



21622/F 220

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**VI Semester B.B.A.2 Degree Examination, May 2016**

**(Regular)**

**WORKING CAPITAL MANAGEMENT**

Time : 3 Hours]

[Max. Marks : 80

- Instructions :** 1) Give the working notes wherever necessary.  
2) Calculators are allowed.  
3) Part-C is **compulsory**.

**PART – A**

Answer **any ten** questions. Each carries **2** marks.

**(10 × 2 = 20)**

1. What are the objectives of working capital management?
2. Give the diagram of operating cycle.
3. What is A B C analysis?
4. Why credit sales are essential to firm?
5. What do you mean by 2/10 net 40?
6. What is cash budget?
7. Average accounts receivables: 4,00,000 Total credit sales: 20,00,000. Days in a year: 360. Calculate Average collection period?
8. Annual consumption: 24,000 units. Price per unit: Rs 6. Ordering cost : Rs. 100 per order. Carrying cost 20%. Calculate E.O.Q.
9. State the variables of credit policy?
10. What is net-working capital?
11. What is aggressive approach of financing working-capital?
12. What are collection costs?



15. Shiva Company Limited supplies you the following information in respect of the year 2015.

Credit sales 75,000 units at Rs 10 each. Variable expenses 70% of sales. Fixed expenses Rs 1,20,000. Loss due to bad-debts 4% on sales. Credit period allowed 60 days.

The company proposes to extend its credit period by another 30 days and expects rise in sales by 5,000 units. Company also expects rise in bad-debts by 2%. Cost of capital is 15%.

Is the new credit policy of management feasible or not? Advise (Assume 360 days in a year)

16. The following information is available regarding two components X and Y.

Maximum usage : 240 units per week each

Minimum usage : 120 units per week each

Re-order quantity : X : 1200 units

Y : 800 units

Re-order period : X : 3 to 5 weeks

Y : 2 to 4 weeks

Calculate (a) Reorder level (b) Minimum stock level (c) Maximum stock level for each component.

17. Explain the factors affecting working capital requirements.
18. Briefly explain tools and techniques of inventory management.
19. Explain the sources of working capital.

PART - C (Case Study)

20. From the information given below, prepare a cash budget for the month of April, May and June 2016.

Months	Sales	Purchases	Wages	General expenses
	Rs.	Rs.	Rs.	Rs.
February	2,00,000	1,60,000	16,000	10,000
March	2,40,000	2,00,000	20,000	12,000
April	1,40,000	1,20,000	14,000	8,000
May	2,20,000	2,00,000	20,000	10,000
June	1,60,000	1,40,000	18,000	14,000



Additional Information :

- (a) 20% of sales are on cash basis, balance is collected in the following two months equally.
- (b) 1 month credit period is given for purchases.
- (c) 50% of wages are paid during the month and balance in the next month.
- (d) General expenses are paid as one month arrears.
- (e) Cash on hand on 1.4.2016 is Rs. 8,000.
- (f) Income from investments expected Rs.3,000, Rs.4,000 and Rs.5,000 respectively for April, May and June.

**(20)**



21621/F210

Reg. No.

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**VI Semester B.B.A.2 Degree Examination, May 2016**

**SERVICES MARKETING**

**(Regular)**

Time : 3 Hours]

[Max. Marks : 80

SECTION A

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

**(10×2=20)**

1. (a) What is a professional service? Give an example.
- (b) What is Service Marketing?
- (c) Name the levels of Service Product.
- (d) What do you mean by depth of Service Product Mix?
- (e) What is Bundled Pricing?
- (f) What is Service Quality?
- (g) What is Service Place?
- (h) What is Service Design?
- (i) What is Zone of tolerance?
- (j) What is Listening?
- (k) Write any two examples of cultural barriers to listening.
- (l) What is Direct Exporting?

SECTION B

Answer **any five** of the following questions:

**(5×8=40)**

2. What is a Service? Explain the characteristics of services.
3. Write the various differences between goods and services marketing?
4. Explain the service pricing strategies briefly.
5. What is service people? Explain the various characteristics features of it.

**21621/F210**



6. Explain the various ways if minimizing service intangibility?
7. Write a short note on Relationship Marketing?
8. What is Complaint Management? Explain the various objectives of it.
9. Explain any four Global Market Entry Modes.

SECTION C

10. Develop Service Marketing Mix- 7 Ps for the following –
  - (a) Educational Services offering Management Education (B.B.A.)
  - (b) Passenger transportation services.
11. Explain Zeithmal and Berry's GAP model of service quality with reference to a restaurant services.

