

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021****B.B.A.****BBA 4C 04—QUANTITATIVE TECHNIQUES FOR BUSINESS****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
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BBA 4C 04—QUANTITATIVE TECHNIQUES FOR BUSINESS

(Multiple Choice Questions for SDE Candidates)

1. _____ is the reverse process of differentiation.
(A) Differential equation. (B) Integration.
(C) Determinant. (D) None of these.
2. The word correlation usually implies _____.
(A) Cause and effect relationship.
(B) Mutual interdependence.
(C) Both.
(D) None of the above.
3. When the values of two variables move in the same direction, correlation is said to be _____.
(A) Positive. (B) Negative.
(C) Linear. (D) Non-linear.
4. Non-linear correlation is also called _____.
(A) Zero correlation. (B) Curvi-linear correlation.
(C) Correlation graph. (D) None of the above.
5. The quantitative measure of correlation between two variables is known as _____.
(A) Coefficient of correlation. (B) Coefficient of regression.
(C) Coefficient of determination. (D) None of the above.
6. Correlation can be _____.
(A) Positive only. (B) Negative only.
(C) Positive or negative. (D) None of these.
7. The signs of regression coefficients will be _____.
(A) Different (B) Same.
(C) 0. (D) None of these.

8. Regression coefficient is independent of _____.
- (A) Scale. (B) Origin.
(C) Both. (D) None.
9. The term regression was used firstly by _____.
- (A) Prof. Karl Pearson. (B) Edward Spearman.
(C) Francis Galton. (D) None of these.
10. When $P(A \cup B) = P(A) + P(B)$, then A and B are _____.
- (A) Dependent. (B) Independent.
(C) Mutually exclusive. (D) None of these.
11. If two sets have no common element, they are called _____.
- (A) Subset. (B) Super set.
(C) Disjoint set. (D) Equal set.
12. In tossing a coin , getting head and getting tail are _____.
- (A) Mutually exclusive events.
(B) Simple events.
(C) Complementary events.
(D) All the above.
13. An event consisting of those elements which are not in the given event is called _____.
- (A) Simple event. (B) Derived event.
(C) Complementary event. (D) None of these.
14. An empty set is also known as _____.
- (A) Null set. (B) Equal set.
(C) Finite set. (D) Infinite set.
15. Three coins are tossed, the probability of getting at the most two heads is _____.
- (A) $7/8$. (B) $6/8$.
(C) $3/8$. (D) $3/4$.

16. When probability is revised on the basis of all the available information, it is called _____ ?
- (A) Priori probability. (B) Posterior probability.
(C) Continuous. (D) None of these.
17. Baye's theorem is based upon inverse probability :
- (A) Yes. (B) No.
(C) Probability. (D) None of these.
18. When the value of a variable is determined by the outcome of a random experiment, it is called _____.
- (A) Non-random variable. (B) Random variable.
(C) Both. (D) None of these.
19. If the random variable of a probability distribution assumes any value in a given interval, then it is called _____.
- (A) Discrete probability distribution. (B) Continuous probability distribution.
(C) Probability distribution. (D) None of these.
20. npq is the variance of _____.
- (A) Binomial distribution. (B) Poisson distribution.
(C) Normal distribution. (D) None of these.

FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021

B.B.A.

BBA 4C 03—CORPORATE REGULATIONS

(Multiple Choice Questions for SDE Candidates)

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BBA 4C 03—CORPORATE REGULATIONS

(Multiple Choice Questions for SDE Candidates)

1. In case of appointment of Directors _____ form is to be filed.
(A) 29. (B) 32.
(C) 18. (D) 1.
2. Public company should start business only after getting certificate of :
(A) Incorporation. (B) Commencement of business.
(C) None of these.
3. If a new company get registered with a name which resembles the name of existing company then it should apply to whom ?
(A) NCLT. (B) SEBI.
(C) ROC. (D) None of the above.
4. In how many days did the company have its registered office after incorporation :
(A) 10. (B) 20.
(C) 30. (D) 40.
5. MOA should be in form _____ in case of company limited by shares.
(A) Table A. (B) Table B.
(C) Table C. (D) Table D.
6. Definition of prospectus was given under which Sec. :
(A) 2 (30). (B) 2 (32).
(C) 2 (34). (D) 2 (36).
7. What is the liability not delivering that can be imposed for statement in lieu of prospectus _____.
(A) Fine - 10,000. (B) Imprisonment - 2 years.
(C) Both (A) and (B). (D) None of the above.

8. _____ are required to file prior to making second and subsequent issue of securities in case shelf prospectus are filed.
- (A) Information memorandum. (B) Information articles.
(C) Form 13. (D) None of the above.
9. A company to issue sweat equity shares must pass a :
- (A) Special resolution. (B) Ordinary resolution.
(C) Unanimous resolution. (D) None of these.
10. The company must deliver share certificate within _____ if the shares allotted by company.
- (A) 2 months. (B) 3 months.
(C) 4 months. (D) None of these.
11. Stamp duty to be paid at the time of issue of share warrant :
- (A) Nominal. (B) High.
(C) Very high. (D) None of these.
12. A share certificate is required to be signed by _____.
- (A) Managing director. (B) Shareholders.
(C) Board of directors. (D) Company secretary.
13. In case of _____ duplicate can be obtained if it lost.
- (A) Share warrant. (B) Share certificate.
(C) Dividend coupon. (D) None of the above.
14. Name of the member is struck off from the register in case of _____.
- (A) Issue of share certificate. (B) Share warrant.
(C) Forfeiture. (D) None of the above.
15. _____ is a short cut to forfeiture.
- (A) Lien. (B) Surrender.
(C) Right issue. (D) None of the above.

