PERIYAR UNIVERSITY
SALEM – 636 011

PERIYAR INSTITUTE OF DISTANCE EDUCATION (PRIDE)

DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION – NETWORKING

(NON-SEMESTER SYSTEM)

REGULATIONS AND SYLLABUS

(Effective from the Academic Year 2007 – 2008)

DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION – NETWORKING
(NON SEMESTER SYSTEM)

REGULATIONS AND SYLLABUS
(Effective from the Academic Year 2007 – 2008)

1. **ELIGIBILITY FOR ADMISSSION**

    Candidates seeking admission to the first year degree of Bachelor of Business Administration – Networking shall be required to have passed the Higher Secondary Examination (Academic or Vocational Stream) conducted by the Government of Tamilnadu or an examination accepted as equivalent thereto by the syndicate, subject to such conditions as may be prescribed from time to time.

2. **ELIGIBILITY FOR 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 therefor.

3. **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 industrial and other organizations 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 shall consist of languages and core subjects

PRIDE

BACHELOR OF BUSINESS ADMINISTRATION – NET WORKING

SCHEME OF EXAMINATIONS

Paper	Subject	Duration	Marks
Language I	**FIRST YEAR** Tamil (or) any one of the Modern(Indian or Foreign) or classical languages	3 hours	100
Language II	English	3 hours	100
Core	Paper III Principles of Management	3 hours	100
	Paper IV Business Mathematics and Statistics	3 hours	100
	Paper V Computer Peripherals and Maintenance	3 hours	100
Core	**SECOND YEAR**	3 hours	100
	Paper VI Business Communication	3 hours	100
	Paper VII Financial and management Accounting	3 hours	100
	Paper VIII Computer Networks	3 hours	100
	Paper IX Client / server programming	3 hours	100
	Paper X Internet programming	3 hours	100
Core	**THIRD YEAR**		
	Paper XI Human Resource management	3 hours	100
	Paper XII Marketing Management	3 hours	100
	Paper XIII Network administration and Security	3 hours	100
	Paper XIV Mobile Technology	3 hours	100
	Paper XV WAP (Wireless Application Protocol) Technology	3 hours	100

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

(ii) Foreign – French   iii) Classical – Sanskrit and Arabic

4. PASSING MINIMUM

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

5. CLASSIFICATION OF SUCCESSFUL CANDIDATES

Successful candidates passing all the examinations securing the marks (i)60% and above and (ii) 50% and above but below 60% in the aggregate of the marks prescribed for Core subjects shall be declared to have passed the examination in **First class** 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.

6. RANKING

Candidates who pass all the examinations prescribed for the course in the first appearance only are eligible for ranking

PAPER- III
PRINCIPLES OF MANAGEMENT
(Core Subject)

UNIT – I

Management – Meaning and Definition – Management and Administration – Evolution of Management - Contributions of Henry Fayol, F.W. Taylor and Elton Mayo – Levels of Management – Is management a science or an Art or Profession? – Functions of Management.

UNIT – II

Planning : Objectives, Importance, Types, Advantages and Limitations. Methods of Planning: Objectives, Policies, Procedures, Strategies, Programmes, Budgets – Decision Making – Forecasting.

UNIT – III

Organising : Meaning, Objectives and principles of organization – Types of organization – Authority and Responsibility – Delegation – Departmentation – Decentralisation – Span of Management – Organisation chart and manual.

UNIT – IV

Directing – Meaning – Communication – Methods of Communication – Communication Barriers – Leadership – Types of Leaders – Qualities of a good leader – Motivation – Importance of motivation – Maslow's Need Hierarchy and Herzberg's two Factor Theory.

UNIT – V

Co-ordination: Concept – Principles - Need

Controlling – Need for control – steps in control process – Features of a Good control system – Types of control – Control techniques – Traditional control techniques – Modern control techniques.

BOOKS RECOMMENDED

- ❖ Dinkar Pagare, Business Management, Sultan chand & Sons
- ❖ Prasad L.M, Principles and Practice of Management, Sultan chand & Sons
- ❖ Koontz and O'Donnel , Essentials of Management, Mc Graw Hill
- ❖ Tripathi P.C. Reddy P.N, Principles of Management, TMH

PAPER - IV

BUSINESS MATHEMATICS AND STATISTICS

(Core 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-Measures of central tendency – Arithmetic Mean, Geometric Mean and 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-Measures 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.

