD Publishers*
4. Keith Davis, *Human Relations at work – TMH.*
5. C.B. Mamoria, *Personnel Management – Himalaya publications House.*
6. J. Jayasankar, *Human Resources management* , Margham Publications.

PAPER XII
MARKETING MANAGEMENT
(Core Subject)

UNIT – I

Marketing – Definition – Scope - Functions – Importance – Concepts of Marketing – Marketing Environment – Marketing of Services – Service Marketing Environment.

UNIT – II

Market Segmentation – Bases – Pre-requisites – Consumer Behaviour – Factors – Stages in Buying Decision Process.

UNIT – III

Marketing Mix - Elements – Product mix – Meaning – Classification of Product - Development of new product – Product life cycle - Pricing Policies and Strategies.

UNIT – IV

Channels of Distribution – Factors – Kinds of Management – Promotion Mix – Advantages – Personal Selling – Sales Promotion – Publicity.

UNIT – V

Marketing Research – Meaning – Scope – Research Design – Recent trends in Marketing – E-Business – Telemarketing – Relationship marketing – virtual advertising.

TEXT BOOK

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

REFERENCE BOOKS

1. Philip Kotler, *Marketing Management*, Millennium Edition, PHI.
2. Ramaswamy V.S and Namakumary .S, *Handbook of Marketing Management*, Macmillan.
3. Rajagopal, *Marketing Management*, Vikas Publishing House Pvt. Ltd.
4. S.Jayachandran, *Marketing Management*, Excel Books.
5. Rajan Saxena, *Marketing Management*, TMH
6. Sherlakar S.A, *Marketing Management*, HPH
7. R.S.N. Pillai, *Marketing Management*, S.chand.
8. Jha.S.M, *Services Marketing*, HPH.

PAPER XIII
FINANCIAL MANAGEMENT
(Core Subject)

UNIT – I

Financial Management – meaning – definition – objective – importance – functions – Organisation – structure of financial management – Role of a financial manager.

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

Capital structure theories – Net Income Approach – Net operating Income Approach – Modigliani Miller Approach – factors determining capital structure (Theory only).

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

1. I.M. Pandey, *Financial Management* , Vikas Publications.
2. M.C. Kuchal, *Financial Management*, Chaitanya publications.
3. Kulkarni & Sathya Prasad, *Financial Management*, HPH.
4. Dr. Srivastava, *Financial Management*, HPH.

PAPER XIV
MANAGEMENT INFORMATION SYSTEM
(Core Subject)

UNIT – I

Introduction – Environment of Organizations – Management Information System – Information Flow – Need and Sources – Management Decisions – importance and role.

UNIT – II

Characteristics of computer information system – importance of computer – role of the computer – Types of computer – software – hardware – CPU – Mu – Input and Output devices – applications and operations.

UNIT – III

System classifications – concept characteristics – elements – feedback control – boundary – function and operations – system design – functions of system analyst – assignment and investigation – Implementation – evaluation and maintenance of MIS.

UNIT – IV

Transactions Processing Information Systems – Information systems for managers – Intelligence system – Decision support systems – Integration – data collection and preparation – data base – components – utility of the operation of the Data Base Technology.

UNIT – V

Functional Management Information System – Production, Marketing, Accounting, Personnel, Financial and their Relationship – Impact and their role in the Managerial Decision Making.

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.
6. S. Sadagopan, *Management Information System*, PHI

PAPER XV (i)
CUSTOMER RELATIONSHIP MANAGEMENT
(Application Oriented Subject)

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 Data base 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

1. Jagadish N.Sheth and Arul Parvatiyar, *Hand book of Relationship Marketing, Response books*, 2002
2. Daragh O'Reilly, *Building Buyer Relationships*, Macmillan India Limited 2001.
3. Knapp, *A Guide to customer Service Skill*, Thomson Learning 2001
4. Gosney, *Customer Relationship Management Essentials*, Prentice Hall, 2000
5. Ken Burnett, *Key Customer Relationship Management*, Pearson Education, 2001.
6. Related Websites

PAPER XV (ii)

ENTREPRENEURIAL DEVELOPMENT

(Application Oriented Subject)

UNIT – I

Entrepreneurship: Concept, Types and functions of entrepreneurs – Entrepreneurial Development in India – Role of Entrepreneurs in Economic Development – Entrepreneurial Development Programme – Phases of Entrepreneurial Development programme – influence of environmental factors – Training and Development of Entrepreneurs.