16. What is the time limit for conducting statutory meeting ?
- (A) 1 to 5 months. (B) 1 to 6 months.
(C) 1 to 9 months. (D) None of these.
17. First AGM must be held within _____ from the date of the balance sheet.
- (A) 6 months. (B) 9 months.
(C) 5 months. (D) None of these.
18. Quorum should be present at the :
- (A) Commencement of meeting. (B) Middle of the meeting.
(C) End of the meeting. (D) Any time during meeting.
19. A special resolution is passed with :
- (A) Simple majority. (B) 60 % majority of members present.
(C) 75 %. (D) None of the above.
20. Notice of Adjourn meeting is not required of a meeting is :
- (A) Adjourn for want of quorum. (B) Adjourn sine die.
(C) Adjourn for more than 30 days. (D) None.

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

B.B.A.

BBA 4B 06—COST AND MANAGEMENT ACCOUNTING

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

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BBA 4B 06—COST AND MANAGEMENT ACCOUNTING

(Multiple Choice Questions for SDE Candidates)

1. Helps in ascertaining costs beforehand.

- (A) Financial accounting. (B) Cost accounting.
(C) Management accounting. (D) None of these.

2. Cost accounting disclose _____.

- (A) The Financial position.
(B) Profit/loss of a product, job or service.
(C) Effect and impact of cost on business.
(D) None of these.

3. _____ includes financial and cost accounting, tax planning and tax accounting.

- (A) Financial accounting. (B) Cost accounting.
(C) Management accounting (D) None of these.

4. Service costing is used in industries producing _____.

- (A) Products. (B) Service.
(C) Both (a) and (b). (D) None of these.

5. Operating costing is also known as _____ costing.

- (A) Service. (B) Batch.
(C) Multiple. (D) Job.

6. _____ are costs which have been applied against revenue of particular accounting period.

- (A) Expenses. (B) Income.
(C) Loss. (D) None of these.

7. The primary emphasis of _____ cost is on the planning function of management.

- (A) Budgeted. (B) Standard.
(C) Period. (D) None of these.

8. _____ is the cost which involves payment to outsiders.
- (A) Out of pocket cost. (B) Imputed cost.
(C) Notional cost. (D) None of these.
9. Specific price method of valuing material issue is used when _____.
- (A) Materials are purchased for specific job or work order.
(B) Materials are subject to natural wastage.
(C) Prices fluctuate.
(D) None of these.
10. A bill of material serves the purpose of _____.
- (A) Material requisition. (B) Stores ledger.
(C) Material issue analysis sheet. (D) None of these.
11. Stock verification sheets are maintained to record the results of _____.
- (A) Physical verification. (B) Financial control.
(C) Financial verification. (D) Quality verification.
12. _____ forms part of cost of production.
- (A) Abnormal waste. (B) Normal waste.
(C) Both (a) and (b). (D) None of these.
13. Material losses due to abnormal reasons should be transferred to _____.
- (A) Profit and loss account. (B) Costing Profit and Loss Account.
(C) Trading Account. (D) None of these.
14. Which among the following is not a management accounting technique ?
- (A) Standard Costing. (B) Project appraisal.
(C) Marginal costing. (D) None.

15. Material Costs of each job are determined from _____.
- (A) Material requisition notes. (B) Bill of materials.
(C) Both (A) and (B). (D) None of these.
16. Each job has a _____ prepared for it that bears the job number and which is used to collect all cost data relating to job.
- (A) Job Time Sheet. (B) Job Cost Card.
(C) Job Ticket. (D) Job Account.
17. Where the work is undertaken to Customers' special requirements and each order is of comparatively short-duration, it is called _____ costing.
- (A) Job. (B) Operation.
(C) Batch. (D) Output.
18. In inter process profits, the output of one process is transferred from one process to another not at _____ but at _____.
- (A) Market price, actual cost. (B) Actual cost, market price
(C) Both (A) and (B). (D) None of these.
19. Where actual loss in a process is less than the anticipated loss, the difference between the two is considered to be _____.
- (A) Abnormal loss. (B) Normal loss.
(C) Abnormal gain. (D) Normal gain.
20. _____ arises where the actual process loss is less than the normal predetermined process loss.
- (A) Normal loss. (B) Abnormal loss.
(C) Abnormal gain. (D) None of these.

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

B.B.A.

