

**FIFTH SEMESTER U.G. DEGREE (SPECIAL) EXAMINATION
NOVEMBER 2020****(CUCBCSS—UG)****B.B.A.****BBA VD 01—E-COMMERCE****(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 VD 01—E-COMMERCE

(Multiple Choice Questions for SDE Candidates)

1. _____ is concerned with the buying and selling information, products and services over computer communication networks.
 - (A) Commerce
 - (B) E-Commerce.
 - (C) E-Business.
 - (D) None of these.
2. _____ allows a business application on the computer of one organization to communicate directly with the business application on the computer of another company.
 - (A) EDI.
 - (B) Protocols.
 - (C) Standards.
 - (D) Business applications.
3. Which of the following is not a party of SCM ?
 - (A) Suppliers.
 - (B) Manufacturers.
 - (C) Distributors
 - (D) Customers.
4. _____ is the exchange of goods or items or commodities and services or applications used for money and deals the money matters.
 - (A) E-commerce.
 - (B) Commerce.
 - (C) Both of these.
 - (D) None.
5. _____ always operate on intranet.
 - (A) E--commerce.
 - (B) E-Business.
 - (C) EDI.
 - (D) None of these.
6. English physicist Tim Berner's Lee was famous for the establishment of _____ in 1990.
 - (A) Internet.
 - (B) WWW.
 - (C) Intranet.
 - (D) None of these.
7. A company that manufacturers bicycles may use the internet to purchase tyres from their suppliers. This is an example of _____ transaction.
 - (A) B2G.
 - (B) B2E.
 - (C) B2B.
 - (D) P2P.

8. _____ is basically a concept of online marketing and distributing of products and services over the internet.
- (A) B2G. (B) B2E.
(C) B2B. (D) B2C.
9. _____ e-commerce involves customers gathering information, purchasing and receiving products over an electronic network.
- (A) B2G. (B) B2E.
(C) B2B. (D) B2C.
10. Which among the following is an example of C2C ?
- (A) E-BAY. (B) Amazon.com.
(C) Rentalic.com. (D) All of these.
11. Monster.com is an example of _____ website.
- (A) C2C. (B) B2E.
(C) B2B. (D) B2C.
12. This is a protocol which allows files to be transferred from one computer to another computer.
- (A) TCP/IP. (B) FTP.
(C) HTTP. (D) None of these.
13. "Google" is one of the most popular _____.
- (A) Portal. (B) Browser.
(C) Search Engine. (D) None of these.
14. _____ are general interest portals covering a wide range of topics and features.
- (A) Vertical portal. (B) Horizontal portal.
(C) Both of these. (D) None of these.
15. A _____ is a software that scours the internet collecting data about every website and every webpage within it.
- (A) Spiders. (B) Search Engines.
(C) Robots. (D) None of these.

16. _____ is the most common way for purchasing an online advertising.
- (A) CPM. (B) CPC.
(C) Any of these. (D) None of these.
17. _____ facilitates transactions between buyer and sellers by providing comprehensive information and ancillary services, without being involved in the actual exchange of goods and services between the parties.
- (A) Metamediary. (B) Intermediary.
(C) Middlemen. (D) All of these.
18. _____ is a financial institution that establishes an account with a merchant and processes payment card authorization and payments.
- (A) Customer. (B) Issuer.
(C) Merchant. (D) Acquirer.
19. _____ type of payment system is highly useful to those customers who would like to control overspending.
- (A) Prepaid. (B) Post paid.
(C) Both of these. (D) None of these.
20. _____ is the system of purchasing cash credits in relatively small amounts, storing the credits in our computer, and then spending them, when making electronic purchases over the internet.
- (A) E-cash. (B) Digicash.
(C) Cyber cash. (D) Any of these.

**FIFTH SEMESTER U.G. DEGREE (SPECIAL) EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VD 01—E-COMMERCE

Time : Two Hours

Maximum : 40 Marks

Part A

*All questions to be attended.
Answer all the questions.
Each question carries 1 mark.*

1. The availability of E- commerce is _____ hours per day.
2. SCM stands for _____.
3. B2C sells :
 - (a) Products or services directly to consumer.
 - (b) Product or services directly to companies.
 - (c) Product or services directly to Government.
 - (d) None of these.
4. EFT stands for :
 - (a) Emergency Fund Transfer.
 - (b) Electronic Fund Transfer.
 - (c) Effective Fund Transfer.
 - (d) None of these.

