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)
1. **ELIGIBILITY FOR ADMISSION**

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 Tamil Nadu 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 – TELECOMMUNICATION**

**SCHEME OF EXAMINATIONS**

<table>
<thead>
<tr>
<th>Paper</th>
<th>Subject</th>
<th>Duration</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language I</td>
<td><strong>FIRST YEAR</strong></td>
<td></td>
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<tr>
<td></td>
<td>Tamil (or) any one of the Modern(Indian or Foreign) or classical languages</td>
<td>3 hours</td>
<td>100</td>
</tr>
<tr>
<td>Language II</td>
<td>English</td>
<td>3 hours</td>
<td>100</td>
</tr>
<tr>
<td>Core</td>
<td>Paper III Principles of Management</td>
<td>3 hours</td>
<td>100</td>
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<tr>
<td></td>
<td>Paper IV Business Mathematics and Statistics</td>
<td>3 hours</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Paper V Digital Electronics</td>
<td>3 hours</td>
<td>100</td>
</tr>
<tr>
<td>Core</td>
<td><strong>SECOND YEAR</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Paper VI Business Communication</td>
<td>3 hours</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Paper VII Financial and Management Accounting</td>
<td>3 hours</td>
<td>100</td>
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<td></td>
<td>Paper VIII Computer Networks</td>
<td>3 hours</td>
<td>100</td>
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<td></td>
<td>Paper IX Telecommunication Policies and Regulations</td>
<td>3 hours</td>
<td>100</td>
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<tr>
<td></td>
<td>Paper X Information Technology Management</td>
<td>3 hours</td>
<td>100</td>
</tr>
<tr>
<td>Core</td>
<td>THIRD YEAR</td>
<td>Hours</td>
<td>Marks</td>
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<tr>
<td>Paper XI Human Resource Management</td>
<td>3 hours</td>
<td>100</td>
<td></td>
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<tr>
<td>Paper XII Marketing Management</td>
<td>3 hours</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Paper XIII Telecommunication switching principles</td>
<td>3 hours</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Paper XIV quality control in telecommunication system</td>
<td>3 hours</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Paper XV information system design</td>
<td>3 hours</td>
<td>100</td>
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</tr>
</tbody>
</table>

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.
UNIT – I

UNIT – II

UNIT – III

UNIT – IV
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.
❖ Tripathi P.C. Reddy P.N, Principles of Management, TMH.
UNIT - I
Series: Sequence – Series – Arithmetic Progression – Geometric Progression – Harmonic progression (simple problems only).

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

UNIT – II

UNIT - III
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

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

- 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

UNIT – II

UNIT – III

UNIT – IV

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


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.
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
PAPER - VII
FINANCIAL AND MANAGEMENT ACCOUNTING
(Core Subject)

UNIT – I

UNIT – II

UNIT – III

UNIT – IV
Budget and Budgetary control: Meaning - Types - Materials and Production budget - flexible budget - cash budget - sales budget.

UNIT – V

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.
- Ramachandran, Srinivasan, Management Accounting, Sriram Publications.
- R.S.N. Pillai & Bagavathi, Management Accounting, S. Chand.
- Maheswari, S.N., Principles of Management Accounting, Sultan Chand & Sons.
UNIT - I

UNIT - II

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

UNIT - IV

UNIT - V

BOOK RECOMMENDED
❖ Data communication and networking 2nd Edition : Behrouz A. Forouzan Tata Mcgraw Hill.
UNIT - I

UNIT - II

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
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

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

UNIT - III

UNIT-IV
UNIT - V


BOOKS RECOMMENDED

- Introduction to IT, E.Turban etal, John Wiely and sons.
UNIT - I
Introduction – Meaning and Definition, Nature, Scope, Objectives and Importance of HRM – Functions of HRM.