BBA IVC 04—MANAGEMENT SCIENCE

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

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BBA IVC 04—MANAGEMENT SCIENCE

(Multiple Choice Questions for SDE Candidates)

1. A physical model is an example of :
 - (A) An iconic model.
 - (B) An analogue model.
 - (C) A verbal model.
 - (D) A mathematical model.
2. An optimization model :
 - (A) Mathematically provides best decision.
 - (B) Provides decision with limited context.
 - (C) Helps in evaluating various alternatives constantly.
 - (D) All of the above.
3. _____ theory is an important operations research technique to analyze the queuing behaviour.
 - (A) Waiting line.
 - (B) Network.
 - (C) Decision.
 - (D) Simulation.
4. An organization chart is an example of :
 - (A) Iconic.
 - (B) Mathematical.
 - (C) Analogue.
 - (D) None of the above.
5. _____ models in which the input and output variables follow a probability distribution.
 - (A) Iconic
 - (B) Mathematical.
 - (C) Analogue.
 - (D) Deterministic model.
6. Most of the constraints in the linear programming problem are expressed as _____.
 - (A) Equality.
 - (B) Inequality.
 - (C) Uncertain.
 - (D) All of the above.
7. Constraints in LP problem are called active if they :
 - (A) Represent optimal solution.
 - (B) At optimality do not consume all the available resources.
 - (C) Both of (a) and (b).
 - (D) None of the above.

8. All negative constraints must be written as :
- (A) Equality. (B) Non equality.
(C) Greater than or equal to. (D) Less than or equal to.
9. _____ is a series of related activities which result in some product or services.
- (A) Network. (B) Transportation model.
(C) Assignment. (D) None of these.
10. An activity which must be completed before one or more other activities start is known as _____ activity.
- (A) Predecessor. (B) Successor.
(C) Dummy. (D) End.
11. Activities lying on the critical path are called _____.
- (A) Net work. (B) Critical path.
(C) Critical activities. (D) None of the above.
12. _____ is the latest time by which an activity can be finished without delaying the completion of the project.
- (A) EST. (B) EFT.
(C) LST. (D) LFT.
13. An activity which must be completed before one or more other activities start is known as _____ activity.
- (A) Dummy. (B) Predecessor.
(C) Successor. (D) None of these.
14. _____ is the disconnection of an activity before the completion of activities in a project network diagram.
- (A) Dangling. (B) Looping.
(C) Dummy. (D) None of the above.
15. _____ is the duration by which an activity can be delayed without delaying the project.
- (A) Total float. (B) Slack.
(C) Earliest event time. (D) None of these.

16. A good decision always implies that :
- (A) Will obtain the best final results.
 - (B) Have used appropriate quantitative analysis.
 - (C) Have considered all alternatives.
 - (D) Have followed a logical process.
17. Opportunity loss refers to :
- (A) The expected value of a bad decision.
 - (B) The expected loss from a bad decision.
 - (C) The difference between actual pay off and the optimal pay off.
 - (D) The regret from not having made a decision.
18. The minimum expected opportunity loss is :
- (A) Equal to EVPI.
 - (B) Minimum regret.
 - (C) Equal to EMV.
 - (D) Both (A) and (B).
19. The decision making criteria that should be used to achieve maximum long term pay off is :
- (A) EOL.
 - (B) EMV.
 - (C) Hurwicz.
 - (D) Maximax.
20. The objective of network analysis is to :
- (A) Minimize total project duration.
 - (B) Minimize total project cost.
 - (C) Minimize production delays, interruption and conflicts.
 - (D) All of the above.

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

B.B.A.

BBA IVC 04—MANAGEMENT SCIENCE

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

Each question carries 1 mark.

1. Operations research is the application of _____ methods to arrive at the optimal Solutions to the problems.
 - (a) Economical.
 - (b) Scientific.
 - (c) (a) and (b) both.
 - (d) Artistic.
2. The Operations research technique which helps in minimizing total waiting and service costs is :
 - (a) Queuing Theory.
 - (b) Decision Theory.
 - (c) Both (a) and (b).
 - (d) None of the above.
3. In LPP, graphical method the restriction on number of constraint is _____.
 - (a) 2.
 - (b) Not more than 3.
 - (c) 3.
 - (d) None of the above.
4. VAM stands for _____.
 - (a) Vogea's Approximation Method.
 - (b) Vogel's Approximate Method.
 - (c) Vangel's Approximation Method.
 - (d) Vogel's Approximation Method.
5. According to transportation problem number of basic cells will be exactly :
 - (a) $m + n - 0$.
 - (b) $n + m - 1$.
 - (c) $m + n - 1$.
 - (d) None of the above.

Turn over

6. Activities falling on the critical path have.
- (a) Zero slack. (b) Maximum slack.
(c) Negative slack. (d) Minimum slack.
7. For solving an assignment problem, which method is used ?
- (a) Hungarian. (b) American.
(c) German. (d) Both are incorrect.
8. When total supply is equal to total demand in a transportation problem, the problem is said to be
- (a) Balanced. (b) Unbalanced.
(c) Degenerate. (d) None of the above.
9. Probabilistic models are also known as _____.
- (a) Deterministic Models. (b) Stochastic Models.
(c) Dynamic Models. (d) Static Models.
10. Which of the following methods is used to verify the optimality of the current solution of the transportation problem.
- (a) Least cost method. (b) Vogel's approximation method.
(c) Modified distribution method. (d) All of the above.

(10 × 1 = 10 marks)

Part II (Short Essay Questions)

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

11. What are analogue models ?
12. Explain transportation problem.
13. Explain Laplace criterion.
14. What is Decision Tree ?
15. Explain value of the game.
16. What is linear programming problems?
17. What is feasible solution ?
18. What do you mean by Mixed strategy ?