UNIT – II

Business Ideas: Project identification and formulation – classification of project – feasibility studies – Project appraisal methods – product design, Network analysis – Financial analysis.

UNIT – III

Financing Entrepreneurs – Institutional Finance to Entrepreneurs – Role of IFC, IDBI, ICICI, IRCI, SIDBI, LIC, SFC, TIIIC 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

Institutions and development of entrepreneurs – Role of DIC, SISI, SIDCO, NSIC, MAYE, KVIC, TCO'S, ITCOT and Entrepreneurial Guidance Bureau – Incentives and subsidies to entrepreneurs – problems and prospects entrepreneurs – Developing women and Rural Entrepreneurs – Entrepreneurial Motivation.

TEXT BOOK

Gupta, C.B. & Srinivasan N.P., *Entrepreneurial Development*, Sultan Chand & Sons

REFERENCE BOOKS

1. Vasanth Desai, *Dynamics of Entrepreneurial Development & Management*, HPH
2. Saravanavel, P., *Entrepreneurship Development*, Margham Publishers.
3. S.S.Khanka, *Entrepreneurial Development*, S.Chand.
4. Colombo Plan Staff college for Technical Education, Manila, *Entrepreneurship Development*, TMH

PRIDE

B.B.A DEGREE EXAMINATION

YEAR WISE ALLOCATION OF MARKS FOR THE PROBLEM ORIENTED SUBJECTS

YEAR	PAPER	SUBJECT	PATTERN (in %)
First	V	Business Mathematics and statistics	Theory 30%, Problem 70%
Second	VI	Introduction to Operations Research	Theory 30%, Problem 70%
	VII	Financial and Management Accounting	Theory 30%, Problem 70%
Third	XIII	Financial Management	Theory 50%, Problem 50%

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
OR
(b) From Unit II
18. (a) From Unit III
OR
(b) From Unit III
19. (a) From Unit IV
OR
(b) From Unit IV
20. (a) From Unit V
OR
(b) From Unit V

BACHELOR OF BUSINESS ADMINISTRATION

MODEL QUESTION PAPER

BUSINESS MANAGEMENT

(CORE SUBJECT)

Paper III

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 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
(ALLIED 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.

(Or)

(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.

No. of persons per house	2	3	4	5	6	Total
No. of Houses	10	25	30	25	10	100

(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:

Size	60-62	63-65	66-68	69-71	72-74
Number	5	18	42	27	8

(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:

Year	1995	1996	1997	1998	1999	2000	2001
Consumptions	70	75	90	91	95	98	100

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

Income (above)	100	200	300	400	500
No. of persons	20	24	32	39	45

19. (a) Calculate mean deviations about mean for the following. Also find its co-efficient.

X	10-20	20-30	30-40	40-50	50-60
Y	7	9	5	4	11

(Or)

(b) Calculate correlation

X	10	15	20	25	30	35	40	45	50	55
y	12	11	16	19	25	24	12	10	9	32

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

Year	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Production	14	17	22	28	26	18	20	24	25	29	30	23

(Or)

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

Commodity	Base Year		Current year	
	P	V	P	V
A	10	200	12	300
B	8	108	10	220
C	20	160	25	250
D	18	144	20	140
E	25	280	30	300

BACHELOR OF BUSINESS ADMINISTRATION
MODEL QUESTION PAPER
INTRODUCTION TO OPERATION RESEARCH
(CORE SUBJECT)

Paper VI

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 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 $Z = X_1 + X_2$ subject to constraints
$$X_1 + X_2 \leq 1, \quad -3X_1 + X_2 \geq 3, \quad X_1, X_2 \geq 0$$
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

		D ₁	D ₂	D ₃	D ₄	Supply
Original	O ₁	1	2	3	4	6
	O ₂	4	3	2	0	8
	O ₃	0	2	2	1	10

	Demand	4	6	8	6	
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(Or)

(b) Solve the following assignment problem.

