Reg. No. : ....

Name : ....

VI Semester B.B.A. Degree (C.B.C.S.S. – Supplementary) Examination, April 2023
(2017 to 2018 Admissions)
Core Course
6B20 BBA : MANAGEMENT ACCOUNTING

Time : 3 Hours   Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries ½ mark :

1. The excess of current assets over current liabilities is called _____

2. The excess of sales over variable cost is called _____

3. A budget which is designed to change in relation to the level of activity attained is called _____

4. Standard cost is a _____ cost.   (½×4=2)

SECTION – B

Answer **any 4** questions. **Each** carries **1** mark :

5. What is the main objective of Management Accounting ?

6. What is Cost Accounting ?

7. What do you mean by trend analysis ?

8. Define Marginal Cost.

9. What is a Flexible budget ?

10. What do you mean by idle time variance ?   (1×4=4)

SECTION – C

Answer **any 6** questions. **Each** carries **3** marks :

11. What are the limitations of Financial Accounting ?

12. Explain briefly about the various tools of financial analysis.

13. Calculate current ratio from the following information :

Particulars	(₹)
Inventories	50,000
Trade receivables	50,000
Advance tax	4,000
Cash and cash equivalents	30,000
Trade payables	1,00,000
Short-term borrowings (bank overdraft)	4,000

14. How make or buy decisions are taken with the help of marginal costing ?

15. Diya Ltd. Gives the following information, calculate BEP in value and in units.
    Sales – 40,000 units at Rs. 20 per unit
    Profit volume ratio = 50%
    Fixed Cost = Rs. 3,20,000

16. What are the advantages of budgetary control ?

17. What are the limitations of standard costing ?

18. Using the following information, calculate labour variances :
    Gross direct wages = ₹ 3,000
    Standard hours produced = 16,000
    Standard rate per hour   = ₹ 1.50
    Actual hours paid = 1,500 hours out of which hours not worked (abnormal idle time) are 50. **(3×6=18)**

SECTION – D

Answer **any 2** questions. **Each** carries **8** marks :

19. What is Ratio Analysis ? Give a brief account on various types of ratios.

20. A Factory is currently working at 50% capacity and produces 30,000 units and also sold each at ₹ 225 per unit. Prepare a Flexible Budget and estimate the profit of the company when it works to 75% and 90% capacity. Assume that all units produced are sold at the same selling price per unit as shown above. Following information is provided to you :

   i) Variable Expenses :
Materials	₹ 60 per unit
Labours	₹ 40 per unit
Other Expenses	₹ 15 per unit

   ii) Semi-variable expenses : (at 50% capacity)
Indirect Labour	₹ 1,50,000
Indirect Materials	₹ 2,10,000
General Administrative Expenses	₹ 2,70,000
Repairs and Maintenance	₹ 1,20,000
Salesmen Salaries	₹ 1,80,000

   iii) Fixed Expenses :
Office and Management Salaries	₹ 5,40,000
Office and Factory Rent and Taxes	₹ 6,00,000
Sundry Administrative Expenses	₹ 7,20,000
Depreciation on Machinery and Furniture	₹ 4,50,000

   iv) Semi-variable expenses remain constant up to 60% of capacity, increasing by 10% between 60% and 80% capacity and by 20% between 80% and 100% capacity.

   v) Rate per unit of variable expenses remains same.

21. From the data given below, calculate all materials variances. Consumption for 100 units of product :

   Standard :

   Material A 40 units @ ₹ 50 per unit.

   Material B 60 units @ ₹ 40 per unit.

   Actual :

   Material A 50 units @ ₹ 50 per unit.

   Material B 60 units @ ₹ 45 per unit. **(8×2=16)**

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Reg. No. : ....

Name : ....

Sixth Semester B.B.A. Degree (C.B.C.S.S. – OBE – Regular/ Supplementary/Improvement) Examination, April 2024
(2019 to 2021 Admissions)
DISCIPLINE SPECIFIC ELECTIVE : III : MARKETING
6B18BBA : Retail Management

Time : 3 Hours Max. Marks : 40

PART – A

I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark.

