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I Semester B.B.A.3 Examination, Nov./Dec. 2017
MANAGERIAL ECONOMICS

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) Write question numbers **correctly**.
2) **Draw diagram wherever necessary**.

PART – I

I. Answer any 10 of the following. 2 marks each.

(10×2=20)

- 1) Define managerial economics.
- 2) What is consumption ?
- 3) Mention various forms of utility.
- 4) What is substitution effect ?
- 5) Who is organiser ?
- 6) Explain production function.
- 7) What is trade cycle ?
- 8) What are consumable goods ?
- 9) What is monopoly ?
- 10) Give the mathematical equation of law of supply.
- 11) What is price discrimination ?
- 12) What are variable costs ? Give examples.

PART – II

II. Answer any four of the following questions :

(4×5=20)

- 13) Explain the features of managerial economics.
- 14) Explain the characteristics of land.
- 15) State and explain the demand function.
- 16) Explain features of oligopolistic competition.
- 17) Explain Risk theory of innovation.
- 18) The price of scooter increased to Rs. 75,000/- from Rs. 50,000/- and as a result demand contracted to 2500 units from 5000 units. Calculate the price elasticity of demand.

P.T.O.



PART – III

III. Answer any three questions out of five :

(3×10=30)

- 19) State and explain law of demand with assumptions, schedule and graph.
- 20) Explain external and internal economics of scale.
- 21) Explain various phases of business cycle with a neat diagram.
- 22) What is BEP ? Calculate BEP in terms of rupees and units along with mentioning formula for the following data :
Sale price per unit : Rs. 500/-
Variable cost per unit : Rs. 50/-
Annual fixed cost : Rs. 12, 500/-.
- 23) Write short notes on :
 - a) Product differentiation.
 - b) Roles and responsibilities of managerial economist.

PART – IV
(Compulsory)

IV. 24) Calculate TFC, TVC, AFC, AVC, AC and MC from the following data :

10

Output (in units)	0	1	2	3	4	5	6	7
Total cost (in Rupees)	20	50	80	110	140	170	200	240

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I Semester B.B.A.2 (Repeater) Examination, Nov./Dec. 2017
MANAGEMENT CONCEPTS (Theory)

Time : 3 Hours

Max. Marks : 80

Instructions : I) Answer to the point.

II) Give **appropriate** examples **whenever** necessary.

III) Write question numbers **properly**.

SECTION – A

1. Answer **any ten** of the following.

(10×2=20)

- a) What is management ?
- b) Mention any two functions of middle level management.
- c) What do you mean by unity of direction ?
- d) What is formal planning ?
- e) What is man power planning ?
- f) Who is a leader ?
- g) Give any two methods of training.
- h) What is departmentation ?
- i) What is an organisational chart ?
- j) What is selection ?
- k) What is MBO ?
- l) What do you mean by *Espirit de Corps* ?

SECTION – B

Answer **any five** of the following. **Each** question carries **8** marks :

(5×8=40)

2. Explain the important functions of management.
3. Explain the process of decision making.
4. Differentiate between centralisation and decentralisation.

P.T.O.



5. Explain various types of leadership.
6. Explain Herzberg's motivation theory.
7. Write short notes on :
 - a) Authority and responsibility
 - b) Theory X and Theory Y.
8. Explain the principles of co-ordination.

SECTION – C

Compulsory :

(1×20=20)

9. Explain the principles of Henry Fayol.
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I Semester B.B.A.3 Degree Examination, November/December 2017
MANAGEMENT CONCEPTS
(Freshers and Repeater Syllabus)

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) Write the question numbers correctly.
2) SECTION – D is compulsory.

SECTION – A

I. Answer any ten of the following :

(2×10=20)

- 1) Define Management.
- 2) What is planning ?
- 3) What do you mean by MBO ?
- 4) Expand CSR and PERT.
- 5) What is organizing ?
- 6) what is departmentation ?
- 7) What is delegation of authority ?
- 8) What is esprit-de-corps ?
- 9) What is decentralization ?
- 10) What is staffing ?
- 11) Name four CEO's of multinational companies.
- 12) What is co-ordination ?

SECTION – B

II. Answer any four of the following :

(4×5=20)

- 13) Explain any five functions of management.
- 14) What are the objectives of planning ?

P.T.O.



- 15) Write short notes on :
 - a) Span of control
 - b) Motivation.
- 16) Explain the significance of M.B.O.
- 17) Briefly explain the types of organization.
- 18) Explain the techniques of co-ordination.