**(7+7+6=20)**



21624/F 240

Reg. No. [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

**VI Semester B.B.A.2 Degree Examination, May 2016**

**ORGANISATIONAL BEHAVIOUR**

**(Regular)**

Time : 3 Hours]

[Max. Marks : 80

PART – A

Answer **any ten** of the following. Each question carries **2** marks :

1. What do you mean by organisational behaviour? (10 × 2 = 20)
2. Mention the key elements of organisational behaviour.
3. What is Extroversion?
4. Define personality.
5. What is perception?
6. What is stress?
7. Define group.
8. What is culture?
9. What are values?
10. List the models of organisational behaviour.
11. What is job satisfaction?
12. What are the various types of groups?

PART – B

Answer **any five** questions :

(5 × 8 = 40)

13. Explain the nature of organisational behaviour.
14. what are the factors influencing individual behaviour?

**21624/F 240**



15. Explain the perceptual process.
16. Explain the stages of group formation.
17. How to manage job stress?
18. Explain the determinants of personality.
19. Explain the various types of culture.

PART – C

**(Compulsory)**

20. Explain the Eriksons stages of personality development. **(10)**
21. Short notes on following questions :
  - (a) Explain major personality traits. **(5)**
  - (b) Explain various types of values. **(5)**



21625/F 250

Reg. No. | | | | | | |

**VI Semester B.B.A.2 Degree Examination, May 2016**

**(Regular)**

**SECRETARIAL PRACTICE**

Time : 3 Hours]

[Max. Marks : 80

SECTION – A

Answer **any ten** of the following. Each question carries **2** marks : **(10 × 2 = 20)**

1. Define Private Company.
2. Define company secretary.
3. What do you mean by extra ordinary general meeting?
4. Define Minutes.
5. Define Statement in Lieu of Prospectus.
6. Define Resolution.
7. Who is a Chairman?
8. Define Poll.
9. Define Preference Share.
10. Define Dematerialization of Shares.
11. Define government company.
12. Mention the stages of formation of a company.

SECTION – B

Answer **any five** of the following. Each question carries **8** marks : **(5 × 8 = 40)**

13. Define company. State and explain the different kinds of companies.
14. Define Prospectus and state the contents of Prospectus.





15. Define Company Secretary. What are the Rights and Duties of Company Secretary?
16. State and explain the different kinds of Meeting.
17. Who is a shareholder? State the Rights and Duties of shareholder.
18. Explain the features of the company.
19. Write a short note on :
  - (a) Memorandum of Association
  - (b) Role of company secretary in conducting meetings

SECTION - C

**(Compulsory)**

20. Mr. Santosh is a director of Sunrise Company Ltd. On the day fixed for the Board Meeting he cannot attend due to some important work. He has asked his wife who is a well known management consultant to attend the meeting on his behalf. Comment. **(5)**
21. Mr. X, Y, Z, are the members of XYZ company Ltd. Mr. C has lent a loan of Rs. 15 lakhs to XYZ company Ltd. Now Mr. C is asking the 3 members to repay the loan with interest. But the members are refusing to repay the loan. Can Mr. C file a suite against these 3 members? Comment. **(5)**
22. Draft a Notice and Agenda for the 5th Annual general meeting of Tata Powers Ltd. **(10)**



21623/F230

Reg. No.

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**VI Semester B.B.A.2 Degree Examination, May 2016**

**OFFICE MANAGEMENT**

**(RCU – Regular/Repeaters)**

Time : 3 Hours]

[Max. Marks : 80

**Instructions:** (1) Answer to the point.

(2) Write question number correctly.

**PART A**

Answer **any ten** of the following questions. Each question carries **2** marks.

**(10×2=20)**

1. (a) What is office management?
- (b) What do you mean by ventilation?
- (c) What are office systems?
- (d) What do you mean by office layout?
- (e) What is office committee?
- (f) What are office manuals?
- (g) What is Filing?
- (h) What is record management?
- (i) What is office mail service?
- (j) What is motion study?
- (k) What is private office?
- (l) What is continuous stationery?

**PART B**

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

**(5×8=40)**

2. Explain the physical conditions which are suitable for good working environment.
3. Explain the purpose and principles of records management.
4. Explain the importance of office management.

**21623/F230**



5. Explain the functions of systems.
6. Explain the principles of office layout.
7. What is the need to control office stationery?
8. Discuss handling Inward and Outward mails.

PART C

**(Compulsory)**

**(2×10=20)**

9. Explain the different functions of office management. **(10)**
10. Explain different methods of filing. **(10)**