1) What is meant by merchandising ?

2) What do you mean by e-tailing ?

3) What is meant by CRM ?

4) What is retail inventory ?

5) What is meant by franchising ?

6) What is meant by customer service ? (6×1=6)

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

7) What is meant by retail marketing ?

8) What do you mean by mark-up pricing ?

9) What is inventory management ?

10) What do you mean by brand equity ?

11) What is non-store retailing ?

12) What is meant by penetration pricing ?

13) What is meant by retail store image ?

14) What is meant by online retailing ? (6×2=12)

P.T.O.

PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries
   3 marks.

   15) What are the stages in buying decision process ?

   16) Which are the various stages of retail life cycle ?

   17) What are the steps involved in retail planning process ?

   18) What are the advantages of branding in retail trade ?

   19) State the features of retailing.

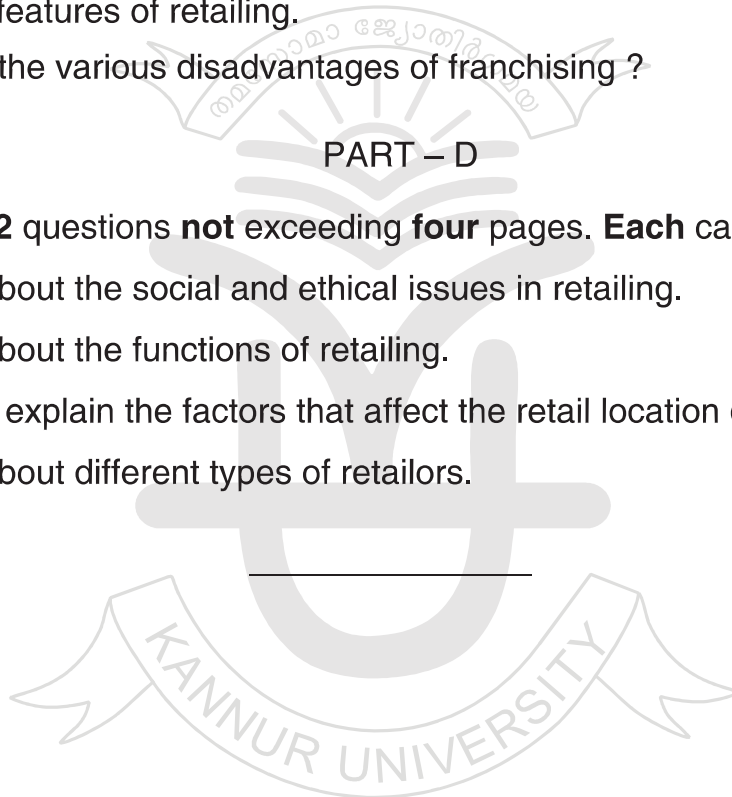   20) What are the various disadvantages of franchising ?   **(4×3=12)**

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** carries **5** marks.

   21) Discuss about the social and ethical issues in retailing.

   22) Discuss about the functions of retailing.

   23) State and explain the factors that affect the retail location decisions.

   24) Discuss about different types of retailors.   **(2×5=10)**

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Reg. No. : ....

Name : ....

VI Semester B.B.A./B.B.A. (R.T.M.)/B.B.A. (T.T.M.) Degree (CBCSS – Supplementary) Examination, April 2023
(2017 to 2018 Admissions)
Core Course
6B18BBA/BBA(TTM)/BBA(RTM) : INTERNATIONAL BUSINESS

Time : 3 Hours   Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries ½ mark.

1. _____ = Current Account + Capital Account + Change in Official Reserve Account.

2. The headquarters of the World Bank is situated in _____

3. Export-Import Bank of India is established in _____

4. The seller in an international trade is called _____

SECTION – B

Answer **any four** questions. **Each** question carries **1** mark.