(4 × 1 = 4 marks)

Part B

*All questions can be attended and overall ceiling.
Answer any **five** questions.
Each question carries 2 marks.*

5. What is E-Business ?
6. Define EDI.

Turn over

7. What is B2B e-commerce ?
8. What are e-cheques ?
9. What is Electronic Purse ?
10. What is Credit Card ?
11. What is Sniffing ?

(5 × 2 = 10 marks)

Part C

All questions can be attended and overall ceiling.

*Answer any **four** questions.*

Each question carries 4 marks.

12. What are the features of traditional commerce ?
13. What are the limitations of E-Commerce to society ?
14. What are the difference between e-business and e-commerce ?
15. What are the factors to be considered for making e-commerce successful ?
16. Explain the features of Post-Paid system.
17. What are the disadvantages of E-Cash ?

(4 × 4 = 16 marks)

Part D

All questions can be attended and overall ceiling.

*Answer any **one** question.*

Each question carries 10 marks.

18. Explain the business models of E-Commerce.
19. What are the types of Biometrics ? Explain.

(1 × 10 = 10 marks)

**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION
NOVEMBER 2020****(CUCBCSS—UG)****B.B.A.****BBA VB 11—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—II
PERFORMANCE MANAGEMENT****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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BBA VB 11—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—II
PERFORMANCE MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Vijay was employed in the production department of a firm manufacturing textiles. He was well behaved and agreed to the norms of the organization. Vijay who accepts all the organizational norms is a :
 - (A) Assertive.
 - (B) Conformist.
 - (C) Rebel.
 - (D) Perfectionist.
2. Of the four approaches adopted by international operations, which approach tries to create value by emphasizing on local responsiveness.
 - (A) The multi domestic
 - (B) The international.
 - (C) The global
 - (D) The translational.
3. A statement containing the details of works to be performed and responsibilities involved is known as :
 - (A) Job analysis.
 - (B) Job evaluation.
 - (C) Job specification.
 - (D) Job description.
4. Man to Man comparison is one of the methods of :
 - (A) Selection.
 - (B) Grading.
 - (C) Performance appraisal.
 - (D) Merit rating.
5. Job satisfaction is high when there is :
 - (A) Low morale.
 - (B) High wage.
 - (C) Low wage.
 - (D) High Morale.
6. _____ is the ideal or target to achieve through higher productivity.
 - (A) Fair wages.
 - (B) Minimum wages.
 - (C) Living wages.
 - (D) Normal wages.
7. _____ are the rules of pattern and behaviour that are expected from all team members.
 - (A) Norms.
 - (B) Policies.
 - (C) Procedures.
 - (D) Role.

8. The ability and willingness of group members to set goals and work towards their accomplishment is known as _____.
- (A) Group Maturity (B) Team Spirit.
(C) MBO. (D) Participation.
9. Recruitment and selection must be effective to ensure it.
- (A) Offsets high labour turnover.
(B) Delivers the highest caliber of individuals at optimum most.
(C) To have a surprise in case of sickness and absence.
(D) Encourages new blood into the organization.
10. What will make some organizations more successful and there more likely to survive and prosper then others ?
- (A) Creating cultures and system in which staff can use their talents.
(B) Creating management system to ensure high performance from everyone
(C) Creating superior organizations.
(D) Only recruiting talented people.
11. A performance rating system is :
- (A) A grade or score relating to overall performance.
(B) Details of the extent to which work objectives were met.
(C) Last year objectives.
(D) Achievements during the year.
12. The role in which a manager led his subordinates and motivating them for willing cooperation is called as :
- (A) Monitoring role. (B) Disseminator role.
(C) Entrepreneur role. (D) Leader role.
13. Man specification is called :
- (A) Job description. (B) Job specification.
(C) Job evaluation. (D) Job analysis.

