



K21U 1922

Reg. No. : .....

Name : .....

III Semester B.B.A./B.B.A. (RTM) Degree CBCSS (OBE) Reg./Sup./Imp.

Examination, November 2021

(2019 – 2020 Admission)

GENERAL AWARENESS COURSE

3A11BBA / BBA(RTM) : Numerical Skills

Time : 3 Hours

Max. Marks : 40

SECTION – A

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

1. What principal will amount to ₹ 600 @ 6% per annum SI in five years ?
2. Solve  $2(x + 5) + 7 = 5 - 2(x + 6)$ .
3. Consider the G.P. of the series : 2, 1,  $\frac{1}{2}$ ,  $\frac{1}{4}$ , .... Find the  $n^{\text{th}}$  term.
4. Calculate two numbers, whose sum is 30 and difference is 4.
5. Find the value of the determinant :  $\begin{vmatrix} 2 & 4 \\ 8 & 2 \end{vmatrix}$ .
6. If the mean proportional between  $x$  and 2 is 4, what must be the value of  $x$  ?

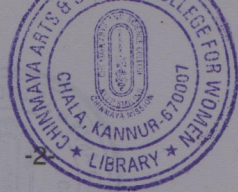
(6×1=6)

SECTION – B

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

7. Represent a Venn diagram showing relationship between Animals, dogs, horses, parrots.

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8. If  $(2x - 3y)/(2x + 3y) = 2/5$ , determine the value of  $x : y$ .
9. Calculate the effective rate of interest, if interest is calculated @ 8% quarterly.
10. Solve  $7x + 3y = 10$ ;  $4x + 2y = 6$ .
11. If  $A = \begin{bmatrix} 1 & 2 \\ 3 & 4 \\ 5 & 6 \end{bmatrix}$  and  $B = \begin{bmatrix} -1 & -2 \\ 0 & 4 \\ 3 & 1 \end{bmatrix}$ , then calculate the matrix 'X' such that  
 $A + B - X = 0$ .
12. Compute the face value of a bill due for 6 months hence @ 12% p.a. whose present worth is ₹ 4,500.
13. Three numbers in ascending order are in G.P. such that their product is 512. Determine their middle number.
14. If  $X = 2^{1/3} + 2^{-1/3}$ , prove that  $2X^3 - 6X - 5 = 0$ . (6×2=12)

## SECTION - C

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

15. The mean of three numbers is 15. With the inclusion of fourth number, the mean becomes 17. Identify the included number.
16. Demand for goods of an industry is given by the equation  $pq = 100$  and supply is given by  $20 + 3p = q$ ; where 'p' is price and 'q' is quantity. Calculate 'p' and 'q'.
17. The angles in a triangle are in the ratio of 2 : 3 : 4. Calculate the angles and prove that it is a right-angled Triangle.

18. Show that the value of the determinant  $\begin{vmatrix} 1 & a & b+c \\ 1 & b & c+a \\ 1 & c & a+b \end{vmatrix} = 0$ .



19. If the 5<sup>th</sup> and 10<sup>th</sup> terms of a G.P. are 32 and 1024 respectively, find the 1<sup>st</sup> term and common ratio.

20. A is six times as old as B. Fifteen years hence, A will be three times as old as B. Find their present ages. **(4x3=12)**

SECTION - D

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

21. Solve  $x + \sqrt{x} = 6/25$ .

22. Find the rank of the matrix  $\begin{bmatrix} 1 & 2 & 0 & 5 \\ 3 & 1 & 2 & 2 \\ 2 & 4 & 0 & 10 \end{bmatrix}$ .

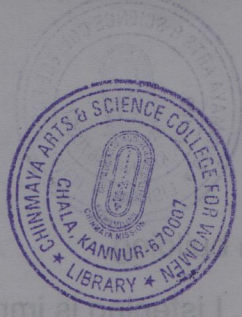
23. The sum of three numbers in G.P. is 35 and their product is 1000. Which are the numbers ?

24. At the same rate of simple interest, a principal amounts to ₹ 2,056 in 4 years and amounts to ₹ 2,248 in 7 years. Determine the rate of interest and the principal amount. **(2x5=10)**

SECTION - B

Answer any six questions. Each question carries two marks.

