

Reg. No. :

Name :

Fifth Semester B.B.A. Degree Examination, December 2023

Career Related First Degree Programme under CBCSS

Group 2(b)

Open Course

BM 1551.4 : FUNDAMENTALS OF FINANCIAL ACCOUNTING

(2017 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Very short answer questions. Answer in one word to maximum of **two** sentences. Answer **all** questions. Each question carries 1 mark.

1. What is the cost concept?
2. Write the two aspects of a transaction.
3. What is a credit note?
4. What is revenue loss?
5. Give an example of Capital expenditure.
6. Give two examples of current assets.
7. What do you mean by three column cash book?
8. What is creditors ledger?

P.T.O.

9. Give two examples of internal liabilities.
10. What is narration?

(10 × 1 = 10 Marks)

SECTION – B

Short answer questions. Not to exceed **one** paragraph. Answer any **eight** questions. Each question carries **2** marks.

11. What is Adjustment Entries?
12. What is Rectification entries?
13. What is goods journal?
14. What is deferred revenue expenditure?
15. What is revenue receipt?
16. What is P and L account?
17. What is fictitious asset?
18. What is a nominal account? Give examples.
19. What is double entry system of accounting?
20. What is a contingent asset?
21. Write two limitations of journal.
22. Pass compound journal entry for the transaction

Payment made to Rohit Rs. 4,900 and he allowed a discount of Rs. 100.

(8 × 2 = 16 Marks)

30. Pass opening entry on the basis of the following information obtained from the business of Mr. Sunil.

	Rs.
Cash in hand a/c	2,000
Sundry debtors A/c	6,000
Stock A/c	4,000
Machinery A/c	5,000
Land and Building A/c	10,000
Creditors A/c	10,000
Capital A/c	17,000

(various assets and liabilities brought forward from last year)

31. Briefly explain major errors of trial balance.

(6 x 4 = 24 Marks)

SECTION – D

Long Essay. Answer any **two** questions. **Each** question carries **15** marks.

32. Prepare three column cash book from the following transactions.

2011

July 01 Started business with an investment of Rs. 9,000
July 02 Deposited in Bank of India Rs. 7,000
July 04 Acquired a building by issuing a cheque of Rs. 5,000
July 10 Paid the bill of the furniture by cheque Rs. 1,000
July 15 Purchased Rs. 800 of merchandise by cheque
July 18 Withdrew Rs. 100 from the bank
July 20 Sold merchandise for Rs. 1,200
July 22 Deposited Rs. 2,000 into the bank
July 25 Bought Rs. 1,000 in merchandise
July 26 Sold Rs. 1,500 merchandise by crossed cheque
July 27 Paid Rs. 100 by cheque as the premium for insuring building against fire
July 28 Paid freight Rs. 50
July 30 Withdrew from bank for personal use Rs. 500
July 31 Cleared electricity bill Rs. 90
July 31 Paid to Mahesh Rs. 1,080 in full satisfaction by cheque. We owed to Mahesh Rs. 1,100 for goods purchased
July 31 Received from Suresh a cheque for Rs. 1,480, in full satisfaction of the debt of Rs. 1,510

33. From the following trial balance of M/s Raj, Prepare a Trading and Profit and Loss Account and a Balance Sheet as on 31/3/2021.

Particulars	Dr	Cr.
Opening Stock	1,250	
Plant and Machinery	6,230	
Sales		11,800
Returns Outwards		1,380
Depreciation	667	
Cash in hand	895	
Commission		211
Salaries	750	
Insurance	380	
Debtors	1,905	
Carriage Inwards	300	
Discount	328	
Furniture	670	
Bills Receivable	2,730	
Printing Charges	481	
Wages	1,589	
Carriage Outwards	200	
Returns Inwards	1,659	
Capital		9,228
Bank Overdraft		4,000
Creditors		1,780
Purchases	8,679	
Bills Payable		541
Petty Cash in hand	47	
Bad Debts	180	
	<u>28,940</u>	<u>28,940</u>

The value of stock on 31st December, 2021 was `3,700.

34. Enter the following transactions of M/s Ketan in Purchase Book, Sales Book, Purchase Returns Book and Sales Returns Book.

