PERIYAR UNIVERSITY
SALEM – 636 011

PERIYAR INSTITUTE OF DISTANCE EDUCATION (PRIDE)

DEGREE OF BACHELOR OF BUSINESS

ADMINISTRATION – TELECOMMUNICATION

(NON-SEMESTER SYSTEM)

REGULATIONS AND SYLLABUS

(Effective from the Academic Year 2007 – 2008)

DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION – TELECOMMUNICATION
(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 – Telecommunication 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.
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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 –
TELECOMMUNICATION
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 Digital Electronics	3 hours	100
Core	**SECOND YEAR**		
	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 Telecommunication Policies and Regulations	3 hours	100
	Paper X Information Technology Management	3 hours	100

Core	THIRD YEAR	3 hours	100
	Paper XI Human Resource Management	3 hours	100
	Paper XII Marketing Management	3 hours	100
	Paper XIII Telecommunication switching principles	3 hours	100
	Paper XIV quality control in telecommunication system	3 hours	100
	Paper XV information system design	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

DIGITAL ELECTRONICS

(Core Subject)

UNIT – I

Number Systems and Codes**:** Introduction – Decimal System – Binary – Octal – Hexadecimal number systems 1's complement – 2's complement number system. Conversions and additions. Codes: BCD Codes.

UNIT – II

Logic gates and Boolean Algebra**:** Basic Logic gates: OR –AND – NOT – NAND – NOR – EX – OR Gates (Two inputs and Three inputs). Universality of NAND and NOR. Boolean Algebra – Demorgan's theorem. Introduction about SOP and POS forms of Logical functions. Drawing of Karnaugh map – two variables and three variables (only fundamentals).

UNIT – III

Combinational Logic Circuits: Half adder – Full adder – Half sub tractor – Multiplexer – De multiplexer – Encoder – Decoder – Parallel binary adder.

UNIT – IV

Sequential Logic circuits: Flip-flops: RS flip flop – JK flip-flop and its truth table – master slave flip-flop.

Registers   :   Shift register – Parallel & serial shift registers
Counters   :   Binary counter, Decade counter

UNIT – V

D/A converter & A/D converter**:** D/A Converter-Black diagram and its function-Binary Ladder type - A/D Converter-Ramp type, dual slop, type, successive approximation type.

BOOKS RECOMMENDED

- ❖ Albert Paul Malvino and Donald P. Leach, Digital Principles & Applications, Tata McGraw Hill Co.
- ❖ R.P.Jain,Modern Digital Electronics, Tata McGraw Hill Co.
- ❖ Dr.B.N.Chatterji,Digital Comper Technology, Kanna Publishers, Delhi.

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

- ❖ Dr. 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.

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(Core Subject)
TELECOMMUNICATION POLICIES AND REGULATIONS

UNIT - I

New Telecom Policy 1999 (NTP 1999): Importance of Telecommunications - National Telecom Policy 1994 Objectives and Achievements - Need for a new Telecom Policy - Objectives and Targets of the New Telecom Policy 1999 - New Policy Framework.

UNIT - II

Access Providers - Cellular Mobile Service Providers - Fixed Service Providers - Cable Service Providers - Internet Telephony - Radio Paging Service Providers - Public Mobile Radio Trunking Service Providers - National Long Distance Operator - International Long Distance Services - VSAT Service Providers -Restructuring of DOT - Spectrum Management - Universal Service Obligation (USO) - Role of Regulator.

UNIT - III

The Telecom Regulatory Authority of India Act 1997 (as amended by TRAI Amendment Act 2000) : Telecom Regulatory Authority of India - Establishment and incorporation of Authority - Qualifications for appointment, term of office, conditions of service, and powers of Chairperson and other members - Powers and Functions of TRAI - Establishment of Appellate Tribunal - Composition of Appellate Tribunal - Procedure and Powers of Appellate Tribunal - Finance, Accounts and Audit of TRAI.

UNIT - IV

The Communication Convergence Bill 2001: Objectives - Regulation of use of Spectrum, Communication Services, Network Infrastructure Facilities and Wireless Equipment - Communications Commission of India - Objectives and Guiding Principles of the Commission - Powers, Duties and Functions of the Commission.