19. Explain saddle point
20. What is dummy activity ?

(8 × 2 = 16 marks)

Part III

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

21. What are the functions of Operation Research ?
22. Differentiate between CPM and PERT.
23. Discuss the assumptions of game theory.
24. Explain (a) Minimax ; (b) Maximini ; (c) Maximini decision criteria.
25. Discuss the basic assumptions of Linear Programming Problem.
26. Draw network for the plant installation project whose activities and their precedence relationships are as given below.

| | | | | | | | | | | |
|-------------|---|---|---|---|---|---|---------|---|---|------|
| Activity | : | A | B | C | D | E | F | G | H | I |
| Predecessor | : | – | A | A | – | D | B, C, E | F | E | G, H |

27. Anita Electric Company produces two products P_1 and P_2 , Products are produced and sold on a weekly basis. The weekly production cannot exceed 25 for product P_1 and 35 for product P_2 because of limited available facilities. The company employs total of 60 workers. Product P_1 requires 2 man-weeks of labour, while P_2 requires one man-week of labour. Profit margin on P_1 is Rs. 60 and on P_2 is Rs. 40. Formulate this problem as an LP problem.
28. From the following pay off matrix, and details, calculate Expected Monetary Value and decide which of the Acts can be chosen :

| Perfume | Pay off Table | | |
|---------|---------------|-------|-------|
| | Sales | | |
| | S_1 | S_2 | S_3 |
| A_1 | 25 | 400 | 650 |
| A_2 | – 10 | 440 | 740 |
| A_3 | – 125 | 400 | 750 |

Probabilities are .1, .7, .2 respectively.

(6 × 4 = 24 marks)

Turn over

Part IV (Long Essays)

Answer any two questions.

Each question carries 15 marks.

29. Solve graphically the following linear programming problem :

$$\text{Minimize } Z = 3x_1 + 5x_2$$

$$\text{subject to } -3x_1 + 4x_2 \leq 12$$

$$2x_1 - x_2 \geq -2$$

$$2x_1 + 3x_2 \geq 12, x_1 \leq 4, x_2 \geq 2$$

$$x_1, x_2 \geq 0.$$

30. A project has the following characteristics :

| Activity | Most optimistic time (a) | Most pessimistic time (b) | Most likely time (m) |
|----------|-----------------------------|------------------------------|-------------------------|
| (1-2) | 1 | 5 | 1.5 |
| (2-3) | 1 | 3 | 2 |
| (2-4) | 1 | 5 | 3 |
| (3-5) | 3 | 5 | 4 |
| (4-5) | 2 | 4 | 3 |
| (4-6) | 3 | 7 | 5 |
| (5-7) | 4 | 6 | 5 |
| (6-7) | 6 | 8 | 7 |
| (7-8) | 2 | 6 | 4 |
| (7-9) | 5 | 8 | 6 |
| (8-10) | 1 | 3 | 2 |
| (9-10) | 3 | 7 | 5 |

Construct a PERT network. Find the critical path and variance for each event.

31. Determine an initial basic feasible solution to the following transportation problem by using (a) The least cost method ; and (b) Vogel's approximation method.

| | | Destination | | | | Supply |
|--------|----------------|----------------|----------------|----------------|----------------|--------|
| | | D ₁ | D ₂ | D ₃ | D ₄ | |
| Source | S ₁ | 1 | 2 | 1 | 4 | 30 |
| | S ₂ | 3 | 3 | 2 | 1 | 30 |
| | S ₃ | 4 | 2 | 5 | 9 | 40 |
| Demand | | 20 | 40 | 30 | 10 | |

(2 × 15 = 30 marks)

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BBA IV B 06—FINANCIAL MANAGEMENT
(Multiple Choice Questions for SDE Candidates)

1. The job of a finance manager is confined to :
 - (A) Raising funds.
 - (B) Management of cash.
 - (C) Raising of funds and their effective utilization.
 - (D) None of these.

2. Net Profit Ratio Signifies :
 - (A) Operational Profitability.
 - (B) Liquidity Position.
 - (C) Solvency.
 - (D) Profit.

3. A sound Capital Budgeting technique is based on :
 - (A) Cash Flows.
 - (B) Accounting Profit.
 - (C) Interest Rate on Borrowings.
 - (D) Last Dividend Paid.

4. Which of the following does not effect cash flows proposal ?
 - (A) Salvage Value.
 - (B) Depreciation Amount.
 - (C) Tax Rate Change.
 - (D) Method of Project Financing.

5. Which of the following is not followed in capital budgeting ?
 - (A) Cash flows Principle.
 - (B) Interest Exclusion Principle.
 - (C) Accrual Principle.
 - (D) Post-tax Principle.

6. Which of the following is a risk factor in capital budgeting ?
 - (A) Industry specific risk factors.
 - (B) Competition risk factors.
 - (C) Project specific risk factors.
 - (D) All of the above.

7. Risk of a Capital budgeting can be incorporated :
 - (A) Adjusting the Cash flows.
 - (B) Adjusting the Discount Rate.
 - (C) Adjusting the life.
 - (D) All of the above.