2011

Particulars

March

1 Sold goods to Sudha Stores Rs 29,000 at 10% trade discount.

3 Purchased goods from Meghdoot Traders Rs 37,350 and paid carriage Rs.150.

6 Sudha Stores returned goods of Rs 3,220 (Net).

10 Cash purchases Rs 18,600 and Cash Sales Rs. 61,000.

13 Jayesh invoiced goods to us as per our order placed on 28th Feb. 2011 Rs. 27,000.

17 Sold goods worth Rs. 33,400 to Nandini at 10% trade discount.

20 Returned goods to Jayesh Rs. 2,850 as they were defective.

22 Credit purchases from Micky Traders Rs. 19,450 and they allowed a trade discount of Rs.150.

23 Nandini returned goods of Rs. 1,900 (Gross) as they were damaged.

26 Purchased office furniture on credit from Suhani Furniture Mart Rs. 55,000.

29 Purchased goods from Garima Stores for Rs. 8,000 and sold the same to Anita at 25% profit on cost.

31 Sent a debit note to Micky Traders Lot Rs. 3,200

Give journal entries to rectify the above and also show how the suspense account will appear.

35. Define accounting, Describe features and merits of accounting.

(2 × 15 = 30 Marks)

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Fifth Semester B.B.A. Degree Examination, December 2023**Career Related First Degree Programme under CBCSS****Group 2(b)****Core Course****BM 1541 : QUANTITATIVE TECHNIQUES FOR MANAGEMENT****(2017 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION – AAnswer **all** the questions in **one or two** sentences. **Each** question carries **1** mark.

1. What is mutually exclusive event?
2. What is EFT?
3. What is network analysis?
4. What is optimal solution?
5. What is unbounded solution?
6. What is Hurwicz alpha criterion?
7. What do you know about CPM?
8. Derive binomial distribution with its parameter.
9. What is dependent event, means?
10. What is a key element in LPP?

($10 \times 1 = 10$ Marks)

SECTION – B

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

(8 × 2 = 16 Marks)

SECTION – C

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

23. Compare and contrast PERT and CPM.
24. What are the assumptions of transportation model?
25. What are the limitation of operation research?
26. Explain duality method.

27. A production manager is considering the assignment four jobs that are to be performed to four of the workers under him. He wants to assign the jobs to the workers such that the aggregate time to perform the jobs is the least. On the basis of previous experience, the production manager provides the following information on the time taken by the four workers in performing these jobs.

Workers	Job			
	A	B	C	D
1	45	40	51	67
2	57	42	63	55
3	49	42	48	64
4	41	45	60	55

Solve the assignment problem using HAM.

28. A project schedule has the following characteristics: Construct a network diagram.

Activity	Time	Activity	Time
1 - 2	4	5 - 6	4
1 - 3	1	5 - 7	8
2 - 4	1	6 - 8	1
3 - 4	1	7 - 8	2
3 - 5	6	8 - 10	5
4 - 9	5	9 - 10	7

29. List the assumptions that are made in Markov analysis.
30. The Marketing Department of the company calculated the payoffs in terms of yearly net profits from each of the strategies (expected sales). This represented in the following table:

Strategies	State of nature		
	N1	N2	N3
P1	7,000	3,000	1,500
P2	5,000	4,500	0
P3	3,000	3,000	3,000

Which strategy should the concerned executive choose on the basis of:

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions. **Each** question carries **15** marks.

32. In a competitive examination 5,000 students have appeared for a paper in statistics. Their average mark was 62 and standard deviation was 12. If there are only 100 vacancies, find the minimum marks that one should score in order to get selected.

33. The following LPP using simplex

$$\text{Maximize } z = 15x_1 + 6x_2 + 9x_3 + 2x_4$$

$$\text{Subject to } 2x_1 + x_2 + 5x_3 + 6x_4 \leq 20$$

$$3x_1 + x_2 + 3x_3 + 25x_4 \leq 24$$

$$7x_1 + x_4 \leq 70$$

$$x_1, x_2, x_3, x_4 \geq 0$$

34. Solve by VAM

Source	A	B	C	D	Availability
I	21	16	25	13	11
II	17	18	14	23	13
III	32	27	18	41	19
Requirement	6	10	12	15	43

35. Explain Hungarian Assignment Method.

(2 × 15 = 30 Marks)

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Fifth Semester B.B.A. Degree Examination, December 2023**Career Related First Degree Programme Under CBCSS****Core Course****BM 1542 – RESEARCH METHODOLOGY****(2017 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION – AAnswer **all** questions in one or two sentence each. **Each** questions carries **1** marks.

1. What is analytical research?
2. What do you mean by case study?
3. What is research hypothesis?
4. What do you mean by interval scale?
5. What is cluster sampling?
6. What is tabulation?
7. What do you mean by descriptive analysis?
8. What is SPSS?