5. Expand IMF.

6. What do you mean by exchange rate ?

7. Why do companies go international ?

8. What is commercial policy ?

9. What is SEZ ?

10. What is portfolio investment ?

SECTION – C

Answer **any six** questions (**Not** exceeding **one** page). **Each** question carries **3** marks.

11. Briefly explain foreign exchange market.

12. Describe the components of capital account.

13. Write a short note on economic environment in International business.

14. Explain how outward oriented trade strategy differs from inward oriented trade strategy.

15. Explain different types of non-tariff measures.

16. Discuss the functions and role of WTO.

17. Describe the role of Bretton Wood twins in international trade.

18. Explain different types of payment methods in international trade.

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Give the structure of overall balance of payments and explain in detail.

20. Explain the driving forces and restraining forces of globalization.

21. Give a brief account of foreign exchange risk and their management. Explain in detail the process of strategy implementation.

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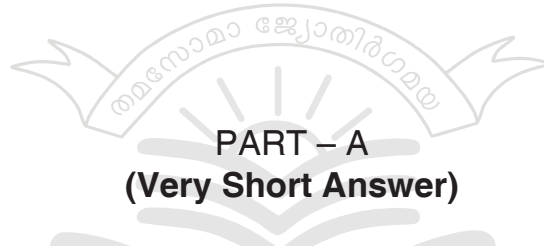
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VI Semester B.B.A. Degree (CBCSS – OBE – Regular/Supplementary/ Improvement) Examination, April 2023
(2019 and 2020 Admissions)
DISCIPLINE SPECIFIC ELECTIVE III – MARKETING
6B18BBA : Retail Management

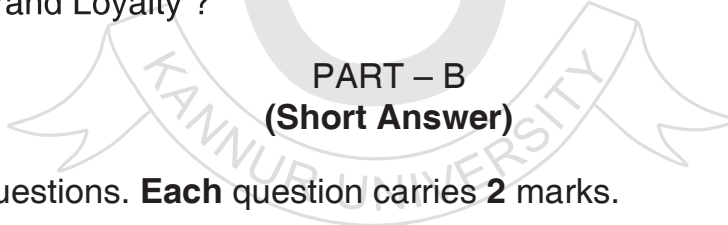Time : 3 Hours   Max. Marks : 40

PART – A
(Very Short Answer)

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

1. Define Retail Management
2. What is e-tailing ?
3. Define CRM.
4. What is merchandising ?
5. What do you mean by floor space management ?
6. What is Brand Loyalty ?

PART – B
(Short Answer)

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

7. Differentiate organized retailing and unorganized retailing.
8. Differentiate brand loyalty and store loyalty.
9. What is Visual merchandising ?
10. Write a short note on franchising.
11. What is retail marketing mix ?
12. Write a short note on electronic commerce.
13. Explain buying function in Retail Management.
14. What do you mean by pricing ?

PART – C
(Essay)

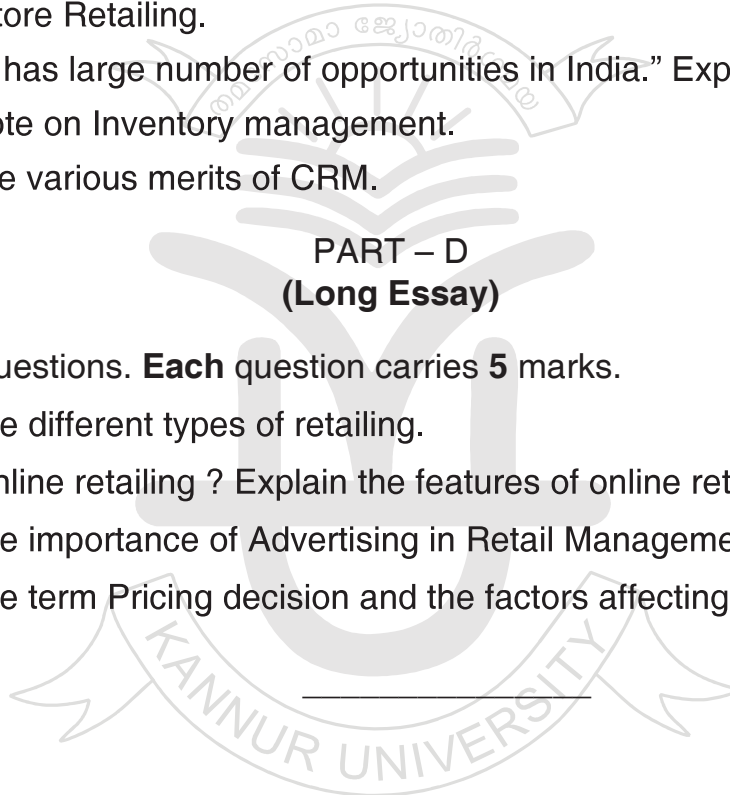Answer **any 4** questions. **Each** question carries **3** marks.   **(4×3=12)**

