

B.B.M. DEGREE EXAMINATION, DEC - 2012

(Examination at the end of Third Year)

Part - II - Business Management

Paper – I : BUSINESS DATA PROCESSING

Time : 03 Hours

Maximum Marks : 100

*Answer any **Five** uestions
All uestions carry eual marks*

- 1) What is the importance of computers? What are the uses in computer system for Business Applications?
 - 2) Why do we have a variety of memories in a computer system explain?
 - 3) What is Database? What are the main components of database system explain each of them?
 - 4) Explain the hardware of a typical personal computer system?
 - 5) Explain about file Generations and recovery procedures.
 - 6) How we will down load a data? Explain its features and demerits?
 - 7) How to insert graphics into word processing and list out all the steps?
 - 8) How to prepare records and files using preparation and validations.
 - 9) Explain the role of computers in management decision making.
 - 10) Write about structured programming development?
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Part - II : Business Management

Paper - I : Fundamentals of IT

Time : 03 Hours

Maximum Marks : 100

*Answer any **Five** uestions*
All uestions carry eual marks

- 1)
 - a) What are the characteristics of a computer? Explain the basic operations of CPU.
 - b) Discuss the types of software.
 - c) What is extra net? What are its relative advantages compared to internet.
- 2)
 - a) Explain the types of formatting in MS-WORD.
 - b) Explain the steps to modify a table structure.
 - c) How do you create and run a macro?
- 3)
 - a) Distinguish between primary memory and secondary memory. Describe the secondary storage devices.
 - b) Discuss the most commonly used output devices.
- 4)
 - a) Explain the use of cut, paste and copy commands.
 - b) Explain the steps to create headers and footers.
 - c) Describe the mail-merge process.
- 5)
 - a) Explain the features of Slide Sorter View and Slide Layout.
 - b) Explain the use of the four drawing tools.
- 6)
 - a) Explain use of Print dialog box in Power Point.
 - b) Explain the features of Auto Content wizard.
- 7)
 - a) Explain the steps to create a Simple Select uery.
 - b) Explain the uses of Filter command.
 - c) Explain the steps to create a graph object.

- 8)** a) Explain the logical and any three statistical functions with suitable examples.
b) Explain in detail the features of Chart wizard.
c) Distinguish between embedded object and linked object.
- 9)** a) Explain operators in C with their associativity and precedence.
b) Distinguish between call by value and call by reference. Write a function to find the largest of four given values.
- 10)** a) Explain scanf and printf statements. Summarise the flags used in the printf statement.
b) Explain the string handling functions. Write a programme to concatenate two strings.
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Part II - Business Management

Paper - II : BUSINESS COMMUNICATION

Time : 03 Hours

Maximum Marks : 100

*Answer any **Five** questions.
All questions carry equal marks.*

- 1) Explain nature, importance and scope of business communication.
 - 2) State the merits and demerits of oral communication.
 - 3) Discuss the importance of feedback in communication process.
 - 4) What is written communication? Mention its advantages and disadvantages.
 - 5) What is body of the letter? Explain its importance.
 - 6) Explain the importance of listening in communication in business.
 - 7) Explain barriers to communication with reference to vagueness and inattention.
 - 8) What are vertical and Horizontal communication methods?
 - 9) Briefly explain the principles of effective communication.
 - 10) Write a note on external communication with relevant examples.
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Total No. of Questions : 10]

[Total No. of Pages : 01

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(Paper - III) : BUSINESS LAW

Time : 03 Hours

Maximum Marks : 100

Answer any Five questions

- Q1)* What are the provisions of Industrial Disputes Act 1948, regarding strikes and lockouts?
- Q2)* Explain the role of work committees in preventing and settlement of industrial disputes.
- Q3)* Discuss the legal provisions, regarding employment of women, according to factories Act 1948.
- Q4)* Briefly explain about funeral and medical benefits under ESI Act.
- Q5)* Explain the significance of Environment and Pollution control Act.
- Q6)* Give a classification of companies in detail.
- Q7)* What is memorandum of Association? Explain the clauses of memorandum.
- Q8)* Describe various types of resolutions and their significance.
- Q9)* Discuss about board meetings and shareholders' meeting.
- Q10)* Explain in detail about various phases in incorporation of a company.

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(Part - II) : Business Management

(Paper - IV) : COST AND MANAGEMENT ACCOUNTING

Time : 03 Hours

Maximum Marks : 100

Answer any Five questions

- 1) Explain nature and scope of Management Accounting.
- 2) Explain in detail elements of Cost.
- 3) What are advantages and limitations of budgeting.
- 4) Define Standard Costing. Explain advantages and limitations of Standard Costing.
- 5) Distinguish between Cash Flow Statement and Funds Flow Statement.
- 6) Explain briefly the concept, definition and important managerial uses of Ratio Analysis.
- 7) What is Reporting. Explain in detail different types of Reports.
- 8) The Comparative Balance Sheet and Income Statement of Krishna Ltd. are given below :

