

16.3.20
K20U 0923

Reg. No. :

Name :

**IV Semester B.B.A./B.B.A. (T.T.M.)/B.B.A. (R.T.M.) Degree (CBCSS –
Reg./Sup./Imp.) Examination, April 2020
(2014 Admn. Onwards)**

General Course

**4A13 BBA/BBA (TTM)/BBA (RTM) : ENTREPRENEURSHIP DEVELOPMENT
AND PROJECT MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is a project design ?
2. List any four types of entrepreneurs.
3. What do you mean by ARR ?
4. Define tiny unit.

(4× $\frac{1}{2}$ =2)

SECTION – B

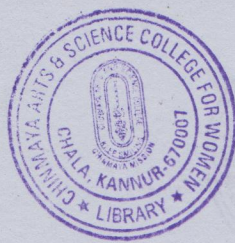
Answer **any four** questions. **Each** question carries **1** mark.

5. How can resource allocation help in project management ?
6. Explain the term incubation.
7. List out the factors which are to be considered to minimise time and cost overrun to complete the project successfully.
8. Define seed capital.
9. State the basic qualities required for an entrepreneur.
10. What is PERT ?

(4×1=4)

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SECTION – C

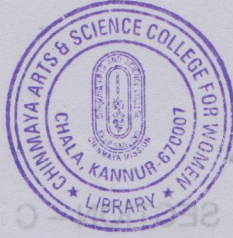
Answer any six questions. Each question carries 3 marks.

11. What is abandonment analysis in a project review ? Describe the general procedures of the analysis.
12. Which are the principal approaches for SCBA ?
13. Distinguish between an entrepreneur and a manager.
14. Discuss the need for project management.
15. What are the major sources of project finance ? Explain briefly.
16. Discuss the different stages of a project cycle.
17. What are the main functions of SIDBI ?
18. Which are the components of financial analysis ? (6×3=18)

SECTION – D

Answer any two questions. Each question carries 8 marks.

19. Discuss the role of entrepreneurship in economic development of a country.
20. "EDP is a process of grooming of entrepreneurs" – Discuss.
21. Developing countries need innovative young entrepreneurs. Do you agree ?
Substantiate your answer. (2×8=16)



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Degree (CBCSS – Reg./Sup./Imp.) Examination, April 2020
(2014 Admn. Onwards)
General Course

4A14 BBA/BBA(TTM)/BBA(RTM) : BUSINESS ETHICS AND CORPORATE
SOCIAL RESPONSIBILITY

Time : 3 Hours

Max. Marks : 40

SECTION – A

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

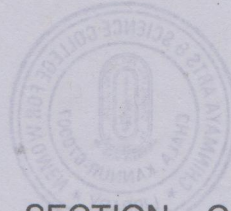
1. Define CSR.
2. Who is consumer ?
3. What is the role of business in society ?
4. Mention any four ethical issues that are related to shareholders. (4×½ =2)

SECTION – B

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

5. What is meant by values ?
6. State any two types of ethics.
7. Who is a stakeholder ?
8. What is the fundamental aim of ethics ?
9. Define Code of Conduct.
10. How does an ethic affect business ? (4×1=4)

P.T.O.



SECTION – C

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

11. What are the major criticisms against utilitarianism ?
12. Distinguish between Ethics and Law.
13. Explain the different types of values.
14. What are the objectives of ethics ?
15. Explain the scope of CSR audit.
16. How important is trust building in case of a business firm ?
17. What are the characteristics of organisational culture ?
18. What are the principal obligations of a business firm towards the government ?

(6×3=18)

SECTION – D

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

19. "Ethics is considered as everybody's Justice". Do you agree ? Comment.
20. Explain the impact of ethics in business policies and strategies with suitable examples.
21. Why should business be socially responsible ? Explain.

(2×8=16)



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Core Course

4B07BBA/BBA(TTM)/BBA(RTM) : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

Answer **all** questions. Each question carries $\frac{1}{2}$ mark.

1. What is market segmentation ?
2. Define push strategy.
3. What do you mean by brand loyalty ?
4. Define product.

(4 × $\frac{1}{2}$ = 2)

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

5. Explain PLC.
6. What do you mean by recall test ?
7. Who are closers ?
8. Expand DAGMAR.
9. What do you mean by price skimming ?
10. Define telemarketing.

(4 × 1 = 4)

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

11. Explain different types of advertisement media.
12. Distinguish between brand and trade mark.

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13. What are the limitations of sales promotion ?
14. Explain any four retail formats.
15. What are the functions of a sales person ?
16. What do you mean by sales promotion ? Explain its functions.
17. What are the different types of pricing methods ?
18. Explain the scope of advertisement. **(6×3=18)**

Answer any two questions. Each question carries 8 marks.