UNIT - V

Spectrum Management Committee - License or Registration of Service Providers - Duties of Service Providers - Breach of Terms and Conditions of License or Registration, Civil Liability and Adjudication - Communications Appellate Tribunal : Composition, Procedure and Powers - Offences and Punishment.

BOOKS RECOMMENDED

- ❖ New Telecom Policy 1999, Government of India.
- ❖ The Telecom Regulatory Authority of India Act 1997, Commercial Law Publishers (India) Private Ltd, New Delhi, 2000.
- ❖ The Communication Convergence Bill, Ministry of Communication, Government of India, 2001.

PAPER - X
INFORMATION   TECHNOLOGY   MANAGEMENT
(Core Subject)

UNIT - I

Introduction to IT and Management Science: Information Technology - Infrastructure and Architecture - IT support for Organizations- Managing IT- Management Science -Models for Analysis of system characteristics - Simulation - IT Infrastructure -Computer Hardware and Software - Data Models.

UNIT - II

Information Technology in Business Corporate Computing: Introduction - Information Processing - Decision Support System - Data ware housing - Data Mining – Electronic Catalogues: Web Advertising - Micro payments - Internet Advertising - Data Visualization Technology.

UNIT - III

Telecommunications and the uses of Online Resources and the Networks: Video Communication - Video Conferencing - WWW - New Internet Technologies - Network Types - New Commercial Satellite Systems. Telecom application – Internet, Intranet and Extranet.

UNIT-IV

Information Management and System Development: Trends forcing Change in the Workplace - Re-engineering – TQM - Management Tasks - Management levels - Types of Information - IT Architecture - Virtual Reacting - Office Automation and Expert Systems.

UNIT - V

Society and the Digital Age Technology: The New Internet: VBNS, INTERNET 2, and NGI 55. Protection of Software and Data - Cost-Benefit analysis - Database Applications - Network Applications : FAX, Voice Mail, E-mail software - Ethical and Global issues - IT Architecture - Client/Server - End User Computing.

BOOKS RECOMMENDED

- ❖ USING INFORMATION TECHNOLOGY. – Briaa K. Williams, Stacey L. Jawyer - Jarch E. Hutdenson- Tata Mc Graw Hill Edition 2000.
- ❖ IT- THE BREAKING WAVE - Demis -P.WRTIN, KIM FOLEY-KUNALSEN; Tata Mc Graw Hill – 1999.
- ❖ IT for Modern Management 1994 Prentice Hall Inco. Robert.G.Murdick, Joelt Ross and - James.R.Claggett.
- ❖ Introduction to IT, E.Turban etal, John Wiely and sons.

PAPER - XI
HUMAN RESOURCE MANAGEMENT
(Core Subject)

UNIT - I

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

UNIT - II

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

TELECOMMUNICATION SWITCHING PRINCIPLES

(Core Subject)

UNIT - I

Introduction : Switching principles and subscriber apparatus – Signaling currents trunking diagram – Need of Quality Control – Teleprinter.

UNIT - II

Switching Controls : Cross bar switching – electronic Switching – Time division switching – space division switching – Time multiplexing.

UNIT - III

Subscriber Trunk Dialing : Principles of STD – Stored program control (SPC) centralized SPC – Distributed SPC – Tele communication applications.

UNIT - IV

Data communication : Data communication techniques – error control techniques, linear block codes – forward error detection.

UNIT - V

Network : Network traffic load and parameters – modeling switching systems – Incoming traffic and service time characterization – blocking models.

BOOKS RECOMMENDED

- ❖ Viswanathan T. "Tele communication on switching system and networks", PHI 1994.
- ❖ N.N.Biswas: "Principles of Telephony" Asia Publishing house, 1985.

PAPER - XIV

QUALITY CONTROL IN TELECOMMUNICATION SYSTEM

(Core Subject)

UNIT - I

Telephony and Fax : Telephony System – Electronic Exchange – Facsimile communication systems – Types of scanning in facsimile system – Transmission of facsimile telegraph signals.

UNIT - II

Computer and mobile communication system : Introduction – Types of net work LAN, WAN MODEMS – ISDN – Internet – Email – Cellular communication – Cellular phones – Cordless Phone – TDMA – FDMA – CDMA.

UNIT - III

Satellite communication : Satellite system – frequency – allocation for satellite sciences – Kepler's law – Active and passive satellite – Launch vehicles – GPS.