UNIT - II

UNIT - III

UNIT - IV

UNIT – V
Promotion, Transfer and Termination – Career planning, 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.,
❖ Keith Davis, Human Relations at work – TMH.
❖ R.S.N.Pillai & Bagavathi, Management Accounting. S.Chand.
❖ J.Jayasanker, Human Resources management, Margham Publications.
PAPER - XII
MARKETING MANAGEMENT
(Core Subject)

UNIT - I

UNIT - II

UNIT - III

UNIT - IV

UNIT – V
BOOKS RECOMMENDED

- Philip Kotler, Marketing Management Millennium Edition, PHI.
- Rajagopal, Marketing Management, Vikas Publishing House Pvt. Ltd.,
- Rajan Saxena, Marketing Management, TMH.
- Sherlakar S.A, Marketing Management, HPH.
- Jha.S.M, Services Marketing, HPH.
UNIT - I

UNIT - II

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

QUALITY CONTROL IN TELECOMMUNICATION SYSTEM
( Core Subject )

UNIT - I

UNIT - II

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
PAPER - XV
INFORMATION SYSTEMS DESIGN (Core Subject)

UNIT - I

UNIT - II

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
- Introducing system analysis and design by lee.
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.
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.
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?
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.

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

(or)

(b) Find the Harmonic Mean for the following individual data:

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

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

(or)

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

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

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

Fit a trend line using semi average method.

(or)

(b) Explain the problems faced while constructing index numbers.
16. (a) i. Find 3 numbers in A.P whose sum is 24 and product is 440.
   ii If 4\textsuperscript{th} & 8\textsuperscript{th} 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

<table>
<thead>
<tr>
<th>Income (above)</th>
<th>100</th>
<th>200</th>
<th>300</th>
<th>400</th>
<th>500</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of persons</td>
<td>20</td>
<td>24</td>
<td>32</td>
<td>39</td>
<td>45</td>
</tr>
</tbody>
</table>

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

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

(or)

(b) Calculate correlation

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

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

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

(or)

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

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Base Year</th>
<th>Current year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>P</td>
<td>V</td>
</tr>
<tr>
<td>A</td>
<td>10</td>
<td>200</td>
</tr>
<tr>
<td>B</td>
<td>8</td>
<td>108</td>
</tr>
<tr>
<td>C</td>
<td>20</td>
<td>160</td>
</tr>
<tr>
<td>D</td>
<td>18</td>
<td>144</td>
</tr>
<tr>
<td>E</td>
<td>25</td>
<td>280</td>
</tr>
</tbody>
</table>
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 slope A/D converter
PART - B (5 x 4 = 20 marks)

Answer all questions

Answer to each question shall not exceed two pages

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

<table>
<thead>
<tr>
<th>Jan 2000</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Harsha commenced business with</td>
<td>200000</td>
</tr>
<tr>
<td>2. Purchase furniture</td>
<td>20000</td>
</tr>
<tr>
<td>3. Purchase goods for cash</td>
<td>10000</td>
</tr>
<tr>
<td>4. Bought goods on credit from Ranjit</td>
<td>30000</td>
</tr>
<tr>
<td>8. Sold goods for cash</td>
<td>30000</td>
</tr>
<tr>
<td>10. Sold goods on credit to Ram</td>
<td>45000</td>
</tr>
<tr>
<td>12. Cash paid to Ranjit</td>
<td>25000</td>
</tr>
<tr>
<td>14. Ram returned damaged goods</td>
<td>1000</td>
</tr>
<tr>
<td>25. Salaries paid</td>
<td>3000</td>
</tr>
<tr>
<td>30. Rent paid</td>
<td>2000</td>
</tr>
</tbody>
</table>

(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:

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

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:

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

Net profit for the year is Rs 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:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sundry creditors</td>
<td>12000</td>
<td>8100</td>
<td>Cash</td>
<td>9900</td>
<td>22800</td>
</tr>
<tr>
<td>Provision for taxation</td>
<td>24000</td>
<td>27000</td>
<td>Debtors</td>
<td>30000</td>
<td>33300</td>
</tr>
<tr>
<td>Provision for doubtful debts</td>
<td>600</td>
<td>900</td>
<td>Stock</td>
<td>45000</td>
<td>35100</td>
</tr>
<tr>
<td>Loan</td>
<td>1800</td>
<td>1200</td>
<td>Investments</td>
<td>15000</td>
<td>16500</td>
</tr>
<tr>
<td>Equity share capital</td>
<td>150000</td>
<td>150000</td>
<td>Land</td>
<td>60000</td>
<td>54000</td>
</tr>
<tr>
<td>General reserve</td>
<td>26000</td>
<td>27000</td>
<td>Building</td>
<td>55500</td>
<td>54000</td>
</tr>
<tr>
<td>Profit and loss a/c</td>
<td></td>
<td></td>
<td>Goodwill</td>
<td>18000</td>
<td>18000</td>
</tr>
<tr>
<td>Total</td>
<td>233400</td>
<td>233700</td>
<td></td>
<td>233400</td>
<td>233700</td>
</tr>
</tbody>
</table>

Calculate the changes in working capital.