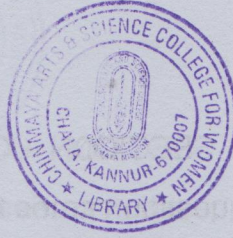
19. Discuss various methods of measuring effectiveness of advertising.
20. Define advertisement. Explain its merits and demerits.
21. What do you mean by media planning ? Explain its process. **(2×8=16)**

(4×1/2=2)

(4×1=4)

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Degree (CBCSS – Reg./Sup./Imp.) Examination, April 2020
(2014 Admn. Onwards)
Core Course
4B09 BBA/BBA(TTM)/BBA(RTM) : FINANCIAL MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries $\frac{1}{2}$ mark.

1. Define Financial Management.
2. Explain the term capitalization.
3. What do you mean by receivable ?
4. What do you mean by carrying cost ?

(4x $\frac{1}{2}$ =2)

SECTION – B

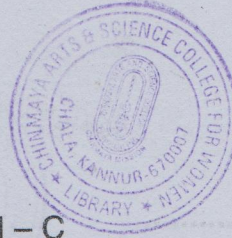
Answer **any four** questions. **Each** carries 1 mark.

5. Explain gross working capital.
6. What do you mean by explicit cost ?
7. What is PI ?
8. What do you mean by capital structure ?
9. What is Lead time?
10. What is weighted average cost of capital ?

(4x1=4)

P.T.O.

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SECTION – C

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

11. Write a short note on JIT.
12. Explain EOQ.
13. What is ARR ? How is it calculated ?
14. Explain the factors which influence the size of receivables.
15. Explain various motives for holding cash.
16. What is cost of capital ? Explain the significance of cost of capital.
17. Explain the major financial decisions.
18. A 5 year Rs. 100 debenture of a firm can be sold for a net price of Rs. 96.50. The coupon rate of interest is 14 per cent per annum, and the debenture will be redeemed at 5 per cent premium on maturity. Compute the before tax cost of debenture. (6×3=18)

SECTION – D

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

19. Define the term working capital. What factors would you take into consideration in estimating the working capital needs of a concern ?
20. Explain the objectives of Financial Management.
21. From the following information calculate the net present value of the two projects and suggest which of the two projects should be accepted assuming a discount rate of 10%.

	Project A	Project B
Initial investment	20,000	30,000
Estimated Life	5 year	5 year
Scrap value	1,000	2,000

The profit before depreciation and after taxes (cash flows) are as follows :

	Year 1	Year 2	Year 3	Year 4	Year 5
Project X	5,000	10,000	10,000	3,000	2,000
Project Y	20,000	10,000	5,000	3,000	2,000

P.V@ 10% .909 .826 .751 .683 .621

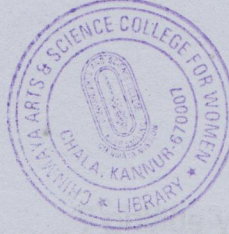
(2×8=16)



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(2014 Admn. Onwards)
Complementary Course
4C05 BBA/BBA (TTM)/BBA (RTM) : BUSINESS RESEARCH METHODS**

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ mark.

1. A researcher wants to study the relationship of family size to income. He classifies his population into different income slabs and then takes a random sample from each slab in order. Which technique of sampling is he working with ?
2. _____ research is applicable to phenomena that are measurable so that they can be expressed in terms of quantity.
3. Name the type of research which is aimed at developments of new insights into theories or thoughts.
4. Name the error which arises mainly at the stages of ascertaining and processing of data. (4× $\frac{1}{2}$ =2)

SECTION – B

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

5. What is deduction ?
6. What is hypothesis ?
7. Explain census method.

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8. Explain interview schedule.
9. What do you understand by editing ?
10. Explain cluster sampling. (4×1=4)

SECTION – C

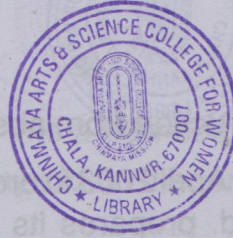
Answer **any six** questions. **Each** question carries **three** marks.

11. Explain the objectives of research.
12. What is tabulation ?
13. What are the characteristics of good hypothesis ?
14. What are the advantages of interview method of data collection ?
15. Explain probability sampling and non probability sampling.
16. What is meant by coding ?
17. State the law of statistical regularity.
18. Explain the various steps for defining and formulating a research problem. (6×3=18)

SECTION – D

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

19. Explain the different types of research.
 20. Define sampling. State its merit and demerits. Differentiate between census and sample.
 21. Explain different scales of measurement. (2×8=16)
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Core Course

4B08 BBA : CORPORATE ACCOUNTING

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the **4** questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is Net Worth ?
2. What do you mean by external reconstruction ?
3. What is corporate dividend tax ?
4. What are current liabilities ?

$(\frac{1}{2} \times 4 = 2)$

SECTION – B

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

5. What is consolidation of shares ?
6. What do you mean by amalgamation ?
7. What is a Profit and Loss account ?
8. What is unclaimed dividend ?
9. Mention any 2 items coming under miscellaneous expenditure head.
10. What is purchase consideration ?