UNIT - IV

Fiber optic communication – Introduction Fiber production methods – cables – step index – fiber connection joints and couplers – optical sources – LED, LASER.

UNIT - V

Radar – frequency ranges – principles – frequency – factors influencing maximum range – Target properties.

BOOKS RECOMMENDED

- ❖ Feher K. "Advanced Digital Communication" Satellite/Earth station Engg, PHI, 1987.
- ❖ William Stallings "Data and computer communication" – PHI. International Edition 1997.
- ❖ Keiser G. "Optical fiber Communication" Mcgraw Hill, 2nd Ed, 1991.
- ❖ M.Parasuram "Communication System" N.V.Publication, 2002.

PAPER - XV

INFORMATION SYSTEMS DESIGN (Core Subject)

UNIT - I

System introduction – Elements of System – Types of system – Overview of management information system – Data collection Rules for a system – System approaches.

UNIT - II

Computer – Introduction – Application in information systems – Data base – Types of data base – Query language in data base – Objectives of data base Management system.

UNIT - III

Data and information – Categories of information – Information system as a system – Information system for operational control – Management control – Strategic planning.

UNIT - IV

Computer and information system – Business Information System – Categories of information system – Transaction processing system – Vs management information system.

UNIT - V

Integrating information system functions – Components of computer based information system – Information system and its sub system computerization – Project system development life cycle.

BOOKS RECOMMENDED

- ❖ System Analysis and Design VK. Jain
- ❖ Information System for Modern Management Robert's G.Murdick Joel E.Ross.
- ❖ Introducing system analysis and desion by lee.

BBA – TELECOMMUNICATION
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.

PART – B (5 x 4 = 20 marks)

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 – TELECOMMUNICATION

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 ate 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.

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 – TELECOMMUNICATION

MODEL QUESTION PAPER

DIGITAL ELECTRONICS

(CORE 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. What is the decimal value of binary 001?

2. What is the base for Hexadecimal number?

3. Draw the logic symbol for EX-OR gate

4. Give the truth table for NOT gate

5. What is multiplexer?

6. What is the function of encoder?

7. Draw the RS flip flop symbol.

8. What is the advantage of master slave flip flop?

9. Define resolution of D/A converter

10. Mention any two applications of Dual slop A/D converter

11.   (a) Briefly explain how will you convert decimal to binary?

                        (or)

        (b) Write a short note on alphanumeric code.

12.   (a) Draw and explain the functions of two input gate.

                        (or)

        (b) Briefly explain about two variables Karnaugh map.

13.   (a) Explain the function of Half adder circuit.

                        (or)

        (b) Briefly explain about half subtractor.

14.   (a) Explain the J.K.flip flop.

                        (or)

        (b) Explain the J.R.flipflop.

15.   (a) Explain a short note on D/A converter

                        (or)

        (b) Explain accuracy, resolution of A/D converter.

PART - C (5 x 12 = 60 marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a) Convert the given binary number 1110, 0110 into octal, Hexadecimal

(or)

(b) Explain (i) BCD codes   (ii) EX-3 codes

17. (a) Prove that NAND gate as universal gate.

(or)

(b) State and explain the De Morgan's theorem.

18. (a) Explain in detail about the De multiplexer with truth table.

(or)

(b) Explain the function of Parallel binary adder circuit.

19. (a) Explain the functions of 3 bit shift register.

(or)

(b) Explain the functions of Binary counter.

20. (a) With a neat diagram, explain the functions of Ramp type
    D/A converter.

(or)

(b) With a neat circuit diagram, explain the functions of 3 bit ladder type
    D/A converter.

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?

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?

(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 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.

(or)

(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	19000	19500	Goodwill	18000	18000
Total	**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

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.

<div align="center">(or)</div>

(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 - HARDWARE

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 - TELECOMMUNICATION
MODEL QUESTION PAPER
TELECOMMUNICATION POLICIES AND REGULATIONS
(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 do you mean by telecommunications?

2.   State the new policy framework under NTP l999.

3.   What is Internet Telephony?

4.   What is VSAT service?

5.   How was TRAI established?

6.   Write a note on the finance of TRAI.

7.   Specify the guiding principles of CCI.

8.   What are the powers of the CCI?

9.   When does adjudication take place?

10.   What is the role of Spectrum Management Committee?

PART - B (5 x 4 = 20 Marks)

Answer all Questions.