BOOKS RECOMMENDED

- ❖ PR Vital, Business Mathematics and Statistics, Margham Publications.
- ❖ Dr. S.P. Gupta & Dr.M.P.Gupta, Business Statistics, Sultain &Chand Sons.
- ❖ RSN Pillai & V.Bagavathi, Statistics, S.Chand.

PAPER - V

COMPUTER PERIPHERALS AND MAINTENANCE

(Core Subject)

UNIT – I

Introduction – PC – PC History – Fundamentals of computer architecture Hardware devices, memory – types of memory – processor – Mother board & Bus form factors.

UNIT - II

Peripherals – history of computer devices – keyboard – mouse – monitor – types of monitor – joystick – OMR – OCR – Barcode reader – Game controller – Touch screen – scanner – digital camera – web camera and usage – Memory devices.

UNIT – III

Printer – types of printers – Plotter – Multimedia devices – Sound card – Audio output devices – Optical Devices – CD/DVD drive and writer – Floppy and Floppy drive – device driver files.

UNIT – IV

System Maintenance – Maintenance tools – Hand tool – soldering and de-soldering tools – meters – logic pulser – Memory maintenance – formatting – partition – Fragmentation.

UNIT – V

System power maintenance – SMPS – power protector's power back up – UPS – inverter – Active and Preventive Maintenance systems – system tools – Checking and repairing.

BOOKS RECOMMENDED

- ❖ Alexis Leon and Mathews Leon, Fundamentals of Computer Science and Communication Engineering, Vikas Publishing House (Unit I, II, III).
- ❖ Scott Mueller, Upgrading and repairing PC's, Pearson Education, 14th Editions.

PAPER - VI
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 - Application 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 good report - Report by individuals - Report by committees - Precise Writing-Passages relating to business and management.

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 Production 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

BOOKS RECOMMENDED

- ❖ P. Periyasamy, Financial, Cost and Management Accounting, Himalaya Publications.
- ❖ Man Mohan and Goyal, S.N, Principles of Management Accounting, Sathya Bhavan.
- ❖ R.K.Sharma, Shasi Gupta, Management Accounting, Kalyani Publishers.
- ❖ Ramachandran, Srinivasan, Management Accounting, Sriram Publications.
- ❖ T.S.Reddy A.Murthy, Financial Accounting, Margham publications.
- ❖ R.S.N.Pillai & Bagavathi, Management Accounting. S.Chand.
- ❖ Maheswari, S.N.,Principles of Management Accounting, Sultan Chand & Sons.

PAPER - VIII
COMPUTER NETWORKS
(Core Subject)

UNIT I

Networking Introduction – Categories of network – Protocols - Topology – Type of Topology – Signals – Type of signal - Transmission mode – Transmission Media – Type of Transmission media – Guided and Unguided media.

UNIT II

Encoding – Multiplexing – Transmission DTE – DLE interface – Modems – Types of modems – Error detection and correction – Line discipine – Flow control – Error control – Local Area networks – Ethernet.

UNIT III

Switching – Circuit switching – Packet switching – Message switching – Connection oriented and connectionless service – Integrated Service Digital Network – Applications of ISDN.

UNIT IV

Networking and Internet working devices – Repeaters – Bridges – Route – Gateways – Other network devices – Internet – History – Meaning – Advantages – Intranet – www.com.

UNIT V

Internet protocols – TCP/IP protocols – Domain Name System – File Transfer Protocol – TELNET – Simple Mail Transfer Protocols – HTTP – HTML usage – Web Browser – Common Gateway Interface.

BOOK RECOMMENDED

❖ Data communication and networking 2nd Edition : Behrouz A. Forouzan
Tata Mcgraw Hill.

PAPER - IX
CLIENT/SERVER COMPUTING
(Core Subject)

UNIT - I

Introduction to client/server computing : Definition of client/server – application tasks – Right sizing – Benefits of client/server computing – evolution of client/server computing. Hardware trends – power chips. software trends – evolution of operating system.

UNIT - II

Overview of client/server application : Components of client/server applications – client – server – Network – Classes of client/server applications – Host based processing – client based processing – cooperative processing – categories of client/server applications – understanding client/server computing – dispelling the myths – obstacles – open system and standard – stewards – setting organsiation – factors for success.

UNIT - III

The Client - Client components – client hardware – client software – client operating system GUI Xwindows Vs windsowing – xwindows – GUI windowing GUI – others environment – Database access SQL Interface – Extended SQL – Generated application logic – customized application logic – GUI environment : windows 3.X, presentation manager motif – open look – converting servers – database access tools – client requirements : GUI design standards – open GUI standards – Interface Independence – Testing interface – development aids.