15. Discuss the different types of pricing.

16. Explain the merits of online retailing.

17. Write a note on :

    a) Store Retailing.

    b) Non-Store Retailing.

18. "Retailing has large number of opportunities in India." Explain.

19. Write a note on Inventory management.

20. List out the various merits of CRM.

PART – D
(Long Essay)

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

21. Explain the different types of retailing.

22. What is online retailing ? Explain the features of online retailing.

23. Explain the importance of Advertising in Retail Management.

24. Explain the term Pricing decision and the factors affecting pricing decision.

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Reg. No. : ....

Name : ....

Sixth Semester B.B.A. Degree (CBCSS – OBE – Regular/Supplementary/ Improvement) Examination, April 2024
(2019 to 2021 Admissions)
Discipline Specific Elective : III Marketing
6B17BBA : LOGISTICS MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark.

1) What is meant by logistics ?

2) What do you mean by e-financial supply ?

3) What is meant by warehouse ?

4) What is JIT ?

5) What is meant by buffer stock ?

6) What is meant by material handling ?   **(6×1=6)**

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

7) What is meant by Supply Chain Management ?

8) What do you mean by reverse logistics ?

9) What is inventory management ?

10) What do you mean by cross docking ?

11) What is bull-whip effect ?

12) What is meant by economies of scale ?

13) What is meant by containerisation ?

14) What is meant by procurement management ?   **(6×2=12)**

PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks.

15) Explain strategic logistic planning process.

16) Which are the various techniques of quality control ?

17) What are the principles of material handling ?

18) What are the elements of Supply Chain Management ?

19) State the importance of purchase management.

20) What are the various advantages of demand forecasting ?   **(4×3=12)**

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** carries **5** marks.

21) Discuss about the components of logistics management.

22) Discuss about the functions of supplier relationship management in detail.

23) State and explain the factors that driven the evolution of Supply Chain Management.

24) Discuss about the principles of operating warehouses.   **(2×5=10)**

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Reg. No. : ....

Name : ....

VI Semester B.B.A. Degree (CBCSS – Supplementary) Examination, April 2023
(2017 to 2018 Admissions)
Core Course
6B17BBA : CAPITAL MARKET AND INVESTMENT MANAGEMENT

Time : 3 Hours　　　　　　　　　　　　　　　　　　　　　　　　Max. Marks : 40

SECTION – A

Answer the **4** questions. **Each** question carries ½ mark.

1. Primary market is also known as

2. FPO stands for

3. _____ is a discipline that applies mathematical and statistical techniques to economic theory.

4. BSE Sensex is based on the price of _____ shares.　　　　　　　**(½×4=2)**

SECTION – B

Answer **any 4** questions. **Each** question carries **1** mark.

