Reg. No. : ....

Name : ....

III Semester B.B.A./B.B.A. (RTM) Degree (C.B.C.S.S. – O.B.E. – Regular/ Supplementary/Improvement) Examination, November 2023
(2019 to 2022 Admissions)
Core Course
3B05 BBA/BBA(RTM) : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What is meant by target market ?

2. Define packaging.

3. Define product.

4. What do you mean by promotion mix ?

5. Explain E-Marketing.

6. What is penetration pricing ? (6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. What do you mean by product item ?

8. Define advertisement copy.

9. Define consumer behaviour.

10. What are the components of CRM ?

11. What is meant by convenient goods ?

12. What do you mean by publicity ?

13. Explain indoor advertising.

14. Define personal selling. (6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. What are the various objectives of pricing ?

16. Explain the process in new product development.

17. Elucidate the importance of branding.

18. Explain the various types of promotion.

19. Enumerate the drawbacks of CRM programme.

20. What are the types of distribution channels for consumer goods ? (4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Define advertisement media. Explain the factors influencing selection of advertisement media.

22. What is product life cycle ? Describe the various stages of product life cycle.

23. Define personal selling. Explain the significance of personal selling.

24. What is green marketing ? Explain the importance of green marketing in the current scenario. (2×5=10)

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Name : ....

**III Semester B.B.A./B.B.A.(RTM) Degree (C.B.C.S.S. – O.B.E. – Regular/
Supplementary/Improvement) Examination, November 2023
(2019 to 2022 Admissions)
Core Course
3B04 BBA/BBA(RTM) : FINANCIAL ACCOUNTING**

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. State the objectives of accounting.

2. What do you mean by compensating errors ?

3. What is imprest system of cash book ?

4. Distinguish between capital expenditure and revenue expenditure.

5. Unexpired discount is _____

6. What is a preference share ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. Define accounting and discuss its functions.

8. Explain accounting standards. Discuss the main objectives of such standards.

9. Define a ledger. Why it is known as the principal books of accounts ?

10. Mr. Ram provides you the following figures relating to the year 2012.
   Opening stock – Rs. 4,800, Purchases – Rs. 20,800, Direct expenses –
   Rs. 15,110, Closing stock – Rs. 5,200, Operating expenses – Rs. 5,060,
   Other income – Rs. 500, Sales – Rs. 47,070.
   Calculate cost of goods sold, gross profit and net income of Mr. Ram.

11. Enumerate the characteristics of a company.

12. Define amalgamation.

13. What do you mean by allotment of shares ?

14. What is CDT ? **(6×2=12)**

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. Explain different types of preference shares.

16. Explain different method for calculating purchase consideration.

17. Write down the difference between internal reconstruction and external reconstruction.

18. Explain goods sent on approval basis.

19. Bharat Trading Co. Ltd. with a registered capital of Rs. 1,00,000 issued 5,000 equity shares of Rs. 10 each, payable Rs. 2 on application, Rs. 2 on allotment, Rs. 3 on first call and Rs. 3 on final call. Pass journal entries assuming the shares issued were fully subscribed and the money has been received.

20. From the following information, prepare a Trading Account of M/s. ABC Traders for the year ended 31st March, 2011 :

	Rs.
Opening inventory	1,00,000
Purchases	6,72,000
Carriage inwards	30,000
Wages	50,000
Sales	11,00,000
Returns inward	1,00,000
Returns outward	72,000
Closing inventory	2,00,000

(4×3=12)

PART – D

Answer **any 2** questions. **Each** carries **5** marks.

21. From the following trial balance of Chandran, prepare final accounts for the year 31-03-2012.

Trial Balance

As on 31-12-2012

	Rs.		Rs.
Drawings	4,500	Capital	24,000
Purchases	20,000	Sales	30,500
Returns inwards	1,500	Discounts	1,900
Stock (1-04-2011)	8,000	Sundry creditors	10,000
Salaries	4,200	Bills payable	2,500
Wages	1,200		
Rent	350		
Bad debts	400		
Discounts	700		
Debtors	14,000		
Cash in hand	260		
Cash at bank	5,940		
Insurance	400		
Trade expenses	300		
Printing	150		
Furniture	2,000		
Machinery	5,000		
	68,900		**68,900**

Adjustments :

Closing stock Rs. 7,000; insurance prepaid Rs. 60; salaries outstanding Rs. 200; wages outstanding Rs. 200; provision for doubtful debts at 5% on debtors; interest on capital at 5% per annum; depreciate machinery at 5% and furniture at 10%; reserve for discount on creditors at 1%.