8. Which of the following is not a generally accepted approach for Calculation of Cost of Equity ?
- (A) CAPM. (B) Dividend Discount Model.
(C) Rate of Pref. Dividend Plus Risk. (D) Price-Earnings Ratio.
9. Which of the following is studied with the help of financial leverage ?
- (A) Marketing Risk. (B) Interest Rate Risk.
(C) Foreign Exchange Risk. (D) Financing risk.
10. High degree of financial leverage means :
- (A) High debt proportion. (B) Lower debt proportion.
(C) Equal debt and equity. (D) No debt.
11. Walter's Model suggests that a firm can always increase i.e. of the share by :
- (A) Increasing Dividend. (B) Decreasing Dividend.
(C) Constant Dividend. (D) None of the above.
12. Dividend irrelevance argument of MM Model is based on :
- (A) Issue of Debentures. (B) Issue of Bonus Share.
(C) Arbitrage. (D) Hedging.
13. Difference between the bank balance as per Cash Book and Pass Book may be due to :
- (A) Overdraft. (B) Float
(C) Factoring. (D) None of the above.
14. Miller-Orr Model deals with :
- (A) Optimum Cash Balance. (B) Optimum Finished goods.
(C) Optimum Receivables. (D) All of the above.
15. Which of the following is not an objective of cash management ?
- (A) Maximization of cash balance. (B) Minimization of cash balance.
(C) Optimization of cash balance. (D) Zero cash balance.

16. Which of the following is related to Receivables Management ?
- (A) Cash Budget. (B) Economic Order Quantity.
(C) Ageing schedule. (D) All of the above.
17. If no information is available, the General Rule for valuation of stock for balance sheet is :
- (A) Replacement Cost: (B) Realizable Value.
(C) Historical Cost. (D) Standard Cost.
18. Commercial paper is a type of :
- (A) Fixed coupon Bond. (B) Unsecured short-term debt.
(C) Equity share capital. (D) Government Bond.
19. Concept of Maximum Permissible Bank finance was introduced by :
- (A) Kannan Committee. (B) Chore Committee.
(C) Nayak Committee. (D) Tandon Committee.
20. Which of the following is not applicable to commercial paper :
- (A) Face Value. (B) Issue Price.
(C) Coupon Rate. (D) None of the above.

FOURTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, APRIL 2021

B.B.A.

BBA IV B 06—FINANCIAL MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part AI. Objective type questions. Answer all *ten* questions :

(A) Fill up the blanks :

- 1 Capital budgeting is a part of _____ decision.
- 2 Operating leverage helps in analysis of _____ risk.
- 3 Trading on equity is known as _____.
- 4 EPS stands for _____.
- 5 JIT stands for _____.

(B) State whether the following statements are True or False :

- 6 According to traditional approach, wealth maximization is the main objective of financial management.
- 7 Arbitrage process refers to buying a security which has low risk and selling it in a high-risk market.
- 8 There should be a balance between different types of ownership and creditorship securities.
- 9 Debit period is the length of time for which the firm grants credit.
- 10 Share capital is a short-term source of finance.

(10 × 1 = 10 marks)

Part BII. Short Answer Questions. Answer any *eight* questions from ten in two or three sentences each :

- 11 What do you mean by capital budgeting ?
- 12 What is dividend ?
- 13 Define Financial Management.
- 14 What is operating cycle ?

Turn over

- 15 What do you mean by payback period ?
- 16 A project cost Rs. 1,00,000 and yields an annual cash inflow of Rs. 20,000 for 8 years, calculate payback period.
- 17 What is time value of money ?
- 18 R Ltd issued 4,00,000, 9% debentures at a premium of 10%. The costs of floatation are 2%. The tax rate is 50%. Compute the after-tax cost of debt.
- 19 What is ABC analysis ?
- 20 A firm's cost of equity (Ke) is 14%, the average income tax rate of shareholders is 20% and brokerage cost of 3% is expected to be incurred while investing their dividends in alternative securities. Compute the cost of retained earnings.

(8 × 2 = 16 marks)

Part C

III. Short Essay or Paragraph questions. Answer any six questions from eight in 150 or 200 words :

- 21 Explain the various motives for holding cash.
- 22 List down the limitations of MM theory or MM model of capital structure.
- 23 Distinguish between NPV method and IRR method.
- 24 What do you mean by capital structure ? Explain the various factors which determine optimum capital structure of a firm.
- 25 The initial cash outlay of a project is Rs. 1,00,000 and it generates cash inflows of Rs. 40,000, Rs. 30,000, Rs. 50,000 and Rs. 20,000 in the first four years. Calculate profitability index :

| Years | Discount factor at 10% |
|-------|------------------------|
| 1 | 0.909 |
| 2 | 0.826 |
| 3 | 0.751 |
| 4 | 0.683 |

- 26 A company has sales of Rs. 5,00,000, variable costs Rs. 3,00,000, fixed costs Rs. 1,00,000 and long term loans of Rs. 4,00,000 at 10% rate of interest. Calculate composite leverage.

27 From the following information, calculate average collection period.

| | Rs. |
|--------------------------------|---------|
| Total sales | 100,000 |
| Cash sales | 20,000 |
| Sales return | 7,000 |
| Debtors at the end of the year | 11,000 |
| Bills Receivable | 4,000 |
| Creditors | 15,000 |

28 A company's expected annual net operating income is Rs. 1,00,000 and it has Rs. 3,00,000, 8% debentures. The equity capitalisation rate is 10%.