<u>Liabilities</u>	<u>31-3-2006</u>	<u>31-3-2005</u>	<u>Assets</u>	<u>31-3-2006</u>	<u>31-3-2005</u>
Creditors	32,500	37,000	Cash	46,000	28,900
Wage Payable	4,500	7,500	Debtors	41,000	45,000
Income tax payable	7,000	5,000	Inventories	48,000	51,000
Mortgage not payable 2006	1,00,000	-	Prepaid expenses	4,100	3,700
Equity Share Capital Rs. 20 per value	4,00,000	3,50,000	Machinery	3,30,000	3,10,000
Buildings	5,80,000	4,75,000	Accumulated depreciation :		
Securities premium	55,000	45,000	Machinery	(1,31,000)	(1,85,000)
Profit & Loss	1,54,000	1,19,000	Depreciation		
Appropriation A/c			Buildings	(2,25,000)	(2,15,000)
			Land	60,000	50,000
	<u>7,53,100</u>	<u>5,63,000</u>		<u>7,53,100</u>	<u>5,63,600</u>

Additional Information :

- i) Dividend of Rs. 40,000 were declared during the year.
- ii) Machinery with an original cost of Rs. 80,000 and accumulated depreciation of Rs. 74,000 was sold during the year for Rs. 6,000 cash. New machinery was also purchased for 1,00,000 cash.
- iii) Land and Buildings were acquired during the year at a cost of Rs. 1,15,000. In addition to the down payment of Rs. 15,000, a ten year 10% mortgage note for Rs. 1,00,000 was issued to the vendor.

Income Statement for the year ended March 31st 2006

Sales		8,10,000
Cost of goods sold		<u>4,60,000</u>
Gross profit on Sales		<u>3,50,000</u>
Operating expenses :		
Depreciation expenses - Machinery	20,000	
Depreciation expenses - Building	10,000	
Other Operating expenses	<u>1,75,500</u>	<u>2,05,500</u>
Income before income tax	1,44,500	
Income tax	69,500	
		<u>75,000</u>

Prepare Cash Flow Statement by 'Indirect Method'.

- 9) A gang of workers usually consists of 10 men, 5 women, & 5 boys in a factory. They are paid at standard hourly rate of Rs. 1.25, Rs. 0.80 and Rs. 0.70 respectively. In a normal working week of 40 hours the gang expected to produce 1,000 units of output.

In a certain week, the gang consisted of 13 men, 4 women, and 3 boys. Actual wages were paid at the rates of Rs. 1.20, Rs. 0.85, and Rs. 0.65 respectively. Two hours per week were lost due to abnormal idle time and 960 units of output were produced. Calculate various labour variances.

- 10) Expansion Ltd. manufactures automobile accessories and parts. The following are the total costs of processing 1,00,000 units.

Direct Material cost	Rs. 5 lakhs
Direct Labour cost	Rs. 8 lakhs
Variable Factory Overheads	Rs. 6 lakhs
Fixed Factory Overheads	Rs. 5 lakhs

The purchase price of the component in the market is Rs. 22. The fixed overhead would

continue to be incurred even when the component is bought from outside although there would have been reduction to the extent of Rs. 2,00,000.

Required :

- a) Should the part be made or bought considering that the present facility when released following a buying decision would remain idle.
 - b) In case released capacity can be rented out to another manufacturer for Rs. 1,50,000 having good demand, what should be the decision.
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Part - II - Business Management

Paper - V : ENTREPRENEURSHIP

Time : 03 Hours

Maximum Marks : 100

*Answer any **Five** questions*
All questions carry equal marks

- 1) Define entrepreneurship and explain its main characteristics.
 - 2) “Innovation is the hallmark of entrepreneurship.” Explain business in India.
 - 4) Explain the Government policies and measures towards promotion of entrepreneurship.
 - 5) Explain the start up process of small scale enterprises.
 - 6) Discuss the basic problems in the launching of small scale enterprise in India.
 - 7) What is market survey? Discuss the various methods used for market survey of a new product.
 - 8) What is break even analysis? Illustrate and explain the process of break even analysis for a new product.
 - 9) Explain legal considerations in the establishment of a small scale enterprise.
 - 10) Examine critically the role of small scale Industries in India’s economy.
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Part - II - Business Management

Paper - VI : SALES MANAGEMENT

Time : 03 Hours

Maximum Marks : 100

*Answer any **Five** questions*

All questions carry equal marks

- 1) Describe briefly the nature and importance of sales management.
 - 2) What guidelines should be followed by a sales manager to ensure forecasting accuracy?
 - 3) Explain the methods used by companies for setting sales quotas.
 - 4) What are the methods used for assessing training needs of sales people?
 - 5) What are the methods used to determine optimum size of sales force?
 - 6) Which theory of motivation you would recommend for motivating sales force? Why?
 - 7) Explain the various ways of salesmen expenses control.
 - 8) Briefly explain the basic types of sales organisation.
 - 9) What procedure is typically followed by a company to prepare its sales budget?
 - 10) Explain how a sales manager should develop a sales strategy for individual customers.
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Part - II - Business Management

Paper - VII : PROMOTION AND DISTRIBUTION MANAGEMENT

Time : 03 Hours

Maximum Marks : 100

*Answer any **Five** questions*
All questions carry equal marks

- 1) Describe briefly about the promotional scene in India.
 - 2) How do you evaluate advertising effectiveness?
 - 3) What are the sales promotion tools used by business organisations?
 - 4) Explain the various types of channels of distribution.
 - 5) How can cooperation and conflicts in the channel be managed? Give some examples.
 - 6) What is the role of advertising in reducing an organisations marketing communication mix?
 - 7) What factors would you consider in making channel design decisions?
 - 8) Explain various sales promotion methods available to marketer.
 - 9) Explain the various steps involved in developing effective communication.
 - 10) Briefly describe under what circumstances the distribution policies are useful to manufacturers.
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