UNIT - IV

The Server : Sever Hardware – Categories of server – application server – data server – compute server – communication server – features of server machines – multiprocessing multi threading – Disk array – mammary sub system server

environment : Eight layers of software – network management environment – distributed management environment – Networking computing environment – open Network computing – Server operating system – 0S/2 – windows based – Unix based operating system.

UNIT - V

Application Development Tools: EASEL workbench – ellipse – SQL windows – power windows –power builders – SQL Tool set – production requirements : system management – security – network management – protocol analyzers and monitors – intelligent wiring hubs – Network management software – Network performance monitors – Runtime specifications – Network characteritistics – application partitioning – application platform – disrupted software update – vendor support.

BOOKS RECOMMENDED

- ❖ Patrick Smith : Client/server Computing.
- ❖ Alex Berson : Client/server Architecture.

PAPER - X
INTERNET PROGRAMMING
(Core Subject)

UNIT - I

Introduction to Internet: Computers in Business - Networking - Internet - Electronic Mail (E-Mail) - Resource Sharing - Gopher - World Wide Web - Usenet - Telnet - Bulletin Board Service - Wide Area Information Service.

Internet Technologies: Modern - Internet Addressing - Physical Connections Telephone Lines.

UNIT - II

Internet Browsers: Internet Explorer - Netscape Navigator.

Introduction to HTML: Designing a Home Page - History of HTML - HTML Generations - HTML Documents - Anchor Tag - Hyper Links - Sample HTML Documents.

UNIT - III

Head and Body Sections: Header Section - Title - Prologue - Links - Colorful Web Page - Comment Lines - Some Sample HTML Documents.

Designing the Body Section: Heading Printing - Aligning the Headings - Horizontal Rule - Paragraph - Tab Settings - Images and Pictures - Embedding PNG Format Images.

UNIT - IV

Ordered and Unordered Lists: Lists - Unordered Lists - Headings in a List - Ordered Lists - Nested Lists.

Table Handling: Tables - Table Creation in HTML - Width of the Table and Cells -Cells Spanning Multiple Rows / Columns - Coloring Cells - Column Specification - Some Sample Tables.

UNIT - V

Frames: Frameset Definition - Frame Definition - Nested Framesets

Forms: Action Attribute - Method Attribute - Enctype Attribute - Drop Down List -Sample Forms.

BOOKS RECOMMENDED

- ❖ World Wide Web Design with HTML,
- ❖ Dr. C. Xavier,
- ❖ Tata McGraw Hill Publication.
- ❖ Internet and Web Design
- ❖ Based on DOEACC III Revised syllabus '0' level. Macmillan Pub Pvt Ltd.,
- ❖ HTML and XML an introduction,
- ❖ NIIT
- ❖ Prentice hall of India.

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 – Source of Recruitment – Selection of Employees – differences 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 Mehods.

UNIT – V

Promotion, Transfer and Termination – Career planning, promotion policy – Internal promotional system – Seniority vs Merit – Benefits of effective promotion policy – Criteria for a sound promotion policy – Transfer objectives and types of transfer – employees termination – Diemissal.

BOOKS RECOMMENDED

❖ S.S.Khanka, Human Resources management, S.Chand co. Ltd.,

❖ G.R.Basotia, Human Resources Management, Mangal Deep Publications.

❖ K.Aswathappa, Human Resources And Personnel Management TMH, New Delhi.

❖ Kaushal Kuman, Human Resources Management – ABD Publishers.

❖ Keith Davis, Human Relations at work – TMH.

❖ C.B.Mamoria, Personnel Management – Himalaya publications House.

❖ R.S.N.Pillai & Bagavathi, Management Accounting. S.Chand.

❖ J.Jayasanker, 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 middle man – Promotional 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.

BOOKS RECOMMENDED

- ❖ Rajan Nair.N, Marketing Management, Sultand Chand & Sons.
- ❖ Philip Kotler, Marketing Management Millennium Edition, PHI.
- ❖ Ramasamy V.S and Namakumary.S, Handbook of Marketing Management, Macmillan.
- ❖ Rajagopal, Marketing Management, Vikas Publishing House Pvt. Ltd.,
- ❖ S.Jayachandran, Marketing Management, Excel Books.
- ❖ Rajan Saxena, Marketing Management, TMH.
- ❖ Sherlakar S.A, Marketing Management, HPH.
- ❖ R.S.N. Pillai Marketing Management, S.chand.
- ❖ Jha.S.M, Services Marketing, HPH.