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

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

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Units</th>
<th>Unit Price (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snow Cream</td>
<td>4,00,000</td>
<td>12</td>
</tr>
<tr>
<td>Talcum Powder</td>
<td>2,50,000</td>
<td>15</td>
</tr>
<tr>
<td>Cold Cream</td>
<td>3,00,000</td>
<td>16</td>
</tr>
</tbody>
</table>

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

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

- 8 tons of material A at Rs.40 per ton
- 12 tons of material B at Rs.60 per ton

Standard yield is 90% of input.

The actual cost for a period is as under:

- 10 tons of material A at Rs.30 per ton
- 20 tons of material B at Rs.68 per ton

Actual yield is 26.5 tons.

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.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Dr. Rs.</th>
<th>Cr. Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land &amp; Building</td>
<td>50000</td>
<td>-</td>
</tr>
<tr>
<td>Purchases</td>
<td>110000</td>
<td>-</td>
</tr>
<tr>
<td>Stock</td>
<td>40000</td>
<td>-</td>
</tr>
<tr>
<td>Returns</td>
<td>1500</td>
<td>2500</td>
</tr>
<tr>
<td>Wages</td>
<td>10000</td>
<td>-</td>
</tr>
<tr>
<td>Salaries</td>
<td>9000</td>
<td>-</td>
</tr>
<tr>
<td>Office Expenses</td>
<td>2400</td>
<td>-</td>
</tr>
<tr>
<td>Carriage</td>
<td>3200</td>
<td>-</td>
</tr>
<tr>
<td>Discounts</td>
<td>750</td>
<td>1200</td>
</tr>
<tr>
<td>Bad debts</td>
<td>1200</td>
<td>-</td>
</tr>
<tr>
<td>Insurance</td>
<td>1500</td>
<td>-</td>
</tr>
<tr>
<td>Machinery</td>
<td>50000</td>
<td>-</td>
</tr>
<tr>
<td>Furniture</td>
<td>10000</td>
<td>-</td>
</tr>
<tr>
<td>Debtors</td>
<td>40000</td>
<td>-</td>
</tr>
<tr>
<td>Cash</td>
<td>26000</td>
<td>-</td>
</tr>
<tr>
<td>Office Equipment</td>
<td>12000</td>
<td>-</td>
</tr>
<tr>
<td>Sales</td>
<td>-</td>
<td>205000</td>
</tr>
<tr>
<td>Capital</td>
<td>-</td>
<td>115000</td>
</tr>
<tr>
<td>Loan</td>
<td>-</td>
<td>15000</td>
</tr>
<tr>
<td>Commission</td>
<td>-</td>
<td>1500</td>
</tr>
<tr>
<td>Creditors</td>
<td>-</td>
<td>25000</td>
</tr>
<tr>
<td>Bills Payable</td>
<td>-</td>
<td>2350</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>367550</strong></td>
<td><strong>367550</strong></td>
</tr>
</tbody>
</table>
**Adjustments**

a. Closing Stock - Rs.60,000.
b. Outstanding Wages - Rs.2,000 and Rent Rs.3,000.
c. Depreciate Land & Building at 5%, Machinery at 10%, office equipment and furniture of 10%.
d. Provide reserve at 2.5% on debtors.
e. Insurance prepaid Rs.200.
f. Calculate interest on capital at 5%.

(or)

(b) Explain the accounting concepts.

17. (a) What are the advantages and 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