22. Mennon Company Ltd. issued 12000 equity shares of Rs. 10 each at a premium of Rs. 2 per share as follows

    Application   Rs. 2

    Allotment (including premium)   Rs. 5
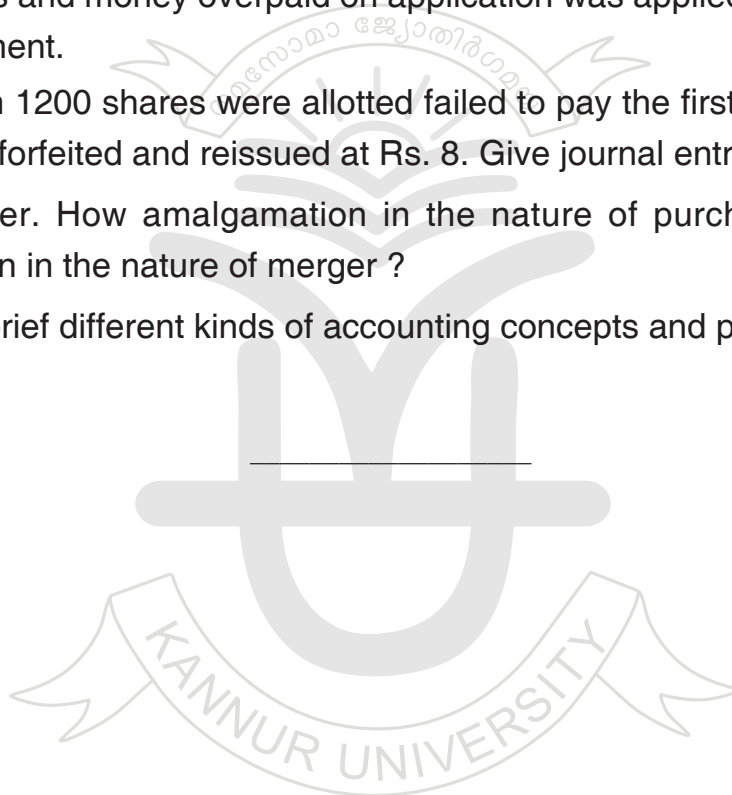
    First call   Rs. 5

    Applications were received for 20000 shares, 5000 shares were rejected and application money refunded. Allotment was made prorate to the applicants of 15000 shares and money overpaid on application was applied toward amount due on allotment.

    Jain to whom 1200 shares were allotted failed to pay the first call money. His shares were forfeited and reissued at Rs. 8. Give journal entries.

23. Define merger. How amalgamation in the nature of purchase differ from amalgamation in the nature of merger ?

24. Describe in brief different kinds of accounting concepts and principles.

                                                                          (2×5=10)

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Reg. No. : ....

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III Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – OBE – Regular/ Supplementary/Improvement) Examination, November 2023
(2019 to 2022 Admissions)
GENERAL AWARENESS COURSE
3A12BBA/BBA (RTM) : Personality Development and Communication Skills

Time : 3 Hours   Max. Marks : 40

PART – A
(Very Short Answer)

Answer **all** questions. **Each** question carries **one** mark.

1. Define Personality.

2. State the meaning of written communication. Write any two forms of written communication.

3. What do you mean by Social etiquettes ?

4. Write a note on Interview.

5. What is Boss Management ?

6. What do you mean by Work Life Balance ?   **(6×1=6)**

PART – B
(Short Answer)

Answer **any 6** questions. **Each** question carries **2** marks.

7. List the importance of time management.

8. Briefly state the skills needed for a successful leader.

9. Mention any four kinds of interview.

10. State the importance of boss management.

11. What are the objectives of communication ?

12. Define Self-actualization.

13. List two distinction between Yoga and Meditation.

14. Need for work life balance. **(6×2=12)**

PART – C
(Essay)

Answer **any 4** questions. **Each** question carries **3** marks.