Calculate the value of the firm and overall capitalisation rate. Also find out the impact on the value of the firm and overall capitalisation rate by increasing the debt component to Rs. 4,00,000 and decrease in debt Rs. 2,00,000.

(6 × 4 = 24 marks)

Part D

IV. Essay Questions. Answer any *two* questions in 600 to 800 words each :

29 Explain various functions of financial management.

30 What are the various methods of capital budgeting or methods used for evaluation of investment or project proposals ?

31 A company's capital structure consists of the following :

| | Rs. |
|--------------------------|----------|
| Equity Share of 100 each | 20 Lakhs |
| Retained Earnings | 10 Lakhs |
| 9% Preference Shares | 12 Lakhs |
| 7% Debentures | 8 Lakhs |
| Total | 50 Lakhs |

The company earns 12% on its capital. The income tax rate is 50%. The company requires a sum of Rs. 25 lakhs to finance its expansion program for which the following alternatives are available to it :

- (i) Issue of 20,000 equity shares at a premium of Rs. 25 per share.
- (ii) Issue of 10% preference shares.
- (iii) Issue of 8% debentures.

It is estimated that the P/E ratios in the cases of equity, preference and debentures financing would be 21.4, 17 and 15.7 respectively.

Which of the three financing alternatives would you recommend and why?

(2 × 15 = 30 marks)

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FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021**B.B.A.****BBA IVB 05—MARKETING MANAGEMENT****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA IVB 05—MARKETING MANAGEMENT
(Multiple Choice Questions for SDE Candidates)

1. Marketing is a _____ process.
 - (A) Goal oriented.
 - (B) Exchange.
 - (C) Social.
 - (D) All of these.

2. “We guarantee every product we sell” appeal to _____ motive.
 - (A) Curoosity.
 - (B) Variety.
 - (C) Quality.
 - (D) Comfort.

3. Social class is an element of _____ factor.
 - (A) Social.
 - (B) Cultural.
 - (C) Personal.
 - (D) Economic.

4. The strategy where the producer or marketer does not differentiate between different type of customers :
 - (A) Undifferentiated Marketing.
 - (B) Differentiated Marketing.
 - (C) Concentrated Marketing.
 - (D) Customised or Personalised Marketing.

5. The approach used when the marketer wants the consumer to respond on an emotional, rather than rational basis :
 - (A) Predatory Pricing.
 - (B) Economy Pricing.
 - (C) Psychological Pricing.
 - (D) Penetration Pricing.

6. Where sellers combine several products in the same package is known as _____.
 - (A) Psychological Pricing.
 - (B) Captive Product Pricing.
 - (C) Product Bundle Pricing.
 - (D) Promotional Pricing.

7. Which of the following are possible pricing objectives ?
 - (A) To maximise profits.
 - (B) To achieve a target market share.
 - (C) To match the competition, rather than lead the market.
 - (D) All of these.

8. Which company is the pioneer in the direct marketing ?
- (A) Cypla. (B) Avon cosmetics.
(C) Johnson & Johnson. (D) Eureka Forbs.
9. _____ is not a vertically integrated channel.
- (A) Admininisterd. (B) Contractual.
(C) Corporate. (D) None of these.
10. _____ is not a function of wholesaler.
- (A) Warehousing. (B) Transporting.
(C) Risk bearing. (D) None of these.
11. Selling includes _____.
- (A) Advertising. (B) Transfer of title from the seller to the buyer.
(C) Sales promotion. (D) None of these.
12. If advertising give focus on a particular product or brand, it is known as :
- (A) Product advertisement. (B) Market advertisement.
(C) Institutional advertisement. (D) None.
13. Advocacy advertising is also called :
- (A) Support advertising. (B) Rapport advertising.
(C) Cause advertising. (D) None of these.
14. Yellow revolution refers to :
- (A) Aquaculture. (B) Milk.
(C) Poultry. (D) None of these.
15. Goods are sold in small packets in _____ markets.
- (A) Urban. (B) Rural.
(C) World. (D) None of these.

16. Profiling the rural market is a part of _____ stage of rural marketing strategy.
- (A) Planning. (B) Execution.
(C) Feedback. (D) None of these.
17. _____ is the marketing of a social message with a view to change behavior of people's habit.
- (A) Green marketing. (B) Social marketing.
(C) Gaimatias marketing. (D) None of these.
18. Utilizing electronic medium in everyday business activities is known as :
- (A) E-marketing. (B) E-business.
(C) E-commerce. (D) None of these.
19. The marketing side of E-commerce is known as.....
- (A) E-marketing. (B) E-business.
(C) Interactive marketing. (D) None of these.
20. _____ is online identity theft.
- (A) Eavesdropping. (B) Phishing.
(C) Spoofing. (D) None of these.

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021

B.B.A.