PAPER - XIII
NETWORKING ADMINISTRATION AND SECURITY
(Core Subject)

UNIT - I

Data communication : Introduction – Data Communication System – Concepts – Analog and Digital Communication – Protocols and Buffers – Detecting Errors – Simplex – Half Duplex – Duplex communication – Multiplexing – wired transmission – coaxial cables – Optical Fiber – Microwave – infrared – Laser – Radio – Satellite – Network Topologies – Bus – Ring – Mesh – Star – Token ring – internet – intranet – LAN – MAN – WAN – fiber optics – routers – bridges – gateways.

UNIT - II

Network basics & Internet : Networks Interface cards – protocols overview – identifying software components – Protocol suites – OS and Devices Drivers – Networking Clients – File Server – Print Server – Application Server – Data link – Network - Connecting to the Internet – World Wide Web – Search Engine – Web browsers – E – Mail – URL – Internet Addressing – Getting an Account – Internet Accounts.

UNIT - III

TCP/IP & security systems : Introduction – IP Addressing and using TCP/IP – Configuring Clients – TCP/IP Suite Utilities – Remote Access. Interior gateway protocols – Subnetting and Supernetting – access control – Data Encryption – Diskless PC – Call Back Security – Fault Tolerance – Backing up data.

UNIT - IV

Network administration : Client/ Sever Vs Peer – to – Protocols – Network Components and Connectors – Installing NIC – Installing Cables – Hub – Setting up NIC – Network Setup Wizard – Working with Network Resources –

Sharing resources on network – New Connection Wizard – Built – in CD Burning – Personal Firewall Logging off – XP Desktop.

UNIT - V

Security: User Account Security – Password Protecting Accounts – Privacy Settings – Password Recoverage – Password Reset Disk – Internet Connection Fire Wall – Internet Explore – Security – Protecting E – Mail – Trouble Shooting Network – Back – up – Types of Back – up – Starting Microsoft Back – up – Backing Up – Restoring.

BOOKS RECOMMENDED

- ❖ P.SRIDHAR, Network and Administration, N.V.Publications.
- ❖ O'REILLY, TCP/IP Network Administration, First Edition.
- ❖ CRAIG HUNT, Network Administration Security.

PAPER - XIV

MOBILE TECHNOLOGY

(Core Subject)

UNIT - I

Mobile concept & System Design : Evolution of mobile technology – benefits – Laptops and PDAS – Mobile Technology devices – Managing the Use of Mobile devices – Trends in Cellular Radio Technology.

UNIT - II

Evolution of mobile Market – use of Radio – Spectrum – Access Technology – FDMA, TDMA, CDMA, SDMA, Cellular standard for 1G and 2G – Cellular Standard for 3G family, Wireless Technology – World Research – Universal Mobile Technology – key characteristics of Mobile Technology.

UNIT - III

Bluetooth – Overview – Introduction to Key Wireless and Mobile Concept in Business – Applications areas in Wireless Business Intelligence, application areas in Wireless Business Intelligence – Data Usage security and Management Concepts – Risk Management – Process – Perception – privacy – politics – AMPS – GSM – DECT.

UNIT - IV

Mobile Telephone Systems and Equalization – Mobile Network – SIM Card – Module – Cellular frequency – Reuse – Handover – Speech Comprehension – Modulation Types – Mobile Telephones – Mobile Services – Equalization – Survey Techniques – Linear – Non – Linear Equalizations – Algorithms for Adaptive Equalization – Diversity Techniques – RAKE Receiver.

UNIT - V

Wireless System and Standards – Second Generation – Third Generation – Wireless Networks and Standards, Bluetooth, WLL, IS – 95 – Mobile Phone Handset – LG – Nokia – Samsung – Computer Hardware – Telecommunications – Computer Security – 3G Technology.

BOOKS RECOMMENDED

- ❖ T.S. Rappaport, "Wireless Communication : Principles and Practice, Second Edition, Pearson Education Printice Hall of India, Third Indian Reprint 2003.
- ❖ R.Blake, "Wireless Communications Technology", Thomson Delmar, 2003.
- ❖ W.C.U.Lee, "Mobile Communications Engineering : Theory and Applications, Second Edition, Mc Graw – Hill International, 1998.

PAPER - XV
WAP (WIRELESS APPLICATION PROTOCOL) TECHNOLOGY
(Core Subject)

UNIT - I

Introduction – Mobile internet- Mobile data – Services of mobile data – business opportunities – Mobile internet access provider.