15. Discuss the general principles of effective communication.

16. State the characteristics of Group Discussion.

17. Write a note on the objectives of a selection interview.

18. With reference to an advertisement in "The Industrial Times". Write a letter to Calcutta Aluminum Co. Ltd., enquiring the prices, terms of sale etc.

19. Write a note on how Yoga help us to improve our confidence.

20. Give a detailed SWOT analysis of yourself for personal development. **(4×3=12)**

PART – D
(Long Essay)

Answer **any 2** questions. **Each** question carries **5** marks.

21. Give an outline on different media of communication. Discuss the merits and limitations.

22. Explain how time management helps in the overall personality of human being.

23. Discuss the relative importance of etiquettes in our personal life.

24. State the preparations before, during and after interview. **(2×5=10)**

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III Semester B.B.A./B.B.A. (RTM) Degree (C.B.C.S.S. – O.B.E. – Regular/ Supplementary/Improvement) Examination, November 2023
(2019 to 2022 Admissions)
GENERAL AWARENESS COURSE
3A11 BBA/BBA (RTM) : Numerical Skills

Time : 3 Hours   Max. Marks : 40

SECTION – A

Answer the **six** questions. **Each** question carries **1** mark.   **(6×1=6)**

1. How many Prime numbers are in between 1 and 50 ?

2. Define order of a Matrix.

3. Find C in the proportion : $\dfrac{36}{C} = \dfrac{45}{10}$.

4. The maximum number of roots for a quadratic equation is equal to

5. The 10th term of the AP 5, 8, 11, 14, ... is

6. Find the distance of the point p(2, 3) from the x-axis.

SECTION – B

Answer **any six** questions. **Each** question carries **2** marks.   **(6×2=12)**

7. Write any two differences between Depreciation and Amortisation.

8. Solve : $\left(2\sqrt{2} + 7\sqrt{2}\right)\left(2\sqrt{2} - 7\sqrt{7}\right)$.

9. What is the present value of ₹ 1 to be received after 2 years compounded annually at 10% ?

10. Find the area of triangle formed by the points A(5, 2), B(4, 7) and C(7, −4).

11. Two numbers are in the ratio 3 : 4. If the sum of the numbers is 63, find the numbers.

12. Solve : $x^2 - 15x + 56 = 0$.

13. 30 students went into a restaurant. 20 choose idli while 25 ordered for puri. How many chose both idli and puri ?

14. If A = {5, 7, 9, 11} and B = {8, 9, 10, 11}, find A $\cup$ B, A $\cap$ B and A – B.

P.T.O.

SECTION – C

Answer **any four** questions. **Each** question carries **3** marks. **(4×3=12)**

15. If $A = \begin{bmatrix} 6 & 2 & 4 \\ 1 & 2 & 2 \end{bmatrix}$ and $B = \begin{bmatrix} 3 & 2 \\ 2 & 4 \\ 4 & 5 \end{bmatrix}$. Find AB.

16. Find the sum of a given Geometric series up to 6th term 4, 12, 36, ...

17. A man performs $\frac{1}{4}$ of his total journey by car, $\frac{2}{3}$ by bus and the remaining 40 km by train. Find his total journey.

18. Find the present value of ₹ 2,000 due in 3 years at 8% per annum compounded :

    a) Yearly

    b) Half yearly

19. Find two numbers whose sum is 74 and difference is 10.

20. What is the distance between two points A and B whose coordinators are (3, 2) and (9, 7) respectively ?

SECTION – D

Answer **any two** questions. **Each** question carries **5** marks. **(2×5=10)**

21. Find the inverse of Matrix A.

    $A = \begin{bmatrix} 1 & 2 & 3 \\ 4 & 5 & 6 \\ 7 & 2 & 9 \end{bmatrix}$.

22. In an AP of 50 terms, the sum of first 10 terms is 210 and sum of its last 15 terms is 2565. Find the AP.

23. Using the quadratic formula, find the roots of the quadratic equation $x^2 - 2x - 24 = 0$.

24. Mr. A decides to deposit ₹ 5,000 at the end of every year in a bank which pays compound interest at the rate 5% per annum. What will be his accumulation at the end of 15 years ?

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