14. Sources of recruitment & methods, procedures, techniques for :
- (A) Selection. (B) Promotion.
(C) Transfer. (D) Training
15. Problems of unemployment & wage fixation had their direct link with the :
- (A) Population. (B) Value of labour.
(C) Attitude of management (D) Co-ordination
16. This should cover responsibility for the maintenance of children during the entire period of contingency.
- (A) Medical benefit. (B) Family benefit.
(C) Old age benefit. (D) Survivors benefit.
17. The modern term for “personnel management” is :
- (A) HRD. (B) HRP.
(C) HRM. (D) HSM.
18. A mode of thinking that people engage in when they are deeply involved cohesive in group, when the members’ strivings for unanimity override their motivation to realistically appraise alternative courses of action.
- (A) Group Think. (B) Group Process.
(C) Group Shift. (D) Group Loafing.
19. A technique for stimulating imaginative and novel ideas.
- (A) Nominal group techniques. (B) Delphi technique.
(C) Brain storming. (D) Dialectic decision method.
20. The overall feeling of exhaustion a persons feels when simultaneously experiencing too much pressure is called.
- (A) Job dissatisfaction. (B) Burnout.
(C) Absenteeism. (D) Role conflict.

**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VB 11—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—II
PERFORMANCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. A statement containing the details of works to be performed and responsibilities involved is known as :
 - A Job analysis.
 - B Job evaluation.
 - C Job specification.
 - D Job description.
2. Direct compensation towards the contribution of labour is :
 - A Money.
 - B Pay.
 - C Reward.
 - D Wages.
3. The role in which a manager led his subordinates and motivating them for willing co-operation is called as :
 - A Monitoring role.
 - B Disseminator role.
 - C Entrepreneur role.
 - D Leader role.
4. Who is in the best position to observe and evaluate an employee's performance for the purposes of a performance appraisal ?
 - A Peers.
 - B Customers.
 - C Top management.
 - D Immediate supervisor.

Turn over

5. Organizational commitment is :
- A Employee's involvement in the organization.
 - B Employee's Involvement in the Job.
 - C Employee's performance in the organization.
 - D Employee's continuity in the job.

Fill in the Blanks :

6. The study of human behaviour in organizational setting, the interface between human behaviour and the organizational context is _____.
7. _____ refers to the full range of activities involved in securing and utilizing employees including hiring, promoting, compensating, disciplining and retiring workers.
8. Organizations put maximum effort in measuring performance of organizational people because of _____.
9. The _____ problems occurs when supervisors tend to rate all their sub-ordinates consistently high.
10. _____ refers to training workers to be able to undertake a wide range of different jobs, instead of just one.

(10 × 1 = 10 marks)

Section B (Short Answer Question)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 20.

11. What is performance management ?
12. What is team management ?
13. What do you mean by 360 degree appraisal method ?
14. What is task oriented leadership ?
15. Define reward system.
16. Explain importance of managerial communication ?
17. What are the critical factors required for successful managerial performances ?

18. What do you mean by performance related rewards ?
19. What is organizational culture ?
20. What do you mean a Key performance Indicator ?

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

*Answer at least **four** questions.*

Each question carries 8 marks.

All questions can be attended.

Overall Ceiling 32.

21. Explain Maslow's Hierarchy of needs theory.
22. What are the characteristics of mission statement ?
23. Explain different style of communication ?
24. What are the indicators of performance for different levels of management ?
25. Explain the criteria for evaluating performance of top levels managers.
26. What are the competencies and behaviours required for effective performance ?
27. What are the different leadership styles ?
28. Explain different methods used for performance appraisal.

(4 × 8 = 32 marks)

Section D (Essay Questions)

*Answer any **one** questions.*

The question carries 18 marks.

29. What are the advantages and disadvantages of performance related rewards ?
30. Explain management styles and performance.
31. What are the components of an effective performance management system ?