9. What is technical report?
10. What do you mean by bibliography?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What is research design?
12. State the importance of hypothesis?
13. State any four objectives of exploratory research.
14. What is induction theory?
15. What are the merits of Likert's scale?
16. Mention the different types of interview,
17. What are the measures of central tendency?
18. What do you mean by statement of the problem?
19. What are the merits of survey?
20. What is moderating variable?
21. What are the merits of secondary data?
22. What is snowball sampling?

(8 × 2 = 16 Marks)

SECTION – C

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

23. What is observation? What are the advantages of observation?
24. Briefly explain the features of research.
25. Differentiate between applied research and fundamental research.
26. Briefly explain the different stages of research design?
27. What are the features of a good measurement tool?
28. What are the different ranking scales?
29. Briefly explain the questionnaire design process.
30. What are the different sampling errors?
31. What are the qualities of a good report?

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions. **Each** question carries **15** marks.

32. Define Research. Briefly explain the different types of research.
33. What is hypothesis? Briefly explain the functions and different types of hypothesis?
34. Briefly explain the descriptive and inferential analysis.
35. Define research report. Explain its purpose and contents.

(2 × 15 = 30 Marks)

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Fifth Semester B.B.A. Degree Examination, December 2023

Career Related First Degree Programme under CBCSS

Core Course

BM 1543 : INVESTMENT MANAGEMENT

(2017 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is Investment?
2. What is SENSEX?
3. What is Bull?
4. What do you mean by Futures?
5. Who are the parties involved in the Depository System?
6. What is Call option?
7. What is Repo Rate?
8. What do you mean default risk?
9. What is Return?
10. Expand NBFC.

($10 \times 1 = 10$ Marks)

SECTION – B

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

11. What do you mean by Treasury Bills?
12. What is Swap Contract?
13. What is Security Analysis?
14. Who is a Stock Broker?
15. What is Rematerialisation?
16. What do you mean by Mutual Funds?
17. What is Bond market?
18. What is EIC Framework?
19. What do you know about Exchange Rate?
20. What is defensive Portfolio?
21. What is Coupon Rate?
22. What do you mean by Hedging?

(8 × 2 = 16 Marks)

SECTION – C

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

23. What are the types of speculators?
24. List the objectives of Portfolio management.
25. What are the different types of Risk?

26. Write a note on Elliot Wave Theory.
27. Write a note on the Role of SEBI in Capital market.
28. Explain the structure of Indian derivative market.
29. What are the various Investment avenues?
30. What are the functions of NSE?
31. Distinguish money market and capital market.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions not exceeding four pages. **Each** question carries **15** marks.

32. Explain the Structure of Indian Financial System.
33. Explain the Organisational Set up of SEBI. What are the Investor Protection Measures of SEBI?
34. What is Fundamental Analysis? Explain the various steps involved in Fundamental Analysis.
35. Explain the role and functions of stock exchanges in India.

(2 × 15 = 30 Marks)

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Fifth Semester B.B.A Degree Examination, December 2023

Career Related First Degree Programme under CBCSS

Elective Course

BM 1561.2 : CUSTOMER RELATIONSHIP MANAGEMENT

(2017 Admission onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is customer retention?
2. What is meant by Call centre?
3. What is meant by channel optimization?
4. What is data mining?
5. What is analytical CRM?
6. What is ERP?
7. What is Partner relationship management?
8. What is activity management?
9. Define customer service.
10. What is web self-service?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What is customer relationship portal?
12. What is meant by sales force?
13. What is meant by CRM analytics?
14. What are the benefits of call centres?
15. What is a BOT?
16. What is collaborative CRM?
17. What is customer life cycle?
18. Why organisations measure customer satisfaction?
19. What are the advantages of event based marketing?
20. What is customer acquisition?
21. What is meant by conflict?
22. What is the importance of relationship marketing?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Differentiate between relationship marketing and CRM.
24. Briefly narrate the evolution of CRM.
25. Explain factors responsible for the success of CRM.

26. What are the steps in choosing CRM tools?
27. Why Organisations use E-CRM?
28. What are features of data warehouse?
29. Write a note on behaviour prediction.
30. What are the Functions of supply chain management?
31. Discuss the benefits and functions of sales Force automation.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions not exceeding four pages. **Each** question carries **15** marks

32. Explain advantages of CRM practices in healthcare industry.
33. Discuss features and advantages of eCRM.
34. Explain the concept of ERP and supply chain management in detail.
35. Explain customer information database. Discuss the ethical issues related to data use.

(2 × 15 = 30 Marks)