BBA IVB 05—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I

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

- 1) When the company follows one product one segment principle, it is :
 - (a) Undifferentiated marketing.
 - (b) Differentiated marketing.
 - (c) Concentrated marketing.
 - (d) All of the above.
- 2) Perception is a part of :
 - (a) Personal factors.
 - (b) Psychological factors.
 - (c) Cultural factors.
 - (d) Social factors.
- 3) The person of the family who senses the need for the purchase, known as :
 - (a) Influencer.
 - (b) Initiator.
 - (c) Decider.
 - (d) User.
- 4) A strategy of increasing sales by improving existing products or developing new products for current markets, is
 - (a) Market Development.
 - (b) Product Development.
 - (c) Diversification.
 - (d) None of the above.
- 5) To fix the price Rs. 99.95 of an article instead of Rs. 100, is a policy of :
 - (a) Customary Pricing.
 - (b) Promotion Pricing.
 - (c) Psychological Pricing.
 - (d) None of the above.
- 6) Modern Marketing begins and ends with _____.
- 7) _____ is that part of brand that can be spoken including letters, words and numbers.
- 8) The only revenue producing element in the marketing mix is _____.

Turn over

- 9) Arranging for a product to occupy a clear, distinctive and desirable place relative to competing products in the minds of target consumers —————.
- 10) The set of basic values and behaviours learned by a member of society from family and other important institutions is called —————.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

- 11) Define Marketing Mix.
- 12) What is market segmentation ?
- 13) What is an augmented product ?
- 14) What is a trade mark ?
- 15) What is salesmanship ?
- 16) What is a coupon ?
- 17) What is penetration pricing policy ?
- 18) What is a channel of distribution ?
- 19) What is ambush marketing ?
- 20) What is market targeting ?

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.

Each question carries 4 marks.

- 21) What are the characteristics of services ?
- 22) Explain the various factor influencing consumer behaviour.
- 23) Explain the different kinds of discounts ?
- 24) What is promotion mix ? Write any six important factors influencing promotion mix.
- 25) What are the factors affecting selection of an advertisement media ?
- 26) What are the various schemes of sales force promotion ?

- 27) What are the functions of Channel of distribution ?
- 28) What the different types of marketing concepts/philosophies ?

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

Each question carries 15 marks.

- 29) What is PLC ? Explain the concept of PLC with the important features in each stage.
- 30) Define marketing. Explain the functions of marketing.
- 31) Define Marketing environment. Explain the micro and macro marketing environment of an organisation.

(2 × 15 = 30 marks)

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**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021****B.B.A.****A 14—BANKING AND INSURANCE****(2014 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

A 14—BANKING AND INSURANCE
(Multiple Choice Questions for SDE Candidates)

1. The first bank in India was started in the year :
(A) 1825. (B) 1786.
(C) 1912. (D) None of these.
2. The maximum period of Money at call is :
(A) 90 days. (B) 180 days.
(C) 360 days. (D) 7 days.
3. Which is the qualitative credit control mechanism ?
(A) Credit rationing. (B) Open market operations.
(C) Bank rate policy. (D) None of these.
4. Regional Rural Bank Scheme were started in the year _____.
(A) 1946. (B) 1969.
(C) 1975. (D) 1949.
5. _____ is called the purchase and sale of government securities in the open market by central bank.
(A) Open market operation. (B) Clearing.
(C) Securitization. (D) None of these.
6. _____ means allowing the borrower to overdraw his current balance.
(A) Cash credit. (B) Loans.
(C) Overdraft. (D) Consumer credit.
7. Capital Adequacy Ratio is the ratio of Bank's capital to it's _____.
(A) Fixed assets. (B) Current assets.
(C) Risk assets. (D) None of these.

8. A _____ bank is usually created to fund a specific project.
- (A) Branch banking. (B) Consortium banking.
(C) Correspondent banking. (D) None of these.
9. The right of a creditor to retain possession of those properties in respect of which debt is due is called _____.
- (A) General Lien. (B) Particular lien.
(C) Garnishee order. (D) None of these.
10. The initial share capital of RBI :
- (A) 20 Crore. (B) 10 Crore.
(C) 1 Crore. (D) 5 Crore.
11. CAR stands for _____.
- (A) Capital Asset Ratio. (B) Current Asset Ratio.
(C) Capital Adequacy Ratio. (D) None of these.
12. The validity period of a cheque is _____.
- (A) 5 months. (B) 6 months.
(C) 3 months. (D) None of these.
13. Any person who acquires the title to the instrument bona fide and for value is called _____.
- (A) Principal. (B) Agent.
(C) Trustee. (D) Holder in due course.
14. The grace period allowed for Bill of Exchange is :
- (A) 5 days. (B) 4 days.
(C) 3 days. (D) 7 days.
15. The number of parties in a Bill of Exchange transaction _____.
- (A) 2. (B) 3.
(C) 4. (D) None of these.

16. Uberimane Fidei means _____.
- (A) Insurable interest. (B) Free consent.
(C) Utmost good faith. (D) None of these.
17. The origin of Life Insurance in _____.
- (A) Brazil. (B) Germany.
(C) England. (D) None of these.
18. Under _____ policy, the policy holders are entitled to a share in the profit of the insurance company by way of loans which will be paid along with claim.
- (A) With profit policy. (B) Money back policy.
(C) Triple benefit policy. (D) None of these.
19. In P.P.I. Policy P.P.I. stands for _____.
- (A) Paid Policy Interest. (B) Policy Proof of Interest.
(C) Premium Paid Policy. (D) None of these.
20. The period of fire insurance policy is _____.
- (A) Two. (B) One.
(C) Three. (D) None of these.