(1 × 18 = 18 marks)

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]
EXAMINATION, NOVEMBER 2020****B.B.A.****BBA VB 10—HUMAN RESOURCE MANAGEMENT SPECIALIZATION–I HUMAN
RESOURCE PLANNING AND DEVELOPMENT****(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.
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BBA VB 10—HUMAN RESOURCE MANAGEMENT SPECIALIZATION-I HUMAN
RESOURCE PLANNING AND DEVELOPMENT

(Multiple Choice Questions for SDE Candidates)

1. HRM is associated with the management of :
 - (A) General people.
 - (B) Financial resources.
 - (C) Organizational people.
 - (D) Community members.
2. Organizational goals should be :
 - (A) Achievable.
 - (B) Ambiguous.
 - (C) Random
 - (D) Vague.
3. A system used to acquire, store, manipulate, analyze, retrieve, and distributed information 'related to the company's human resources is called a (n) _____.
 - (A) HRIS.
 - (B) Progressive discipline system.
 - (C) IRS.
 - (D) Contingent workforce system.
4. Which of these is defined as any practice or activity carried on by the organization with the primary purpose of identifying and attracting potential employees ?
 - (A) A leading indicator analysis.
 - (B) Recruitment.
 - (C) Personnel policies.
 - (D) Selection.
5. Playing the role of _____ requires designing and delivering efficient and effective HR systems, processes, and practices.
 - (A) Administrative Agent.
 - (B) Change Agent.
 - (C) Strategic Partner.
 - (D) Employee Advocate.
6. The method that uses the organizations current level of employment as the starting point for determining future staffing needs is :
 - (A) Zero Based Forecasting.
 - (B) Bottom-Up Approach.
 - (C) Forecasting Human Resource Availability.
 - (D) None of the given options.
7. An employee evaluation appears on your desk that includes the following descriptions: skilled, specialty focused, strong technical background, filtered listener, limited experience in interfacing, avoids conflict, good at developing techniques and operates well in the management hierarchy. Your first thought is to consider this person for a position as a :
 - (A) Project Coordinator.
 - (B) Project Manager.
 - (C) Task Force Leader.
 - (D) Project Specialist.

8. The project manager is the leader of the project team and needs to be forward-reaching in obtaining a consensus on an issue. However, it would be counterproductive to an attempted resolution of an issue if the project manager said, “_____”.
- (A) Lets do this
 - (B) Do we have some better information. .
 - (C) I believe we are saying.
 - (D) I have another subject to address if this is too difficult to solve now.
9. _____ in India led to the move from Personnel administration to HRM in Indian setup.
- (A) Globalisation.
 - (B) Industrialization.
 - (C) Independence.
 - (D) None of the above.
10. _____ is the process by which the knowledge of an employee, his skills, abilities and motives to perform a job must match the requirements of the job.
- (A) Recruitment.
 - (B) Job analysis.
 - (C) Selection
 - (D) Placement.
11. Which of the following is NOT a key characteristic of a successful quality improvement program ?
- (A) Education and training.
 - (B) Team work.
 - (C) Total systems approach.
 - (D) Short term goal perspective.
12. _____ helps the organization in achieving short term and long term goals by effective utilization of human resources. It involves the development of HR objectives and their alignment with organizational objectives.
- (A) Employee relations management.
 - (B) Strategic human resource management.
 - (C) Compensation management.
 - (D) Human relations management.
13. Which of the following is not a characteristic of a flat organization structure.
- (A) Wide span of control
 - (B) Fewer hierarchical levels.
 - (C) More people under the control of one manager.
 - (D) Close supervision.

14. The process of determining and recording all the information about a specific job, including the tasks involved, the knowledge and skill sets required to perform the job is termed as :
- (A) Job evaluation (B) Job description.
(C) Job Analysis. (D) Job Design.
15. Which of the following is the first step in the process of job analysis ?
- (A) Developing a job description.
(B) Job specific competency determination.
(C) Information gathering.
(D) Developing a job specification.
16. Motion and time studies are examples of which method of job analysis.
- (A) Observation method. (B) Group interview method.
(C) Technical conference method. (D) Questionnaire method.
17. Working conditions, organizational policies, interpersonal relations all of these come under which factors of job satisfaction as proposed by Herzberg.
- (A) Motivators. (B) Organizers.
(C) Providers. (D) Hygiene factors.
18. _____ helps in developing management generalists at higher organizational levels as it exposes them to several different operations.
- (A) Job Analysis. (B) Job rotation.
(C) Job enrichment. (D) Job enlargement.
19. A software firm allowed its employees to choose their working hours but within some specified limits. This is an example of :
- (A) Job sharing. (B) Flexitime.
(C) Condensed work. (D) Job enlargement.
20. A good recruitment policy :
- (A) Is flexible enough to accommodate changes in the organization.
(B) Has its own policies and does not comply with government policy on hiring.
(C) Requires more investment for the organization.
(D) Ensures short term employment opportunities for its employees.