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Rs.</th>
<th>Assets</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equity Share Capital</td>
<td>1500000</td>
<td>Fixed Assets</td>
<td>1400000</td>
</tr>
<tr>
<td>Reserves and Surplus</td>
<td>100000</td>
<td>Stock</td>
<td>500000</td>
</tr>
<tr>
<td>6% Debentures</td>
<td>300000</td>
<td>Debtors</td>
<td>200000</td>
</tr>
<tr>
<td>Overdraft</td>
<td>100000</td>
<td>Cash</td>
<td>100000</td>
</tr>
<tr>
<td>Creditors</td>
<td>200000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>200000</td>
<td></td>
<td>200000</td>
</tr>
</tbody>
</table>
18. (a) The financial position of M/s. Tall and short on 1\textsuperscript{st} January, 1999 and December 31, 1999 was as follows:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td>36000</td>
<td>41000</td>
<td>Cash</td>
<td>4000</td>
<td>3600</td>
</tr>
<tr>
<td>Mrs. Tall’s Loan</td>
<td>-</td>
<td>20000</td>
<td>Debtors</td>
<td>35000</td>
<td>38400</td>
</tr>
<tr>
<td>Loan from Bank</td>
<td>30000</td>
<td>25000</td>
<td>Stock</td>
<td>25000</td>
<td>22000</td>
</tr>
<tr>
<td>Capital</td>
<td>148000</td>
<td>149000</td>
<td>Land</td>
<td>20000</td>
<td>30000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Building</td>
<td>50000</td>
<td>55000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Machinery</td>
<td>80000</td>
<td>86000</td>
</tr>
<tr>
<td>Total</td>
<td>14000</td>
<td>35000</td>
<td>Total</td>
<td>14000</td>
<td>35000</td>
</tr>
</tbody>
</table>

During the year the partners withdrew Rs.26,000 for domestic expenses. The provision for depreciation against machinery as on 1.1.99 was Rs.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 30\textsuperscript{th} June 1997 and 30\textsuperscript{th} June 1998.

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>30.06.1997</th>
<th>30.06.1998</th>
<th>Assets</th>
<th>30.06.1997</th>
<th>30.06.1998</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Capital Reserve</td>
<td>180000</td>
<td>200000</td>
<td>Goodwill</td>
<td>24000</td>
<td>20000</td>
</tr>
<tr>
<td>Reserve Fund</td>
<td>28000</td>
<td>36000</td>
<td>Buildings</td>
<td>80000</td>
<td>72000</td>
</tr>
<tr>
<td>P&amp; L account</td>
<td>39000</td>
<td>10800</td>
<td>Machinery</td>
<td>74000</td>
<td>72000</td>
</tr>
<tr>
<td>Trade</td>
<td>24000</td>
<td>34000</td>
<td>Investments</td>
<td>20000</td>
<td>22000</td>
</tr>
<tr>
<td>Creditors</td>
<td>39000</td>
<td>2600</td>
<td>Inventories</td>
<td>60000</td>
<td>50800</td>
</tr>
<tr>
<td>Bank OD</td>
<td>16000</td>
<td>-</td>
<td>Debtors</td>
<td>40000</td>
<td>44400</td>
</tr>
<tr>
<td>Provision for Taxation</td>
<td>12400</td>
<td>4200</td>
<td>Cash</td>
<td>13200</td>
<td>30400</td>
</tr>
<tr>
<td>Provision for DoubtfulDebts</td>
<td>32000</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>311200</td>
<td>311600</td>
<td></td>
<td>311200</td>
<td>311600</td>
</tr>
</tbody>
</table>
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:
<table>
<thead>
<tr>
<th>Month</th>
<th>Sales Rs.</th>
<th>Purchases Rs.</th>
<th>Wages</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>180000</td>
<td>124800</td>
<td>12000</td>
</tr>
<tr>
<td>March</td>
<td>192000</td>
<td>144000</td>
<td>14000</td>
</tr>
<tr>
<td>April</td>
<td>108000</td>
<td>243000</td>
<td>11000</td>
</tr>
<tr>
<td>May</td>
<td>174000</td>
<td>246000</td>
<td>10000</td>
</tr>
<tr>
<td>June</td>
<td>126000</td>
<td>268000</td>
<td>15000</td>
</tr>
</tbody>
</table>

50% of credit sales are realised in the month following sales and the remaining 50% in the second month following. Creditors are paid in the month following the month of purchase. Wages are paid on the first of very next month. Cash at bank on 1\textsuperscript{st} April Rs. 25000.

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

(or)

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

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

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

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

Answer all Questions

Answer to each question shall not exceed six lines

1. Define 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.
1. What do you mean by telecommunications?
2. State the new policy framework under NTP 1999.
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


(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?  
5. Explain Wide Area Network.  
6. Differentiate Internet and Intranet.  
7. Define Hardware and Software.  
8. Define Re-engineering.  
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.
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?
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.
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.
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.
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.