5. What is bonus share ?

6. Define Stock Exchange.

7. Explain Oscillators.

8. What is NAV ?

9. What is meant by underwriting ?

10. Explain rematerialisation.　　　　　　　　　　　　　　　　　　**(1×4=4)**

SECTION – C

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

11. What are price charts ? Explain the different types of price charts.

12. Explain the structure of mutual funds in India.

13. What is a depository ? Explain the benefits of depositories to an investor.

14. What is Industry Life Cycle ? Describe the different stages in the industry life cycle.

15. Define listing. What are the benefits of listing of securities ?

16. Define investment. What are the various objectives of investment ?

17. Explain the Dow theory.

18. Elucidate the major stock exchanges in India.   **(3×6=18)**

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Examine the functions and powers of SEBI in Indian Capital Market.

20. Explain the various methods of floatation of new issues in Primary Market.

21. What is economic forecasting ? Explain the various techniques of short-term economic forecasting.   **(8×2=16)**

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Reg. No. : ....

Name : ....

VI Semester B.B.A. Degree (CBCSS-OBE – Regular/Supplementary/ Improvement) Examination, April 2023
(2019 and 2020 Admissions)
DISCIPLINE SPECIFIC ELECTIVE : III. MARKETING
6B17BBA : Logistics Management

Time : 3 Hours

Max. Marks : 40

PART – A
Very Short Answer
Answer **all** the questions. **Each** question carries **1** mark :

1. What is Returns Management ?

2. Define integrated logistics.

3. Define Procurement Management.

4. What is Supply Chain Planning ?

5. Define Customer Service.

6. What do you mean by Warehousing ? **(6×1=6)**

PART – B
Short Answer
Answer **any 6** the questions. **Each** question carries **2** marks :

7. Explain the term customer order fulfillment.

8. Discuss the importance of Warehouse Management.

9. Explain bull-whip-effect.

10. What are the elements of Logistic Management ?

11. Discuss the activities of Logistics Management.

P.T.O.

12. Explain the concept of Customer Service Management.

13. What are the aims of Supply Chain Management ?

14. What is demand management ? **(6×2=12)**

PART – C
Essay
Answer **any 4** the questions. **Each** question carries **3** marks :

15. Discuss the objectives of Logistics Management.

16. Discuss the evolution of concept of warehousing.

17. Explain the current trends of Logistics Management.

18. Discuss the term is manufacturing flow management.

19. Explain the benefits of Customer Relationship Management (CRM).

20. List out the components of Supply Chain Management (SCM). **(4×3=12)**

PART – D
Long Essay
Answer **any 2** the questions. **Each** question carries **5** marks :

21. Differentiate the Logistics Management and Supply Chain Management.

22. Discuss the importance and benefits of Warehousing Management.

23. Explain the different process of Supply Chain Management.

24. Explain the different elements in Logistics Management. **(2×5=10)**

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Reg. No. : ....

Name : ....

Sixth Semester B.B.A./B.B.A. (RTM) Degree (C.B.C.S.S. – OBE – Regular/ Supplementary/Improvement) Examination, April 2024
(2019 to 2021 Admissions)
Core Course
6B15BBA/BBA(RTM) : BANKING THEORY AND PRACTICE

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. What is Repurchase Rate ?

2. Define the term banker.

3. What do you mean by demonetization ?

4. What do you mean by Digital banking ?

5. Name the general policies of RBI as a tool of macro-economic policy of the country.

6. What is universal banking ?

PART – B

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

7. Why Central Bank is called as "Lender of the last resort" ?

8. Define Trustees.

9. What is a smart card ?

10. What do you mean by NPA ?

P.T.O.

11. Describe Garnishee order.

12. Explain the term Retail banking.

13. List out two limitations of bank rate policy.

14. Discuss the statutory protection given to a collecting banker.

PART – C

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

15. Distinguish between debit card and credit card.

16. Explain the objectives of credit control.

17. Elaborate the advantages of E-banking.

18. Narrate the objectives of Banking Ombudsman scheme.

19. Explain the essentials of a valid cheque.

20. Describe the features of Negotiable instrument.

PART – D

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

21. Define crossing ? What are the different types of crossing ?

22. Explain the general principle of sound lending.

23. What precautions should a banker take while opening an account in the name of a partnership firm ?

24. Under what circumstances can a banker dishonour a cheque ?

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Reg. No. : ....