7. Draw a Venn diagram showing relationship between Animals, dogs.



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Examination, November 2021  
(2019-2020 Admission)  
GENERAL AWARENESS COURSE  
3A12BBA/BBA(RTM) : Personality Development and Communication  
Skills**

Time : 3 Hours

Max. Marks : 40

**SECTION – A  
(Very Short Answer)**

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

1. What are 'Memos' ?
2. When does a Leader become a Boss ?
3. List any two benefits of 'Self-Talk'.
4. Give the difference between 'Eustress' and 'Distress'.
5. What is the role of a Moderator in Group Discussion ?
6. Mention the behavioural symptoms of Stress. **(6×1=6)**

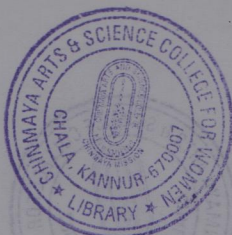
**SECTION – B  
(Short Answer)**

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

7. "You are a product of your surroundings". What does this mean ?
8. Give examples for Dining Etiquettes.
9. Comment on the role of 'persuasion' in Customer Interaction.
10. Evaluate 'Music and Dance' Therapy as a stress reliever.
11. Differentiate Soft Skills from Hard Skills.

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12. Enlist any two benefits of Team building.
13. "For successful communication, Listening is important than speaking". Comment.
14. How can Visual Aids act as a great support in presentation ? (6×2=12)

**SECTION – C**  
**(Essay)**

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

15. Prepare a SWOT Analysis on yourself for personal development.
16. Examine the need for Work-Life Balance in an organisation.
17. You are the Purchase Officer in an XYZ Co. and you need to buy five Air Conditioners and ten ceiling fans. Write an Enquiry Letter to know the details regarding price, product specifications and warranty period.
18. As a Leader, suggest what precautions must be taken by members while participating in Group Discussion ?
19. Identify the most common Customer Service mistakes in a market place.
20. Discuss the significance of E-Mail in corporate communication. (4×3=12)

**SECTION – D**  
**(Long Essay)**

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

21. "The Art of Public Speaking is all about communicating an idea to an audience". In this context, discuss on skills to be acquired to become a good public speaker.
22. "People need to understand to conduct and present themselves appropriately in professional social settings". Evaluate this statement keeping in mind the Tips for Professional Business Etiquettes. Give examples to support your answer.
23. Imagine that you are currently heading the Interview panel constituted to select team leaders for an IT based organisation. What suggestions would you give to freshers appearing before and during the interview for their better performance ?
24. How beneficial are Yoga and Meditation practices towards developing an individual's personality ? Cite examples. (2×5=10)

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**III Semester B.B.A./B.B.A. (RTM) Degree CBCSS (OBE) Reg./Sup./Imp.  
Examination, November 2021  
(2019 – 2020 Admission)  
Core Course  
3B04BBA/BBA (RTM) : FINANCIAL ACCOUNTING**

Time : 3 Hours

Max. Marks : 40

**PART – A**

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

1. Define Accounting.
2. What is outstanding expense ?
3. What is a private company ?
4. What is prospectus ?
5. What do you mean by dissenting shareholders ?
6. What is interim dividend ?

**(6×1=6)**

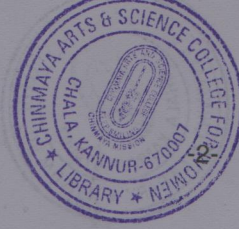
**PART – B**

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

7. What is going concern concept ?
8. What do you mean by liabilities ?
9. What is depreciation ?
10. Explain the treatment of closing stock in the final accounts of a business.
11. What is calls in advance ?
12. What is right share ?
13. What is net asset method of purchase consideration ?
14. What is consolidation of shares ?

**(6×2=12)**

P.T.O.



## PART - C

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

15. What are the limitations of financial accounting ?
16. What are the functions of accounting ?
17. What is revenue expenditure ? Give examples.
18. Give adjusting entries for the following :
  - a) Rent outstanding Rs. 5,000.
  - b) Interest received in advance Rs. 2,000.
  - c) Depreciation on furniture Rs. 500.
  - d) Commission accrued Rs. 600.
  - e) Salary paid in advance Rs. 2,000.
19. Explain different types of preference shares.
20. What is amalgamation in the nature of merger ? (4×3=12)

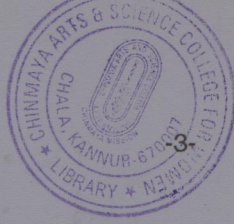
## PART - D

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

21. What are the different branches of accounting ? Differentiate between financial accounting and management accounting.
22. What is amalgamation ? What are its features ? What are the differences between amalgamation and external reconstruction ?
23. A Ltd. Invited application for 2,00,000 equity shares of Rs. 10 each at a discount of Re 1 per share payable as follows :
  - Rs. 2 on application
  - Rs. 3 on allotment
  - Rs. 4 on first and final call.

The applications received were for 1,80,000 shares and all of these were accepted. All money due was received except the first and final call on 1200 shares. These shares were forfeited and 400 of these shares were reissued as fully paid for a payment of Rs. 8 per share.

Pass necessary journal entries.



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24. The following is the Trial Balance of Vishnu Agencies as on 31<sup>st</sup> March 2020. Prepare Trading and Profit and Loss Account for the year ended 31<sup>st</sup> March 2020 and a Balance Sheet as on that date.