Answer to each question shall not exceed two pages

11.　(a)　Highlight the importance of telecommunications.

(or)

(b)　Emphasize the need for a new Telecom Policy,

12.　(a) On what grounds restructuring of DOT was recommended?

(or)

(b) Explain Universal Service Obligation.

13.　(a)　What are the powers of TRAI?

(or)

(b) What is the procedure followed by Appellate Tribunal?

14.　(a)　What are the objectives of the Communication Convergence
　　　　Bill 2001?

(or)

(b) Specify the objectives of the Communication Commission of India.

15.　(a) Explain the procedure for the registration of service providers.

(or)

(b) Explain the outcome of the breach of terms and conditions meant
　　　for registration of service providers.

PART - C (5 x 12 = 60 Marks)

Answer all Questions.

Answer to Each Question shall not Exceed Five Pages

16. (a) Explain the objectives and achievements of National Telecom Policy 1994.

(or)

(b) Narrate the objectives and targets of the New Telecom Policy 1999.

17. (a) Explain the role of different access providers.

(or)

(b) Explain the impact of access providers in the Indian Telecommunication scenario.

18. (a) Discuss the functions of TRAI.

(or)

(b) Narrate the powers of Appellate Tribunal constituted by TRAI.

19. (a) 'Use of spectrum, communication services, network infrastructure facilities and wireless equipments need regulation'. Explain.

(or)

(b) Discuss the duties and functions of the Communication Commission of India.

20. (a) Explain the duties of telecommunication service providers.

(or)

(b) What are 'offences' under Communications Convergence Bill? Specify the 'punishments' for such offences.

BBA - TELECOMMUNICATION
MODEL QUESTION PAPER
INFORMATION TECHNOLOGY MANAGEMENT
(CORE 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. What is Management science?
2. List out the Data Models.
3. What do you mean by Information processing?
4. Explain World Wide Web.
5. Explain Wide Area Network.
6. Differentiate Internet and Intranet.
7. Define Hardware and Software.
8. Define Re-engineering.
9. Define Decision Support System.
10. Give a brief account on E-Mail.

PART - B (5 x 4 = 20 Marks)

Answer all Questions.

Answer to each question shall not exceed two pages

11.   (a) Describe briefly about Data Models.

(or)

(b) Explain IT Infrastructure.

12.   (a) Explain Information Processing.

(or)

(b) Write down the characteristics of web advertising.

13   (a) Write down the application of Online Resources.

(or)

(b) Explain network types?

14.   (a) Write down the Managerial tasks in IT.

(or)

(b) What is Expert system?

15.   (a) Specify IT related global issues.

(or)

(b) Give a brief account on

i) VBNS

ii) Internet 2 and NG 155.

PART C (5 x 12 = 60 Marks)

Answer all Questions.

Answer to Each Question shall not Exceed Five Pages

16. (a) Explain computer hardware and software.

(or)

(b) Explain data models.

17. (a) Explain data visualization technology.

(or)

(b) What are the characteristics of data mining?

18. (a) Explain video conference in E-business.

(or)

(b) Write about the salient features of satellite system.

19. a) Explain the significance re-engineering in a field of your choice

(or)

(b) Explain the applications Expert system.

20. (a) Explain the uses of database system.

(or)

(b) Write about client-server architecture in detail.

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)

(d) 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)

(e)   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 – TELECOMMUNICATION
MODEL QUESTION PAPER
TELECOMMUNICATION SWITCHING PRINCIPLES
(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. What do we need switching system in telecommunications.

2. What are the major components of switching system?

3. What are the various types of switching systems?

4. Brief about cross bar switching.

5. What is time multiplexing?

6. Write any two telecommunications applications.

7. Define the term 'wing'.

8. What is traffic flow?

9. What do you mean by offered traffic?

10. Define blocking models.

PART – B (5 x 4 = 20 marks)

Answer all questions

Answer to each question shall not exceed two pages

11. (a) Explain the switching principles

(or)

(b) Explain the operation of teleprinter.

12. (a) What do you mean by electronic switching

(or)

(b) Describe about time division switching.

13. (a) List out the principles of STD.

(or)

(b) Describe the distributed SPC.