Name : ....

VI Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – OBE – Regular/ Supplementary/Improvement) Examination, April 2023
(2019 and 2020 Admissions)
Core Course
6B15BBA/BBA(RTM) : BANKING THEORY AND PRACTICE

Time : 3 Hours　　　　　　　　　　　　　　　　　　　　　　Max. Marks : 40

PART – A
(Very Short Answer)

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

1. What is Universal Banking ?

2. What do you mean by M-Banking ?

3. What is Credit Card ?

4. Define Cash Credit.

5. What is Endorsement ?

6. What is Reverse Repo ?　　　　　　　　　　　　　　　　　　　　(6×1=6)

PART – B
(Short Answer)

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

7. What do you mean by Green Banking ?

8. Describe the term SWIFT in Banking Business.

9. Explain the uses of Electronic Fund Transfer (EFT).

10. Elaborate the features of Virtual Banking.

11. Discuss the term Overdraft facility of a Bank.

12. Describe the features of E-cheque.

13. Explain the various principles of Sound Lending of Banking.

14. Describe the advantages of Tele banking in Banking business.   (6×2=12)

PART – C
(Essay)

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

15. Describe the merits of Retail Banking.

16. Differentiate the term RTGS and NEFT.

17. Explain briefly the origin and development of Banking.

18. Describe the General and Special relationship between Banker and Customer.

19. Explain the features of Core Banking.

20. Discuss the Primary functions of Commercial Banking.   (4×3=12)

PART – D
(Long Essay)

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

21. What is crossing of cheque ? And explain the different types of crossing of cheque.

22. Explain the functions of Reserve Bank of India (RBI).

23. Discuss the different tools of Fiscal Policy of Government of India.

24. What is Endorsement ? And explain the various kinds of endorsement.   (2×5=10)

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Reg. No. : ....

Name : ....

VI Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – OBE – Regular/Supplementary/Improvement) Examination, April 2023
(2019 and 2020 Admissions)
Core Course
6B14BBA/BBA(RTM) : ORGANISATION BEHAVIOUR

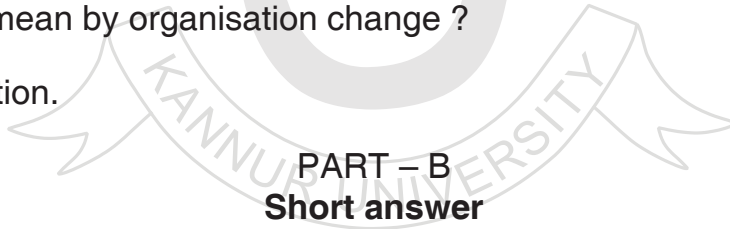Time : 3 Hours   Max. Marks : 40

PART – A
Very short answer

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

1. What do you mean by personality ?

2. What is group dynamics ?

3. What is organisational behaviour ?

4. What is organisational development ?

5. What do you mean by organisation change ?

6. Define motivation.   **(6×1=6)**

PART – B
Short answer

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

7. Explain the features of group conflict.

8. Discuss the different types of organisational change.

9. Explain the various stages of group development.

10. Enumerate the different roles of motivation.

11. List out the common barriers of attitude in organisational behaviour.

12. Describe the various scope of organisational behaviour.

13. Explain the factors which affect the perception of organisation behaviour.

14. List out the various benefits of organisational development.   **(6×2=12)**

PART – C
Essay

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

15. Explain the different types of leadership styles in the organisation.

16. List out the various features of group behaviour.

17. Explain the Herzberg theory of motivation.

18. List out the different types of conflict in organisational behaviour.

19. Explain the factors affecting the organisational change.

20. Discuss the different steps of organisational development.   **(4×3=12)**

PART – D
Long Essay

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

21. Explain the different types of learning theories of perception.

22. Enumerate briefly the various theories of personality.

23. Explain the characteristics and components of attitude in the organisational behaviour.

24. Discuss the Maslow's Need Hierarchy theory of motivation in the organization.   **(2×5=10)**

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