UNIT - II

Mobile internet standard – Overview of wireless application protocol WAP architecture design principles.

UNIT - III

Implementation of WAP services – Wireless Markup language (WML) : Basics, and content – variables – Controls – Sending information – applications – security.

UNIT - IV

Browser limitations in WML – Meta element – document type declaration – WML version – Wireless binary extensible markup language – content structure – document structure of WML script.

UNIT - V

User interface design – making wireless application easy – Design of usable WAP site – Structural Usability methods – Advanced WAP – Mobile internet in future.

BOOKS RECOMMENDED

❖ The wireless application protocol Sandeep singhal and Thomas bridgeman, Pearson Education.

BBA – NETWORKING

MODEL QUESTION PAPER

PRINCIPLES OF 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. What is Management?

2. State the three levels of management.

3. What is planning?

4. What is policy?

5. What do you mean by an organization?

6. What is an organization chart?

7. Who is a leader?

8. Define communication.

9. What is control?

10. Mention the types of control.

Answer all questions

Answer to each question shall not exceed two pages

11.   (a) Differentiate between management and administration.

(or)

(b) What are the steps in the process of management?

12.   (a) What are the different kinds of policies?

(or)

(b) What are the characteristics of planning?

13.   (a) What is departmentation?

(or)

(b) What are the sources of authority?

14.   (a) What are the qualities of a good leader?

(or)

(b) Explain grapevine communication.

15.   (a) Explain the elements of control.

(or)

(b) Explain PERT.

PART – C (5 x 12 = 60 marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a) Explain the principles of management

(or)

(b) Explain the contribution of F.W.Taylor on management thought.

17. (a) Explain the process of decision making.

(or)

(b) Explain the process of management by objectives.

18. (a) Explain the principles of a good organization.

(or)

(b) Explain the factors that determine span of management.

19. (a) what are the barriers to communication? Explain.

(or)

(b) Explain Maslow's need theory of motivation

20. (a) Define control. Discuss the steps involved in control process.

(or)

(b) Explain the traditional control techniques.

BBA – NETWORKING

MODEL QUESTION PAPER
BUSINESS MATHEMATICS AND STATISTICS
(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. 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
Consumption	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

BBA – NETWORKING

MODEL QUESTION PAPER

COMPUTER PERIPHERALS AND MAINTENANCE

(CORE SUBJECT)

PAPER - V

<u>**Maximum: 100 marks**</u>

Time: 3 Hours

Part A (10 x 2 = 20 marks)

Answer all questions

Answer to each question shall not exceed six lines

1. What is computer?
2. What is called address bus?
3. What is the use of the joystick?
4. What is the use of the bar code reader?
5. What is the capacity of the CD/DVD?
6. What are the advantages of a floppy?
7. What is soldering?
8. List out some system hand tools
9. Expand SMPS
10. Give normal power consumption of a system

Part B (5 x 4 = 20 marks)

Answer all questions

Answer to each question shall not exceed two pages

11. (a) Explain block diagram of computer.

(or)

(b) Explain system bus

12. (a) Explain the functions of mouse.

(or)

(b) Explain digital memory devices.

13. (a) Explain functions of plotters.

(or)

(b) Explain about functions of sound card.

14. (a) Explain system hand tools.

(or)

(b) Explain about soldering and de – soldering.

15. (a) Explain wire connections of a system.

(or)

(b) Explain functions of SMPS.

Part C (5 x 12 = 60 marks)

Answer all questions

Answer to each question shall not exceed five pages

16.   (a) Explain system memory with its types.

(or)

(b) Explain about processor and mother board.

17.   (a) Explain monitor and its types.

(or)

(b) Write monitor and its types.

18.   (a) Explain different types of printers.

(or)

(b) Explain multimedia devices

19.   (a) Explain memory maintenance

(or)

b) Explain about hard disk formatting

20.   (a) Explain system power maintenance

(or)

(b) Explain system power protector

BBA - HARDWARE

MODEL QUESTION PAPER

BUSINESS COMMUNICATION

(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. 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 about the product of your choice.

(or)

(b) Write a letter to the bank for opening a 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 do you mean by minutes? Tell its components.

(or)

(b) What is Agenda? Give the format.

15. (a) Give 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 a 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 unit.

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

(or)

(b) Give the specimen director's speech & its scope.

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

(or)

(b) Bring out the layout of a report.