SECTION – C

III. Answer **any three** of the following :

(3×10=30)

- 19) Explain the importance of management and administration.
- 20) Explain the process of planning.
- 21) Explain the types of decision-making.
- 22) Discuss the principles of organization.
- 23) Explain the importance of staffing

SECTION – D

IV. **Compulsory:**

(10×1=10)

- 24) Explain various types of leadership styles and qualities of any one of the CEO you like.
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I Semester B.B.A. 3 Examination, November/December 2017
PRINCIPLES OF MARKETING
(Regular)

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) Write question number **correctly**.
2) Give suitable example **wherever necessary**.

SECTION– A

- I. Answer **any ten** questions. **Each** carries **2** marks. **(10×2=20)**
- 1) What is Demand ?
 - 2) What is Product Concept ?
 - 3) What do you mean by partially controllable environments ? Give example.
 - 4) What are PEST Environment ?
 - 5) What is Niche marketing ?
 - 6) What do you mean by Market Potentiality ?
 - 7) What is Value Proposition ?
 - 8) What is a consumer product ? Give example.
 - 9) What is market skimming pricing ?
 - 10) What do you mean by sales promotion ?
 - 11) What is channel design ?
 - 12) What is a marketing plan ?

SECTION– B

- II. Answer **any four** questions. **Each** carries **5** marks. **(4×5=20)**
- 1) What is market segmentation ? Discuss the various needs for market segmentation.

P.T.O.



- 2) Define a product. What are the three different levels or hierarchies of a product ?
- 3) What is value based pricing ? Explain briefly two methods of value based pricing.
- 4) Briefly describe the process of developing an advertising program.
- 5) What do you mean by direct distribution channel ? Mention different methods of it.
- 6) Discuss about-selling concept v/s marketing concept.
- 7) Write short notes on :
 - a) Market share with example.
 - b) U.S.P. with example.

SECTION- C

III. Answer **any three** questions. **Each** carries **10** marks. **(3×10=30)**

- 1) Explain the various Macro Environmental forces in detail.
- 2) What are the different types of product ? Explain with example.
- 3) What is personal selling ? What are the different steps involved in personal selling ?
- 4) Explain in detail the various contents of marketing planning.

SECTION- D

IV. Give the basis of segmentation for the followings. Justify your answer with the reason. **(1×10=10)**

- a) A cold drink.
 - b) Two wheeler.
 - c) A private sector bank.
 - d) A school/college.
 - e) Mobile Phone.
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I Semester B.B.A.3 Degree Examination, November/December 2017
BASICS OF ACCOUNTANCY

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) Show calculations whenever necessary.
2) Section D is compulsory.
3) Simple calculator is allowed.
4) Write the question number correctly.

SECTION – A

Answer any ten of the following.

(10×2=20)

1. What is book-keeping ?
2. What is "Business transaction" ?
3. What is "Capital" ?
4. What is Returns Inward ?
5. What is Fixed Instalment Method ?
6. Who is "solvent" person ?
7. What is journal ?
8. What is ledger ?
9. What is bank reconciliation statement ?
10. Why trial balance is prepared ?
11. What is net profit ?
12. What is 'contra entry' ?

P.T.O.



SECTION - B

Answer any four of the following.

(4×5=20)

13) Explain in brief functions of accounting.

14) Prepare petty cash book.

January 1 Received cash from main cashier Rs. 300/-

" 2 Paid to Ramesh Rs. 20

" 3 Paid tips to peon Rs. 10

" 4 Paid for local telephone Rs. 10

" 5 Paid for pen Rs. 14

" 6 Paid for postage stamps Rs. 10

15) Shri Ram purchased a machinery costing Rs. 2,00,000 on 1-1-2012. The depreciation is charged at 20% p.a. at the end of every year. Prepare machinery account for three years under Fixed Installment Method.

16) Prepare Personal Account of Mr. Somu.

2001

January 1 Opening balance to Mr. Somu's account Rs. 1,500 (Dr.)

" 5 Bought goods from him Rs. 5,000

" 7 Sold goods to him Rs. 3,000

" 11 Received cash from him Rs. 2,000

" 14 Returned goods to him Rs. 1,200

" 18 Paid cash to him Rs. 4,500

17) From the following particulars prepare Profit and Loss A/c.

