



K22U 3570

Reg. No. :

Name :

12 DEC 2022

**Third Semester B.B.A./B.B.A. (RTM) Degree (CBCSS-OBE-Regular/
Supplementary/Improvement) Examination, November 2022**

(2019 Admission Onwards)

GENERAL AWARENESS COURSE

3A11BBA/BBA(RTM) : Numerical Skills

Time : 3 Hours

Max. Marks : 40

PART – A

Very short answer. Answer **all** the questions. **Each** question carries **one** mark.

1. What is an Equation ?
2. Explain your idea about Arithmetic Progression.
3. Define a Scalar Matrix.
4. What is a Null set ?
5. Explain the term time value of money.
6. What is Geometric mean ? (6×1=6)

PART – B

Short answer. Answer **any six** questions. **Each** question carries **2** marks.

7. Solve $7(X - 2) + 8(X - 3) - 22 = X + 10$.
8. Find 12th term and sum of 12 terms of the series
 $1, -1, 2, -2, \dots$
9. Find 15th term of the series $3, -6, 12, -24, \dots$
10. Show that $\begin{bmatrix} 2 & -1 & 3 \\ -1 & 2 & 1 \\ 3 & 1 & 4 \end{bmatrix}$ is symmetric.
11. With the support of an example, explain the term Union of two sets.

P.T.O.



12. Find the total interest and amount at the end of 5th year for Rs. 5,000 at 10% per annum, simple interest.
13. Write down all the subsets of the set $A = \{3, 4, 5\}$.
14. $2X + 3Y = 4$; $4X + 5Y = 6$. Express these equations in the matrix equation form. **(6×2=12)**

PART - C

Essay. Answer **any four** questions. **Each** question carries **3** marks.

15. $4X + 2Y = 6$

$5X + Y = 6$

Find the value of X and Y.

16. Solve the equation $2X + 5/X = 7$.

17. A man saved Rs. 16,500 in ten years. In each year after the first he saved Rs. 100 more than he did in the preceding year. How much did he save in the first year ?

18. If the value of a car is depreciated 20% annually, what will be its estimated value at the end of the 10th year, if its present value is Rs. 5,000 ?

19. Let $P = \begin{bmatrix} 0 & 1 \\ 2 & 3 \end{bmatrix}$, $Q = \begin{bmatrix} -1 & 2 \\ 4 & 3 \end{bmatrix}$ and $R = \begin{bmatrix} 2 & -1 \\ 6 & 5 \end{bmatrix}$.

Find $P(Q + R)$ and $PQ + PR$. Hence prove $P(Q + R) = PQ + PR$.

20. Find the sum at the end of 4 years for Rs. 10,000 at 10% per annum, compound interest. **(4×3=12)**

PART - D

Long essay. Answer **any two** questions. **Each** question carries **5** marks.

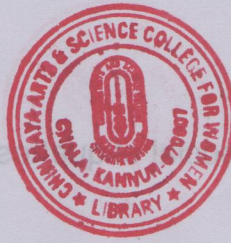
21. Solve the following simultaneous equations using Cramer's rule.

$$5X - 6Y + 4Z = 15, \quad 7X + 4Y - 3Z = 19, \quad 2X + Y + 6Z = 46.$$

22. Demand for goods of an industry is given by the equation $pq = 100$ and supply is given by the equation $20 + 3p = q$, where p is the price and q is the quantity, find p and q.

23. A man sells 7 horses and 8 cows at Rs. 5,880 and 6 cows and 5 horses at Rs. 4,300. What is the selling price of each ?

24. Find the three numbers in A.P. whose sum is 9 and the product is -165. **(2×5=10)**



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Third Semester B.B.A./B.B.A. (R.T.M.) Degree (CBCSS – OBE – Regular/
Supplementary/Improvement) Examination, November 2022
(2019 Admission Onwards)

GENERAL AWARENESS COURSE

**3A12BBA/BBA(RTM) : Personality Development and Communication
Skills**

Time : 3 Hours

Max. Marks : 40

PART – A
Very Short Answer

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

1. What is personality development ?
2. Explain your idea about communication skill.
3. Define a formal communication.
4. What is an organisation ?
5. Explain the term Boss management.
6. What is an interview ?

(6×1=6)

PART – B
Short Answer

Answer **any six** questions. **Each** question carries **2** marks :

7. What is self motivation ?
8. What are the different channels of communication ?
9. What is Time management ?
10. What do you mean by problem solving skill ?

P.T.O.