14. (a) Explain Data Communication Techniques.

(or)

(b) Explain forward error detection.

15. (a) Write notes on network traffic load.

(or)

(b) Explain about incoming traffic characterization.

PART – C (5 x 12 = 60 marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a) Explain the features of trunking in switching system.

    (or)

    (b) Explain the features of signaling.

17. (a) Emphasize the need of quality work in telecommunication system.

    (or)

    (b) Explain space division switching.

18. (a) Explain Centralized SPC.

    (or)

    (b) Explain the operation of STD with block diagram.

19. (a) Explain the error control techniques.

    (or)

    (b) Describe about linear block codes.

20. (a) Explain the traffic load capacity in telecommunication mechanism.

    (or)

    (b) Explain about traffic in data communication.

BBA – TELECOMMUNICATION
MODEL QUESTION PAPER
QUALITY CONTROL IN TELECOMMUNICATION SYSTEM
(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. What is a Facsimile?

2. Define scanning

3. Expand LAN, WAN and MODEM?

4. Give the differences between TDMA, FDMA and CDMA.

5. What is the use of PSLV?

6. What is uplink and downlink frequency?

7. What is LASER?

8. State the term optical sources.

9. What is the principle of RADAR?

10. State – 'Target Properties'

PART – B (5 x 4 = 20 marks)

Answer all questions

Answer to each question shall not exceed two pages

11. (a) Explain the operation of Electronic exchange.

(or)

(b) Explain about the types of scanning in facsimile system.

12. (a) Write short notes about LAN and WAN.

(or)

(b) Explain CDNA technique.

13. (a) Write short notes on satellite system.

(or)

(b) Explain the active and passive satellites.

14. (a) Explain step index and graded index fiber.

(or)

(b) Write short notes on fiber production.

15. (a) Explain the principles of radar system.

(or)

(b) Emphasise the importance of target properties.

PART – C (5 x 12 = 60 marks)

Answer all questions

Answer to each question shall not exceed five pages

16.   (a) Explain the features of telephony system with a diagram.

(or)

(b) Explain about transmission of facsimile and telegraph in detail.

17.   (a) Describe the ISDN system.

(or)

(b) Discuss the cellular communication of system or with a

neat block diagram.

18.   (a) Explain the importance of global positioning system.

(or)

(b) Explain kelper's law.

19.   (a) Explain the working of laser in fiber optical communication .

(or)

(b) Explain the working of LED in fiber optical communication.

20.   (a) Draw the block diagram of pulled radar system and explain.

(or)

(b) Explain the principles of frequency of operation of RADAR.

BBA – TELECOMMUNICATION
MODEL QUESTION PAPER
INFORMATION SYSTEMS DESIGN
(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 is called system?

2. Given some examples for closed system?

3. Define database?

4. What is meant by primary key?

5. Give an example for data and information?

6. What is planning?

7. What is called transaction?

8. What is decision making?

9. What do mean by computerization?

10. What is sub system?

PART – B (5 x 4 = 20 marks)

Answer all questions

Answer to each question shall not exceed two pages

11.   (a) Explain about system? Explain different elements of system?

                    (or)

        (b) What is system? Explain different types of systems.

12.   (a) What are all the characteristics of a computer?

                    (or)

        (b) What is data base? Explain its characteristics?

13.   (a) Explain different categories of information?

                    (or)

        (b) State the differences between data and information?

14.   (a) Explain the functions of information system?

                    (or)

        (b) What are all the characteristics of business information system?

15.   (a) Explain the characteristics of a sub system?

                    (or)

        (b) Explain the steps in computerization of a project?

PART – C (5 x 12 = 60 marks)

Answer all questions

Answer to each question shall not exceed five pages

16.   (a) What is decision support system? Explain its characteristics?

                       (or)

    (b) Explain the functions of MIS.

17.   (a) Explain query language in data base? Explain its special features?

                       (or)

    (b) What are all the objectives of DBMS? Explain.

18.   (a) Explain the different steps involved in the management control system development?

                       (or)

    (b) What are the characteristics of strategic planning?

19.   (a) What are the functions of transaction processing system?

                       (or)

    (b) What are the special features of business information system?

20.   (a) Explain different components of computer based information system.

                       (or)

    (b) Explain the different steps in system development life cycle.