Particulars	Debit (Rs.)	Credit (Rs.)
Capital		4,00,000
Buildings	60,000	
Drawings	72,000	
Furniture	30,000	
Motor van	1,00,000	
Loan		60,000
Bad debt	3,600	
Sales		4,00,000
Purchases	3,00,000	
Opening stock	1,00,000	
Salaries	60,000	
Wages	8,000	
Insurance	4,000	
Commission		30,000
Sundry debtors	1,12,400	
Sundry creditors		40,000
Cash at bank	80,000	
	<b>9,30,000</b>	<b>9,30,000</b>

**Adjustments :**

- The value of closing stock on 31<sup>st</sup> March 2020 was Rs. 60,000.
- Outstanding wages Rs. 2,000.
- Prepaid insurance Rs. 1,000.
- Commission received in advance Rs. 2,000
- Depreciation on furniture 10%.

(2×5=10)





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Examination, November 2021  
(2019-2020 Admission)

Core Course

3B05BBA/BBA (RTM) : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. Define branding.
2. What is price discrimination ?
3. State any two tools of sales promotion.
4. What is skimming price policy ?
5. Define direct marketing.
6. What is e-CRM ?

(6×1=6)

PART – B

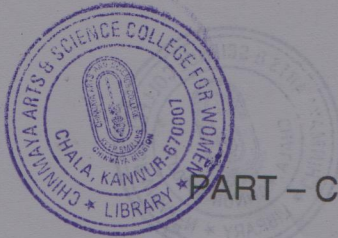
Answer **any 6** questions. **Each** question carries **2** marks :

7. Discuss the steps in target marketing.
8. State any four difference between selling and marketing.
9. State the objectives of pricing.
10. Define product life cycle.
11. Discuss the elements of marketing promotion mix.
12. What are the characteristics of a good salesman ?
13. State any four benefits of direct marketing
14. What are the features of CRM ?

(6×2=12)

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**PART - C**

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

15. Explain micro marketing environment.
16. State the factors affecting consumer behaviour.
17. Discuss the objectives of marketing promotion.
18. Discuss the characteristics of personal selling.
19. Discuss the functions of channels of distribution.
20. State the significance of CRM.

**(4×3=12)**

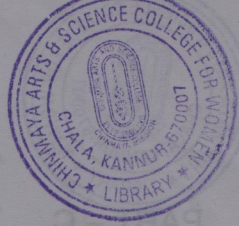
**PART - D**

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

21. What is marketing segmentation ? Explain its basis
22. Define product mix. Discuss its strategies
23. What is advertising media ? Explain its types
24. What is green marketing ? Explain its need and importance.

**(2×5=10)**

(6×3=18)  
P.T.O.



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**III Semester B.B.A./B.B.A. (RTM) Degree CBCSS (OBE) Reg./Sup./Imp.**  
**Examination, November 2021**  
**(2019 – 2020 Admission)**  
**Complementary Elective Course**  
**3C04BBA/BBA (RTM) : LEGAL ASPECTS OF BUSINESS**

Time : 3 Hours

Max. Marks : 40

**PART – A**

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

1. Define acceptance.
2. What is Memorandum of association ?
3. What is CGST ?
4. Define consumer.
5. What do you mean by caveat emptor ?
6. Define warranty.

**(6×1=6)**

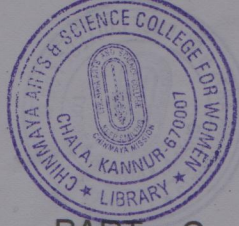
**PART – B**

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

7. Define coercion.
8. State the meaning of illegal and void contracts.
9. Discuss the types of goods.
10. Explain restrictive trade practices.
11. Discuss the various types of shares.
12. What is prospectus ?
13. What are the essentials of sale ?
14. What is consumer protection council ?

**(6×2=12)**

P.T.O.



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

15. State the types of offer.
16. Explain promotion of companies.
17. Discuss the rights of unpaid seller.
18. State the objectives of Consumer Protection Act.
19. Discuss the essentials of consideration.
20. State the types of companies. (4×3=12)

## PART - D

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

21. Define contract. Explain the essentials of a valid contract.
22. Define articles of association. Discuss its contents.
23. What are the implied conditions and warranties in a contract of sale.
24. Explain the procedure of filing complaint under Consumer Protection Act. (2×5=10)

## PART - B

Answer **any 8** questions. **Each** question carries **3** marks.

7. Define coercion.
8. State the meaning of illegal and void contracts.
9. Discuss the types of goods.
10. Explain restrictive trade practices.
11. Discuss the various types of shares.
12. What is prospectus?
13. What are the essentials of sale?
14. What is consumer protection council?

(8×3=12)

P.T.O.