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11. Briefly narrate the concept of social etiquettes.
12. What is Interpersonal skill ?
13. What is your idea about Leadership ?
14. Explain the term decision making. (6×2=12)

PART – C
Essay

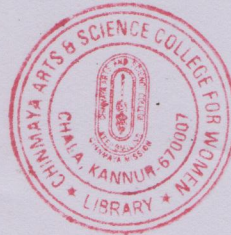
Answer **any four** questions. **Each** question carries **3** marks :

15. What are the precautions to be taken before writing a Resume for the job ?
16. Briefly explain the steps to be taken before facing a job interview.
17. What are the different types of personality development ?
18. Briefly explain the functions of communication.
19. What are the characteristics of good communication ?
20. Why relationship management in business is important ? (4×3=12)

PART – D
Long Essay

Answer **any two** questions. **Each** question carries **5** marks :

21. Explain briefly the role of body language in effective communication.
22. Briefly explain the significance of making individual SWOT analysis to face the challenging competitive world.
23. Discuss briefly the different Stress management techniques for employees.
24. Explain briefly the different leadership styles in an organisation. (2×5=10)



K22U 3572

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**Third Semester B.B.A./B.B.A. (R.T.M.) Degree (CBCSS – OBE-Regular/
Supplementary/Improvement) Examination, November 2022**

(2019 Admission Onwards)

Core Course

3B04 BBA/BBA (RTM) : FINANCIAL ACCOUNTING

Time : 3 Hours

Max. Marks : 40

PART – A

(Very Short Answer)

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

1. What is Accounting ?
2. Explain your idea about Ledger.
3. What is Final Account ?
4. What is Depreciation ?
5. Explain the term Provision.
6. What is Amalgamation ?

(6×1=6)

PART – B

(Short Answer)

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

7. What is Corporate Dividend Tax ?
8. What Journal entry is reordered 'when Furniture Rs. 10,000 purchased from Arun' ?
9. What do you mean by Contingent liabilities ? List out two examples.
10. What do you mean by Forfeiture of the share ?
11. Narrate the journal entries for loss of goods by fire amounted Rs. 5,000 and Insurance Company agreed to compensate 75% of the total loss.

P.T.O.



12. Give the journal entries for the following transactions.
- Cash received from Karan Rs. 20,000; allowed him a discount of Rs. 4,000
 - Cash paid to Manu Rs. 40,000; discount allowed by him Rs. 5,000
13. What is the importance of depreciation ?
14. State the Accounting Equation. (6×2=12)

PART – C

(Essay)

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

15. The following is the part of a trial balance of a firm as on 31st December 2021.

Particulars	Dr.	Cr.
Sundry Debtors	82,000	
Bad debts	3,000	
Prov. for bad debts		3,600

Additional information :

Further bad debts to be written off – Rs. 2,000

Create provision for bad debts @ 10% on debtors.

Show how these items appear in Profit and Loss A/c and Balance Sheet.

16. Briefly explain the classification of Debentures.
17. How are the following items adjusted while preparing financial statements
- Advance Income received
 - Outstanding expenses
 - Dishonor of a cheque
 - Interest charged by the bank.

18. Mr. Manu, the petty cashier of M/s Raj Traders received Rs. 400 on January 1 2021 from the head cashier. For the month, details of petty expenses are listed as under :

Date 2021 January	Details	Amount (Rs.)
1	Telegrams	25
3	Travelling expenses	21
10	Taxi fare	35
15	Postage	41
18	Printing charges	25
22	Repair	10
23	Refreshment	20
26	Carriage on goods	36

Prepare a petty cash book.



19. Identify the following transactions based on Cash, Credit and Bank. Also, briefly state the reason.

Date 2021 December	Details
1	Mr. Raj Commenced business with Cash Rs. 25,000, Stock Rs. 20,000, Bank Rs. 10,000
3	Bought goods by cheque Rs. 5,000
10	Paid carriage by cheque Rs. 250
15	Sold goods for cash Rs. 8,500
18	Sold goods on credit to M/s Gadha Traders Rs. 6,900
22	Purchased a machinery from Kiran Rs. 6,000
23	Purchased goods and paid by cheque Rs. 5,000
25	Cash Sales Rs. 4,000
28	Paid into bank Rs. 3,000
29	Paid salary by cheque Rs. 600
30	Received commission Rs. 2,000
31	Purchased goods and paid by cheque Rs. 4,000

20. Journalize the following transactions.

- a) Ashok started business with cash Rs. 8,000, furniture Rs. 4,000 and stock of goods Rs. 16,000
- b) Deposited cash in State Bank of India Rs. 10,000
- c) Purchased goods from Manu Rs. 10,000 at a trade discount of 5%
- d) Sold goods to Abhi Rs. 12,000 at a trade discount of 6%
- e) Sold goods for cash Rs. 10,000
- f) Purchased goods for cash Rs. 12,000
- g) Paid to Manu Rs. 4,000; Discount allowed by him Rs. 400
- h) Received from Abhi Rs. 8,000; allowed him a discount of Rs. 600. (4×3=12)

PART – D

(Long Essay)

Answer any two questions. Each question carries 5 marks.