$(1 \times 4 = 4)$

SECTION – C

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

11. What is profit prior to incorporation ? How is it treated ?
12. Explain amalgamation in the nature of merger.
13. What is net asset method of calculating purchase consideration ? Illustrate with imaginary figures.

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14. Differentiate internal reconstruction from absorption.
15. X Ltd. was incorporated on 1st April 2003 in order to take over a running business from 1st January 2003, X Ltd. prepares its final accounts on 31st December 2003. You are asked to calculate the sales ratio of pre and post-incorporation periods from the following particulars.

Sales (from January 2003 to December 2003) Rs. 6,80,000.

January sales = Twice the average sales

February sales = Average sales

May to August = $\frac{1}{4}$ th of the average sales

October and November = 3 times the average sales.

16. What is a Vertical Balance Sheet ? Give a specimen of it.

17. The balance sheet of M Ltd. as on 31st March 2017 is as follows :

Liabilities	Rs.	Assets	Rs.
Share capital (2,00,000 shares of Rs. 10 each)	20,00,000	Goodwill	5,00,000
		P & L account	1,90,000
		Plant and Machinery	17,00,000
Sundry creditors	15,00,000	Stock	8,00,000
		Debtors	3,00,000
		Cash	10,000
	35,00,000		35,00,000

The following scheme of reconstruction was approved :

- To reduce the paid up capital by Rs. 5 per share
- To write off goodwill and debit balance in profit and loss account
- To write down the plant and machinery by Rs. 3,00,000

Give journal entries and prepare capital reduction account.

18. The balance sheet of Jay Ltd. as on 31st March 2017 is as follows :

Liabilities	Rs.	Assets	Rs.
Share capital	2,00,000	Goodwill	40,000
General reserve	35,000	Land and Building	90,000
Profit and Loss A/c	20,000	Plant and Machinery	75,000
Debentures	50,000	Stock	52,000
Sundry creditors	25,000	Debtors	58,000
		Cash	15,000
	3,30,000		3,30,000



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Jay Ltd. decides to amalgamate into a new company New Ltd. which will take over the asset and liabilities of Jay Ltd. in the term that holder of each share of Rs. 10 in the company.

Would receive one share of Rs. 10 each, Rs. 5 paid up and Rs. 4 in cash. The liquidation expense of Rs. 5,000 is met by New Ltd.

Calculate purchase consideration. (3×6=18)

SECTION – D

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

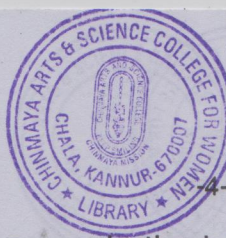
19. Filler Ltd. has agreed to acquire goodwill and assets (except investment and bank balance) of Fall Ltd. as at 31st Dec. 2006. The Balance Sheet of Fall Ltd. as on that date is given below :

Liabilities	Amt.	Assets	Amt.
Share capital :			
32,000 equity shares of			
Rs. 10 each	3,20,000	Goodwill	40,000
General reserve	50,000	Land and building	1,60,000
Profit and loss account	36,000	Plant	1,60,000
8% debentures	1,20,000	Investment	60,000
Provision for tax	40,000	Stock	80,000
Sundry creditors	74,000	Debtors	1,00,000
		Bank	40,000
	6,40,000		6,40,000

Filler Ltd. will i) Discharge the debentures at a premium of 8% by the issue of 7% debentures. ii) Issue 3 shares of Filler Ltd. at the market price of Rs. 11 per share for every 2 shares of Fall Ltd. iii) Pay Rs. 2 in cash for each share of Fall Ltd. iv) Pay absorption expense Rs. 6,000. Fall Ltd. sells investment for Rs. 64,000. Filler Ltd. values Land and Buildings at Rs. 2,00,000, Plant at 10% below book value, Stock at Rs. 70,000 and debtors subject to 5% provision.

Show :

- 1) Ledger accounts in the Books of Fall Ltd.
- 2) Journal entries in the books of Filler Ltd. and show its Balance Sheet.



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20. The following balances appear in the books of A Ltd. after the preparation of Profit and Loss account for the year ended 31st March 2018.

Paid up share capital (25000 shares of 10 each)	2,50,000
General reserve	50,000
Profit and loss balance	26,000
Profit for current year	64,000
Bank loan	82,000
Bills payable	16,000
Creditors	88,000
Unclaimed dividend	1,000
Land and buildings	91,000
Plant and machinery	29,000
Stock	2,90,000
Cash	11,000
Debtors	1,42,000
Prepaid expense	14,000

The board of directors recommended the following appropriations :

- Transfer to general reserve Rs. 30,000
- Proposed dividend Rs. 25,000
- Provide 10% of proposed dividend for corporate dividend tax.

Authorized capital is 50000 shares of Rs. 10 each. Prepare profit and loss appropriation account and Balance sheet in accordance with Schedule VI of Companies Act.

21. What are the entries given in the books of purchasing company on acquisition of another business ?

(8×2=16)