Men

	E	F	G	H	Task
A	18	26	17	11	
B	13	28	14	26	
C	28	19	18	15	
D	19	26	24	10	

14. (a) Solve the game

	H	T
H	8	-3
T	-3	1

(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. Calculate 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:

Year	1	2	3	4	5	6
A	1000	200	400	1000	200	400
B	1700	100	200	300	400	500

Determine which machine should be purchased.

PART C (5 X 12 = 60 MARKS)

(Answer all Questions.)

Answer to each question shall not exceed five pages)

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

To

From	To					Supply
	5	8	6	6	3	
	800	500	900			
Demand	400	400	500	400	800	

(Or)

(b) Solve the travelling salesman problem

	To				
	∞	4	7	3	4
From	4	∞	6	3	4
	7	6	∞	7	5
	3	3	7	∞	7
	4	4	5	7	∞

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

	Player B			
	5	-10	9	0
Player A	6	7	8	1
	8	7	15	1
	3	4	-1	4

(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:

Activity i-j	Optimistic time	Most likely time	Pessimistic time
1-2	1	1	7
1-3	1	4	7
1-4	2	2	8
2-5	1	1	1
3-5	2	5	14
4-6	2	5	8
5-6	3	6	15

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.

Quantity	Unit cost
$0 \leq Q < 50$	Rs.10
$50 \leq Q_2 < 100$	Rs.9
$100 \leq Q_3$	Rs.8

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.

BACHELOR OF BUSINESS ADMINISTRATION
MODEL QUESTION PAPER
FINANCIAL AND MANAGEMENT ACCOUNTING
(CORE SUBJECT)

Paper VII

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 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?
8. Define Zero base budget.
9. Define material variance.
10. Define the term 'standard Costing'.

PART B (5 X 4 = 20 MARKS)

(Answer all Questions.)

Answer to each question shall not exceed two pages)

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)

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

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

Stock in hand 30th 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:

Particulars	31.12.97	31.12.98
Debtors	50000	47000
Bills Receivables	10000	12500
Creditors	20000	25000
Bills Payable	8000	6000
Expenses outstanding	1000	1200
Expenses prepaid	800	700
Accrued income	600	750
Income received in advance	300	250

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:

Liabilities	1.1.99	31.12.99	Assets	1.1.99	31.12.99
Sundry creditors	12000	8100	Cash	9900	22800
Provision for taxation	24000	27000	Debtors	30000	33300
Provision for doubtful debts	600	900	Stock	45000	35100
Loan	1800	1200	Investments	15000	16500
Equity share capital	150000	150000	Land	60000	54000
General reserve	26000	27000	Building	55500	54000
Profit and loss a/c	19000	19500	Goodwill	18000	18000

Total	233400	233700		233400	233700
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Calculate the changes in working capital.

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

Budgeted Sales: January – 300000 units
 February – 240000 units
 March – 360000 units

Stock Position: 1.1.99 – 50% of January's budgeted sales
 31.3.99 – 80000 units
 31.1.99 – 40% of February's budgeted sales
 28.2.99- 60% of March's budgeted sales

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:

Particulars	Units	Unit Price (Rs)
Snow Cream	400000	12
Talcum Cream	250000	15
Cold Cream	300000	16

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.

Total sales	:	Rs. 360000
Selling price per unit	:	Rs. 100
Variable cost per unit	:	Rs. 50
Fixed cost	:	Rs. 1, 00,000

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

Particulars	Amount	Amount
Land & Building	50000	
Purchases	110000	
Stock	40000	
Returns	1500	2500
Wages	10000	
Salaries	9000	
Office Expenses	2400	
Carriage	3200	
Discounts	750	1200
Bad debts	1200	
Insurance	1500	
Machinery	50000	
Furniture	10000	
Debtors	40000	
Cash	26000	
Office Equipment	12000	
Sales		205000
Capital		115000
Loan		15000
Commission		1500
Creditors		25000
Bills Payable		2350
Total	367550	367550