21. Explain briefly the uses of Financial Accounting.

22. The following trial balance has been taken out from the books of XYZ as on 31st December 2021.

Particulars	Dr.	Cr.
Plant and Machinery	1,00,000	
Opening stock	60,000	



Purchases	1,60,000	
Building	1,70,000	
Carriage inward	3,400	
Carriage outward	5,000	
Wages	32,000	
Sundry debtors	1,00,000	
Salaries	24,000	
Furniture	36,000	
Trade expense	12,000	
Discount on sales	1,900	
Advertisement	5,000	
Bad debts	1,800	
Drawings	10,000	
Bills receivable	50,000	
Insurance	4,400	
Bank balances	20,000	
Sales		4,80,000
Interest received		2,000
Sundry creditors		40,000
Bank loan		1,00,000
Discount on purchases		2,000
Capital		1,71,500
	7,95,500	7,95,500

Closing stock is valued at Rs. 90,000. Prepare the Trading and Profit and Loss Account of the business for the year ended 31-12-2021.

23. The bank balance of a business firm has increased during the last financial year by Rs. 1,50,000. During the same period it issued shares of Rs. 2,00,000 and redeemed debentures of Rs. 1,50,000. It purchased fixed assets for Rs. 40,000 and charged depreciation of Rs. 20,000. The working capital of the firm, other than bank balance, increased by Rs. 1,15,000 during the period. Calculate the profit of the firm for the year.

24. Discuss briefly the Sub division of the journal.

(2×5=10)



K22U 3573

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**Third Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – OBE – Regular/
Supplementary/Improvement) Examination, November 2022
(2019 Admission Onwards)**

Core Course

3B05BBA/BBA(RTM) : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

**PART – A
(Very Short Answer)**

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

1. What is Marketing ?
2. Explain your idea about Team Work.
3. Define Market segmentation.
4. What is Target marketing ?
5. Explain the term direct marketing.
6. What is an Advertisement copy ?

(6×1=6)

**PART – B
(Short Answer)**

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

7. What is e-CRM ?
8. What are the different channels of marketing ?
9. What is Marketing mix ?
10. What do you mean by Macro marketing environment ?

P.T.O.

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11. Briefly narrate the concept of Online marketing. Reg. No. :
12. What is Marketing Myopia ? Name :
13. What is your idea about ethical aspects of advertising ? Third Semester B.B.A. (Supplementary Improvement) Examination, November 2022
14. Explain the term Branding. (6×2=12)

PART – C
(Essay)

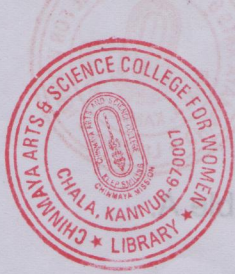
Answer **any four** questions. **Each** question carries **3** marks. Time : 3 Hours

15. What is the importance of marketing ?
16. Briefly explain the dimensions of product mix.
17. What are the drawbacks of CRM programme ?
18. Briefly explain the functions of a salesman.
19. What are the characteristics of Green marketing ?
20. Why Relationship marketing in business is important ? (4×3=12)

PART – D
(Long Essay)

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

21. Explain briefly the factors affecting the pricing.
22. Briefly explain the concept of Product life cycle.
23. Discuss briefly the importance of Social media in marketing the products.
24. "Advertising is only evil when it advertises evil things." Based on the phrase, explain briefly the ethical aspects of advertisement in an organisation. (2×5=10)



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**Third Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – OBE – Regular/
Supplementary/Improvement) Examination, November 2022**

(2019 Admission Onwards)

COMPLEMENTARY ELECTIVE COURSE

3C04 BBA/BBA (RTM) : Legal Aspects of Business

Time : 3 Hours

Max. Marks : 40

PART – A

Very Short Answer

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

1. What is law of contract ?
2. Explain your idea about Sale of Goods Act.
3. Who is a consumer ?
4. What is a Public Limited Company ?
5. Explain the term debenture.
6. What is GST ?