Gross profit	Rs. 60,000	Rent	Rs. 4,000
Salaries	Rs. 15,000	Printing	Rs. 1,200
Discount (Dr.)	Rs. 2,000	Discount (Cr.)	Rs. 1,400
Commission earned	Rs. 2,600	Interest paid	Rs. 1,800
Insurance	Rs. 1,700	Travelling Exp.	Rs. 1,500
Carriage outward	Rs. 1,300	Sundry Exp.	Rs. 500

18) Prepare Trial Balance.

Bank overdraft	Rs. 2,800
Cash in hand	Rs. 400
Purchases return	Rs. 800
Sundry expenses	Rs. 2,400
Sales return	Rs. 1,600
Salaries	Rs. 1,600
Purchases	Rs. 5,600
Sales	Rs. 8,800
Creditors	Rs. 2,400
Debtors	Rs. 1,600
Opening stock	Rs. 2,000
Machinery	Rs. 4,000
Capital	Rs. 4,400



SECTION – C

Answer any three of the following.

(3×10=30)

19) Journalize the following transactions in the books of Shekhar.

2008

- April 1 Shekhar started business with cash Rs. 10,000
" 4 Purchased goods from Raju Rs. 1,000 on credit
" 6 Paid Raju Rs. 250 on account
" 8 Paid Rohan Rs. 450 on credit
" 12 Received from Rohan Rs. 150 on account
" 16 Purchased goods for cash Rs. 300
" 18 Sold goods for cash Rs. 200
" 23 Received commission Rs. 25
" 26 Paid for advertisement Rs. 50
" 30 Withdraw goods for personal use Rs. 100.

20) Prepare respective subsidiary books.

1999

- January 1 Sold goods to Anand Rs. 12,000 T.D. at 10%
" 2 Bought goods from Mukund Rs. 6,000 and paid cash Rs. 1,000 only, balance on credit
" 3 Sold goods to Abhijit list price Rs. 10,000 discount at 12½ %
" 10 Aditya supplied us 50% of goods ordered Rs. 12,500
" 12 Mr. Abhijit returned goods of the list price Rs. 2,000
" 14 Bought goods from Abhijit Rs. 9,000 T.D. at 5%
" 15 Returned goods to Abhijit Rs. 1,550 net.

21) Prepare Triple column cash book.

- January 1 Started business with cash Rs. 50,000
- " 2 Opening balance of bank Rs. 30,000
- " 3 Purchased goods and paid by cheque Rs. 2,000
- " 4 Sold goods to Babu Rs. 2,000 in full settlement of Rs. 2,400 for cash
- " 5 Received cheque from Ashok Rs. 2,000
- " 6 Deposited above cheque in to bank
- " 7 Paid rent by cheque Rs. 2,000 by cash Rs. 4,000
- " 8 Received rent by cheque Rs. 10,000
- " 9 Opened a Bank A/c with Canara Bank Rs. 2,000
- " 10 Withdrawn cash from bank Rs. 1,000.

22) From the following information prepare Bank Reconciliation Statement as on 31-12-2016.

1. Bank balance as per cash book as on 31-12-2016 Rs. 10,000
2. Cheques issued in Dec. 2016 but presented for payment in Jan. 2017 Rs. 900
3. Bank charges debited in pass-book but not entered in the cash book Rs. 50
4. Cheques paid in to bank but not yet collected Rs. 1,000
5. Interest and dividend credited only in the pass book Rs. 250.

23) Write short note on **any two** :

- a) Dual aspect concept
- b) Purchases book
- c) Petty cash book.



SECTION - D

(Compulsory)

(1×10=10)

24) From the following Trial Balance. You are required to prepare Trading A/c, P & L A/c and Balance Sheet as on 31-12-2015

Trial Balance as on 31-12-2015

Particulars	Dr.	Cr.
	Rs.	Rs.
Capital	-	60,000
Drawings	12,000	-
Stock 1-1-2015	18,000	-
Purchases	1,02,000	-
Sales	-	1,63,000
Carriage inward	2,500	-
Carriage outward	3,000	-
Bills receivable	10,000	-
Bills payable	-	8,000
Salaries	20,000	-
Wages	16,000	-
Creditors	-	25,000
Debtors	20,000	-
Rent and taxes	3,500	-
Printing and stationery	1,500	-



Insurance	1,000	-
Returns inward	3,000	-
Returns outward	-	2,000
Machinery	35,000	-
Furniture	5,000	-
Cash in hand	500	-
Cash at bank	5,000	-
	2,58,000	2,58,000

Stock as at 31-12-2015 was valued at Rs. 26,000.