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

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	1500000	Fixed Assets	1400000
Reserves and Surplus	100000	Stock	500000
6% Debentures	300000	Debtors	200000
Overdraft	100000	Cash	100000
Creditors	200000		
	2200000		2200000

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

Liabilities	1.1.99	31.12.99	Assets	1.1.99	31.12.99
Current Liabilities	36000	41000	Cash	4000	3600
Mrs. Tall's Loan	-	20000	Debtors	35000	38400
Loan from Bank	30000	25000	Stock	25000	22000
Capital	148000	149000	Land	20000	30000
			Building	50000	55000
			Machinery	80000	86000
Total	214000	235000		214000	235000

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.

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

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:

Month	Sales	Purchases	Wages
February	180000	124800	12000
March	192000	144000	14000
April	108000	243000	11000
May	174000	246000	10000
June	126000	268000	15000

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 every 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:

Particulars	I Half	II Half
Sales	8,10,000	10,28,000
Profit	21,800	64,800

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.

BACHELOR OF BUSINESS ADMINISTRATION
MODEL QUESTION PAPER
PRODUCTION AND MATERIALS MANAGEMENT

(CORE SUBJECT)

Paper VIII

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 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.

BACHELOR OF BUSINESS ADMINISTRATION

MODEL QUESTION PAPER

BUSINESS LAWS

(CORE SUBJECT)

Paper IX

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 the sources of mercantile law.
2. Define contract.
3. What is meant by wagering agreement?
4. What do you mean by discharge of contract?
5. What are the rules regarding auction sale?
6. State the exceptions to the rule 'nemo 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 warranties 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.

BACHELOR OF BUSINESS ADMINISTRATION

MODEL QUESTION PAPER

ECONOMICS AND GLOBAL BUSINESS

(ALLIED SUBJECT)

Paper X

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 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.

BACHELOR OF BUSINESS ADMINISTRATION

MODEL QUESTION PAPER

MARKETING MANAGEMENT

(CORE SUBJECT)

Paper XII

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 '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?

PART B (5 X 4 = 20 MARKS)

(Answer all Questions.)

Answer to each question shall not exceed two pages)

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?

BACHELOR OF BUSINESS ADMINISTRATION
MODEL QUESTION PAPER
FINANCIAL MANAGEMENT
(CORE SUBJECT)

Paper XIII

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 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.

PART B (5 X 4 = 20 MARKS)

(Answer all Questions.

Answer to each question shall not exceed two pages)

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:

Year	1	2	3	4	5
Cash flows After tax	10000	10450	11800	12250	16750

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:

Name of the firm	Sales (Rs. In Lakhs)	Variable cost (Rs. In Lakhs)	Fixed cost (Rs. In Lakhs)
A	1800	450	900
B	1500	750	375

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 10th 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 5years was as follows:

1987	1988	1989	1990	1991
14.00	14.00	14.50	14.50	14.50

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.

Year	1	2	3	4	5	6
Project J	5000	4000	3000	1000	-	-
Project K	1000	2000	3000	4000	5000	6000

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.

Projects	Before tax cash flow (Rs.)				
	1	2	3	4	5
A	4000	4000	4000	4000	4000
B	6000	3000	2000	5000	5000

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.

Particulars	Rs.
Sales (100000 units @ Rs.20)	2000000
Variable Cost	1000000
Contribution	1000000
Fixed Cost	400000
Net Profit	600000

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.

BACHELOR OF BUSINESS ADMINISTRATION
MODEL QUESTION PAPER
MANAGEMENT INFORMATION SYSTEM (MIS)
(CORE SUBJECT)

Paper XIV

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 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.

BACHELOR OF BUSINESS ADMINISTRATION
MODEL QUESTION PAPER
CUSTOMER RELATIONSHIP MANAGEMENT
(APPLICATION ORIENTED SUBJECT)

Paper XV (i)

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 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.

BACHELOR OF BUSINESS ADMINISTRATION

MODEL QUESTION PAPER

ENTREPRENEURIAL DEVELOPMENT

(APPLICATION ORIENTED SUBJECT)

Paper XV (ii)

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 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.