(6×1=6)

PART – B

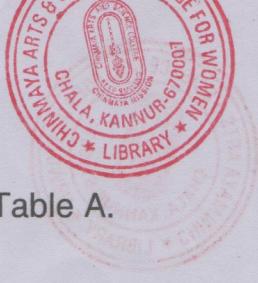
Short Answer

Answer **any six** questions. **Each** question carries **2** marks :

7. What is void contract ?
8. What do you mean by breach of contract ?
9. What is IGST ?
10. What do you mean by Prospectus ?

P.T.O.

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11. Briefly narrate the concept of Table A.

12. What is Offer ?

13. What is your idea about Consideration ?

14. Explain the term Service Tax.

(6×2=12)

PART – C
Essay

Answer **any four** questions. **Each** question carries **3** marks :

15. What is the importance of Consumer Protection Act ?

16. Briefly explain the classification of Preference Shares.

17. What are the right of an unpaid seller ?

18. Briefly explain the functions of Company Law Board.

19. What are the characteristics of Joint Stock Company ?

20. Why agreement in contract is important at business ?

(4×3=12)

PART – D
Long Essay

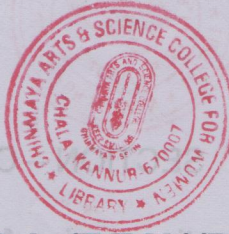
Answer **any two** questions. **Each** question carries **5** marks :

21. Explain briefly the rights of a consumer.

22. Briefly explain the latest amendments in Indian Companies Act.

23. Discuss briefly the contents of Memorandum of Association.

24. Discuss briefly the object and scope of the Indian Contract Act, 1872. (2×5=10)



K22U 2842

Reg. No. :

12 DEC 2022

Name :

**Third Semester B.B.A./B.B.A. (T.T.M.)/B.B.A. (R.T.M.) Degree
(CBCSS – Supplementary) Examination, November 2022
(2016 – 18 Admissions)
General Course
3A11 BBA/BBA (TTM)/BBA (RTM) : IT IN BUSINESS**

Time : 2 Hours

Max. Marks : 30

SECTION – A

Answer **all** the 4 questions. **Each** question carries $\frac{1}{2}$ mark. **(4×½=2)**

1. Expand OMR.
2. Expand DBMS.
3. What is C2C ?
4. What is encryption ?

SECTION – B

Answer **any** 4 questions. **Each** question carries 1 mark. **(4×1=4)**

5. Name any two applications used for online teaching.
6. Define data warehouse.
7. What are computer networks ?
8. What is Internet ?
9. Define Virus.
10. What is E-governance ?

P.T.O.

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SECTION – C

Answer **any 4** questions. **Each** question carries **4** marks. **(4×4=16)**

11. What are the management requirements for database systems ?
12. Write short note on storage devices.
13. What are the benefits of online learning ?
14. Explain Knowledge Management System.
15. Differentiate between Traditional Commerce and E-Commerce.
16. Mention the essential requirements for E-payments ?

SECTION – D

Answer **any 1** question. **Each** question carries **8** marks. **(1×8=8)**

17. Write short notes on :
 - a) Concepts of ERP components.
 - b) Input and Output devices.
18. Discuss in detail about the major types of information systems.



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**Third Semester B.B.A./B.B.A. (TTM) Degree (CBCSS – Supplementary)
Examination, November 2022
(2016-18 Admissions)
Core Course
3B05 BBA/BBA (TTM) : OPERATIONS MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

SECTION – A

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

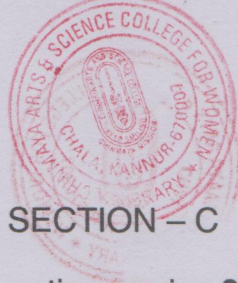
1. Define production management.
2. Explain product design.
3. What is control chart ?
4. What is plant layout ?

SECTION – B

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

5. What is check sheet ?
6. Explain material handling.
7. What is process selection ?
8. What is system ?
9. Explain job production.
10. What is break down maintenance ?

P.T.O.



SECTION - C

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

11. What are the benefits of TQM ?
12. Which are the types of maintenance ?
13. Which are the factors affecting inventory control ?
14. Write a note on objectives of material handling.
15. Write a short note on history of operation management.
16. What are the objectives of good layout ?
17. What are the factors required for location of plant ?
18. What are the features of mass production ?

SECTION - D

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

19. Write an essay on inventory control techniques.
20. Write an essay on production and operation management functions.
21. What is the role of advanced manufacturing technologies in service quality management ?