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

B.B.A.

A 14—BANKING AND INSURANCE

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

Each question carries 1 mark.

1. The system of note issue followed in India is :
 - a) Proportional Reserve.
 - b) Foreign Exchange Reserve.
 - c) Maximum Fiduciary.
 - d) Minimum Reserve.
2. An instrument payable to order is negotiated by :
 - a) Delivery and payment.
 - b) Endorsement and delivery.
 - c) Presentment and payment.
 - d) Delivery and assignment.
3. _____ is a contract between two or more insurance companies by which a portion of risk of loss is transferred to another insurance companies.
 - a) Double insurance.
 - b) Reinsurance.
 - c) Treaty insurance.
 - d) Banc-assurance.
4. EFT stands for :
 - a) Electronic Fund Transfer.
 - b) External Fund Transfer.
 - c) Electronic Fund Transaction.
 - d) Exchange Fund Transfer.
5. The general insurance corporation is holding company, which has _____ subsidiary companies.
 - a) 10.
 - b) 12.
 - c) 4.
 - d) 6.

Turn over

6. KYC stands for _____.
7. Claims can arise on individual policies due to death or _____.
8. An asset which ceased to yield income is called _____.
9. _____ is an autonomous insurance regulator set up in 2000.
10. _____ is a document used to deposit money into bank account.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** questions.

Each question carries 2 marks.

11. Define Customer.
12. What do you mean by SWIFT ?
13. Distinguish between assignment and nomination.
14. What is a stale cheque ?
15. What is a claim register ?
16. What do you mean by repo rate ?
17. What is smart card ?
18. Define insurable interest.
19. State any *two* features of property insurance policies.
20. Define Promissory Note.

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any **six** questions.

Each question carries 4 marks.

21. Briefly explain the special relationship between the banker and customer.
22. Distinguish between cheque and Bill of Exchange.
23. 'Central Bank is Government's Bank'—Explain.
24. Explain the popular E-Banking transactions.
25. Discuss the main kinds of Fire Insurance Policies.

26. Explain the functions of NABARD.
27. Explain different types of endorsement.
28. Write a brief note on insurance business in India.

(6 × 4 = 24 marks)

Part IV (Long Essays)

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

29. Define Crossing. Explain different types of crossing.
30. Define contract of insurance. Explain the principles of insurance.
31. State the functions of commercial banks.

(2 × 15 = 30 marks)

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FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021

B.B.A.

A 13—ENTREPRENEURSHIP DEVELOPMENT

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

1. Mental agonies an entrepreneur bears while organizing and running a business venture is called :
 - a) Financial Risk.
 - b) Psychological Risk.
 - c) Personal Risk.
 - d) Career Risk.
2. Co-preneurs are :
 - a) Entrepreneurs who promote companies
 - b) Entrepreneurial couples who work together as co-owners
 - c) Entrepreneurs who provide consultancy
 - d) None of these
3. _____ is the translation of idea into concrete project with scrutiny of its important preliminary aspects.
 - a) Project Formulation.
 - b) Project Identification.
 - c) Project Appraisal.
 - d) Project Implementation.
4. KITCO was set up in the year :
 - a) 1972.
 - b) 1971.
 - c) 1973.
 - d) 1975.
5. _____ refers to the arrangement of the machines, equipment and other physical facilities within the factory premises .
 - a) Plant capacity.
 - b) Plant location.
 - c) Plant layout.
 - d) None of these.

Turn over

Fill in the Blanks :

6. _____ are those who identify, evaluate and exploit opportunities that create social values and not personal wealth.
7. Entrepreneur is a person while enterprise is a _____.
8. _____ registered as a Limited Company in 21st July 1961
9. _____ is someone who is devoted to one venture at a time but ultimately starts many.
10. NAYE stands for _____.

(10 × 1 = 10 marks)

Part II

*Answer any eight questions from the following.
Each question carries 2 marks.*

11. Who is an Intrapreneur ?
12. What do you mean by entrepreneurial competency ?
13. What is industrial estate ?
14. What is NIESBUD ?
15. What is seed capital ?
16. Define a project.
17. What is network analysis ?
18. Who is a fabianentrepreneur ?
19. What do you mean by incentives ?
20. Expand NSIC & SIDO.

(8 × 2 = 16 marks)

Part III

*Answer any six questions from the following.
Each question carries 4 marks.*

21. What are the qualities of a successful entrepreneur ?
22. What are the risks involved with entrepreneurship ?
23. What are the limitations of MSME ?
24. What are the advantages of industrial estates ?
25. Write a note on TCO.

26. What are the phases of project life cycle ?
27. Explain the objectives of Industrial & Commercial policy of Kerala 2007 ?
28. Briefly explain the services provided by business incubators.

(6 × 4 = 24 marks)

Part IV

Answer any two questions from the following.

Each question carries 15 marks.

29. What are the problems of women entrepreneurs ? Briefly explain the measures taken for the development of women entrepreneurship in India.
30. What are the objectives of project report and also explain the contents of a project report ?
31. Explain the role of entrepreneurship in economic development of a country.

(2 × 15 = 30 marks)

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