B.B.A HARDWARE
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.

11. (a) Enter the following transactions into journal.

Jan 2000		Rs.
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 Ranjit	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. Rs.	Cr. Rs.
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?

<center>(or)</center>

(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 ratio   : 25%

Gross profit for the year ended 31.12.98 Rs.400000. Closing stock of the year is Rs. 10,000 above the opening stock. Bills receivable Rs.25,000. Bills Payable Rs. 10,000/- Find out Sales and sundry debtors.

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

Particulars	31.12.1997	31.12.1998
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 l, 30,000.

<center>(or)</center>

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

Liabilities	01.01.1999	31.12.1999	Assets	01.01.1999	31.12.1999
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			Goodwill	18000	18000
Total	19000	19500			
	233400	**233700**		**233400**	**233700**

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 - 3,00,000 units

                      February – 2,40,000 units

                      March   - 3,60,000 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	4,00,000	12
Talcum Powder	2,50,000	15
Cold Cream	3,00,000	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. 3,60,000
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.

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

Particulars	Dr. Rs.	Cr. Rs.
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 limitation 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		
	2 200000		**2 200000**

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	**2 14000**	**2 35000**		**2 14000**	**2 35000**

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.27,000
and on 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 1997 and 30ᵗʰ June 1998.

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

Additional Information

- Depreciation on Machinery Rs, 10000 and on Buildings Rs. 8,000.

- Investments sold during the year Rs.,3000

- Rs. 15000 interim dividend paid during 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 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- 400; 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 unit 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 Rs.	Purchases Rs.	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 very 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.

BBA - NETWORKING
MODEL QUESTION PAPER
COMPUTER NETWORKS
(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 the term protocols.
2. What are the examples of unguided media?
3. Define modem.
4. What are the three major multiplexing techniques?
5. What is blocking?
6. List out ISDN layer.
7. What is the function of a repeater?
8. How internet differs from intranet?
9. What is the purpose of SMPS?
10. List out major web browsers?

PART - B (5 x 4 = 20 Marks)

Answer all Questions

Answer to each question shall not exceed two pages

11. (a) What is topology? explain different types of topology.

(or)

(b) Define signal. Describe different types of signals.

12. (a) Explain connection oriented service with example?

(or)

(b) What are all the advantages of message switching?

13. (a) How internet differs from other networks? Explain

(or)

(b) What are all the functions of repeaters?

14. (a) What is the use of SMPS?

(or)

(c) What are all the advantages of TELNET?

15. (a) Explain the importance of internet protocols.

(or)

(b) Explain the TELENET mechanism.

PART C (5 x 12 = 60 Marks)

Answer all Questions

Answer to each question shall not exceed five pages

16.   (a) Discuss different transmission modes in networking.

(or)

(b) What is called media in network? Explain guided media.

17.   (a) Explain any two multiplexing techniques with examples.

(or)

(b) What are the basic functions of Modem? Discuss different types
        of modems and their functions.

18.   (a) What is switching? Explain any two switching techniques.

(or)

(b) What is ISDN? Explain the advantages of ISDN.

19.   (a) What are all the advantages of World Wide Web? Explain.

(or)

(b) Explain TCP/IP protocols and its content.

20.   (a) Explain internet working devices.

(or)

(b) What do you mean by common gateway interface? Explain its
        significance.

BBA - NETWORKING
MODEL QUESTION PAPER
CLIENT/SERVER COMPUTING
(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. What are application takes?

2. What is relational data base?

3. Why do we need co-operative processing?

4. What are the mixed platforms?

5. What is meant by internet/working?

6. What is GUI?

7. List out the different types of servers.

8. What are the layers of software computing?

9. What is DME?

10. What are power windows?

PART - B (5 x 4 = 20 Marks)

Answer all Questions

Answer to each question shall not exceed two pages.

11. (a) Explain the standard area of client/server computing.

(or)

(b) How do you increase productivity by using client/server tools?

12. (a) Write a short note on host – based processing.

(or)

(b) What are SQL access groups? Explain.

13. (a) Explain the event driven with diagram.

(or)

(b) Write a note on database access tools.

14. (a) Explain the need for testing interface.

(or)

(d) What do you understand by multi-threading?

15. (a) Explain the function of EASEL workbench.

(or)

(b) What are the Network management software's available?
Explain them.

PART C (5 x 12 = 60 Marks)

Answer all Questions.

Answer to each question shall not exceed five pages.

16. (a) Describe the benefits of client/server computing.

(or)

(b) Discuss in detail about software trends.

17. (a) Explain the categories of client/server applications.

(or)

(b) Discuss the obstadles in client/server application.

18. (a) Discuss the various components of client.

(or)

(b) Describe the different development aids.

19. (a) Discuss the categories of server.

(or)

(b) Draw eight layers of software system for the server.

20. (a) Discuss the application development environments.

(or)

(b) Discuss the concept of Network management for client/server computing.

BBA - NETWORKING
MODEL QUESTION PAPER
INTERNET PROGRAMMING
(CORE SUBJECT)

PAPER - X

Time: 3 Hours   Maximum: 100 marks

PART A (10 x 2 = 20 Marks)

Answer all questions
Each answer not to exceed six lines

1. What is internet explorer?
2. What is ERNET?
3. What is bookmark?
4. Write any two uses of refresh button?
5. Write any four tags in html?
6. What is banner?
7. Write the tags for ordered list and unordered list.
8. Write the tags for table.
9. Define frame.
10. Define frameset.

PART - B (5 x 4 = 20 Marks)

Answer all Questions.

Answer to each question shall not exceed two pages

11. (a)Write a short note on search engines

(or)

(b). Explain the speciality of hotmail web server.

12. (a). Describe the history of HTML.

(or)

(b). Write a short note on hyperlink.

13. (a). What are the uses of <meta> tags in the head section?

(or)

(b). Explain various attributes of the <body> tag.

14. (a). Differentiate between the characteristics of ordered list and
unordered list.

(or)

(b). Write a HTML program for your exam time table.

15. (a). Illustrate the nested frameset.

(or)

(b). Enumerate about submit and reset buttons.

PART C (5 X 12 = 60 Marks)

Answer all Questions.

Answer to each question shall not exceed five pages

16. (a). Explain the various protocols used in internet.

(or)

(b). Compare the features of FTP, gopher and WWW.

17. (a). Write a detailed note on the file menu of Netscape navigator.

(or)

(b). Explain the document layout of an HTML page.

18. (a). Explain the prologue and its uses in HTML documents.

(or)

(b). Design a web page of your home town in appropriate colors.

19. (a). Develop an HTML document for the syllabi of BBA course.

(or)

(b). Write a HTML program to print your bio-data.

20 (a). Design a web page to give all the definitions and units in physics using. frames and framesets.

(or)

(b). Develop a complete set of web pages to describe your skills in various areas.

BBA - HARDWARE

MODEL QUESTION PAPER

HUMAN RESOURCE 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 resources 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) Explain the importance of training to employees?

(or)

(e) What are the different types of training?

15. (a) Explain the reasons for promotion.

(or)

(b) What should be a good policy of promotion?

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 manpower planning.

(or)

(b) What are the uses and benefits of manpower planning?.

18. (a) Explain the process of selection.

(or)

(b) Explain the process of conduction of an 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 internal promotional systems? Which one would you recommend for promotion, seniority or merit? Why?

BBA - HARDWARE
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 of 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) How products are classified?

(or)

(b) Explain the different stages in the development of new product.

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

(or)

(f)　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 and associate it with other concepts.

(or)

(b) Explain the factors of marketing environment.

17.   (a) Explain the bases 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 PLC?

(or)

(b) What are the pricing strategies used by the marketer?

19.   (a) Explain the methods of sales promotion.

(or)

(b) Explain the selling process.

20.   (a) Explain the recent trends in the Indian market.

(or)

(b) Discuss the significance of telemarketing in the Indian context.

BBA – NETWORKING

MODEL QUESTION PAPER

NETWORK ADMINISTRATION SECURITY

(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 Data Communication System.

2. Define LAN.

3. What is Protocol?

4. What is Internet addressing?

5. List out the layers in TCP/IP Protocol.

6. Explain the Various types of Threat.

7. How do you burn a CD using Windows XP?

8. Explain about final setup wizard.

9. What is Hub?

10. How do you recover a password?

PART – B (5 x 4 = 20 marks)

Answer all questions

Answer to each question shall not exceed two pages

11.   (a) What are the basics components of Data Communication System?

                    (or)

        (b) List the advantages and disadvantages of Bus Topology.

12.   (a) What are the different types of Servers? Explain their uses.

                    (or)

        (b) Write a note on URL.

13.   (a) Explain Firewall?

                    (or)

        (b) Write the difference between TCP and IP.

14.   (a) Write short notes on "Remote assistance".

                    (or)

        (b) What is meant by partition?

15.   (a) Explain User Account Security.

                    (or)

        (b) Explain Backup and their types.

PART – C (5 x 12 = 60 marks)

Answer all questions

Answer to each question shall not exceed five pages

16.   (a) Explain simplex, Half Duplex and full Duplex

        Communication in detail

                        (or)

        (b) Explain and sketch neatly the various types of network.

17.   (a) Explain the functions of data link and network layers.

                        (or)

        (b) Explain the Networking Operation System and its features.

18.   (a) Describes any five levels of Networking security.

                        (or)

        (b) Explain the active and passive threats in detail.

19.   (a) Describe any five items that are new in XP.

                        (or)

        (b) Describe the burning process of CD.

20.   (a) Explain how is the user account managed?

                        (or)

        (b) Explain the security options in the Internet Explorer.

BBA – NETWORKING

MODEL QUESTION PAPER

MOBILE TECHNOLOGY

(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 Mobile Technology.

2. Give a brief note on Laptop.

3. Write Short note on Mobile Market.

4. Define FDMA

5. What do you mean by Bluetooth Technology?

6. What is CDMA?

7. Write Short notes on SIM.

8. Explain Equalization.

9. Compare 2G with 3G.

10. Write Short notes on WLL.

PART – B (5 x 4 = 20 marks)

Answer all questions

Answer to each question shall not exceed two pages

11.   (a) Describe briefly about evolution of Mobile Technology.

                (or)

        (b) What are the Trends in Cellular Radio Technology?

12.   (a) What are the key characteristics in Mobile Technology?

                (or)

        (b) Compare CDMA with SDMA technology.

13.   (a) What are the salient features of Wireless Technology in business?

                (or)

        (b) Explain AMPS and GSM Technology.

14.   (a) Explain the features of SIM card.

                (or)

        (b) What are the characteristics of equalization?

15.   (a) Write down the Salient Features of 3G Technology.

                (or)

        (b) Explain the parts of Mobile Phone Handset and their functions.

PART – C (5 x 12 = 60 marks)
Answer all questions
Answer to each question shall not exceed five pages

16.   (a) Explain mobile concept and system design process.

(or)

(b) Explain mobile devices and their unique features.

17.   (a) Compare and contract FDMA and TDMA technologies.

(or)

(b) Write the uses of Radio Spectrum.

18.   (a) Explain in role of Database in Wireless Technology.

(or)

(b) How risks are manager in wireless technology?

19.   (a) Explain Linear and Non- Linear Equalization.

(or)

(b) Explain Modulation in detail.

20.   (a) Give brief account on Bluetooth Technolgoy.

(or)

(b) Give a brief account on computer security.

BBA – NETWORKING

MODEL QUESTION PAPER

WAP (WIRELESS APPLICATION PROTOCOL) TECHNOLOGY

(CORE SUBJECT)

PAPER - XV

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 are all the advantages of internet?

2. What is protocol?

3. Give some mobile internet standards?

4. What is WAP?

5. What is called mark up language?

6. Give some techniques in message security?

7. What is the purpose of Browser?

8. List out some scripting languages?

9. What is the use of content structure?

10. List out some applications for mobile internet?

PART – B (5 x 4 = 20 marks)

Answer all questions

Answer to each question shall not exceed two pages

11.　(a) What are the characteristics of mobile internet?

　　　　　　(or)

　　(b) Write short notes on mobile data?

12.　(a) Briefly explain standards with some example.

　　　　　　(or)

　　(b) What are the different types of protocal?

13.　(a) What are the services provided by WAP?

　　　　　　(or)

　　(b) How information are secured in wireless communication?

14.　(a) Write short notes on browser and its limitations in WAP?

　　　　　　(or)

　　(b) Write short notes on document structure in WML?

15.　(a) What are all the contents of a WAP site?

　　　　　　(or)

　　(b) Explain different methods of structured usability.

PART – C (5 x 12 = 60 marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a) What is mobile networking? What are all the applications of

mobile networking?

(or)

(b) How mobile internet is useful for business? Explain.

17. (a) Explain applications of WAP?

(or)

(b) What are all the design principles of WAP architecture? Explain.

18. (a) Discuss different special features of WML with examples.

(or)

(b) Explain the Concept of controls and the procedure for

message sending in WML?

19. (a) What are the contents of WBEML? Explain.

(or)

(b) Explain the document structure of WML Script?

20. (a) How user interface design functions in WAP? Explain.

(or)

(b) What is the future enhancement of mobile internet? Explain.