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]
EXAMINATION, NOVEMBER 2020**

B.B.A.

BBA VB 10—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—I HUMAN
RESOURCE PLANNING AND DEVELOPMENT

Time : Three Hours

Maximum : 80 Marks

Section A

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

Choose the correct answer :

1. The analysis that predicts the demand for labour based on projections of past relationship patterns over a number of years :
 - a) Regression Analysis.
 - b) Trend Analysis.
 - c) Ratio Analysis.
 - d) Financial Analysis.
2. System an employee performance is evaluated by its colleagues, peers and the Manager and will rate the employee performance :
 - a) HR Evaluation.
 - b) 360 degree appraisal.
 - c) 720 degree appraisal.
 - d) None of these.
3. Process involves a panel of experts using their judgements to make estimates of short-term future demand :
 - a) Skill inventory.
 - b) Human resource audit.
 - c) Succession planning.
 - d) None of these.
4. The determination of the tasks, which comprise the job, and of the skills, knowledge, abilities and responsibilities required of the worker for a successful performance and which differentiate one job from all others :
 - a) Job Analysis.
 - b) Recruitment.
 - c) Job description.
 - d) Job specification.
5. Who introduced the concept of MBO ?
 - a) F.W. Taylor.
 - b) Henry Fayol.
 - c) Peter F Drucker.
 - d) Elton Mayo.

Fill in the blanks :

6. The rating scales whose scale points statements to determine the effective and ineffective behaviour is _____.

Turn over

7. _____ is the degrees to which members of a work organization are able to satisfy important personal needs through their experience in the organization.
8. A small group activity where in a small group of employees on voluntary basis meet periodically to discuss work-related problem are called as _____.
9. Method of evaluating the behaviour of employees in a work place, normally including both the quantitative and qualitative aspect of job performance are called as _____.
10. A deliberate and systematic attempt to structure the technical and social aspects of work so as to improve technical efficiency and job satisfaction is called as _____.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 20.

11. What is human resource forecasting ?
12. What do you mean by human resource audit ?
13. What is competency mapping ?
14. What is Human Resource Information Systems ?
15. What are the functions of human resource department ?
16. Describe the non-monetary measurement of human resource accounting.
17. What is “The plan-do-study-actcycle” ?
18. What is job Enrichment ?
19. Explain the grading method of performance appraisal.
20. Explain the Halo effect in appraisal.

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

Answer at least four questions.

Each question carries 8 marks.

All questions can be attended.

Overall Ceiling 32.

21. What is the importance of Human Resource Planning ?
22. What are the steps in Performance appraisal ?
23. What are the quantitative techniques for forecasting human resource demand ?
24. Describe the process of “management of change”.
25. Explain the concept of “Total Quality Management”.

26. Describe the modern methods of performance appraisal.
27. Distinction between job description and job specification.
28. Discuss the importance of competency mapping.

(4 × 8 = 32 marks)

Section D (Essay Questions)

*Answer any one question.
The question carries 18 marks.*

29. What is succession planning ? Explain the process and factors influencing effective succession planning.
30. Explain the process of career management.
31. Explain the uses and applications of Job Analysis.

(1 × 18 = 18 marks)

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**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]
EXAMINATION, NOVEMBER 2020**

B.B.A.

BBA VB 11—FINANCE SPECIALIZATION-II-INVESTMENT MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

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BBA VB 11—FINANCE SPECIALIZATION-II-INVESTMENT MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Equity share holders rights are listed below one of the rights is incorrect :
 - (A) Right to have claims in the case of winding up of the company.
 - (B) Right to vote at the general body meeting of the company.
 - (C) Right to share profits in the form of dividends.
 - (D) Right to receive a copy of the statutory report.
2. In a limited company :
 - (A) The share holders have to divided the debt of the company and pay.
 - (B) The share holders are not liable to pay the debt.
 - (C) The share holders have to pay the debt to the extent of their shares in the capital.
 - (D) Common stock and preference shareholders have to pay the debt.
3. In case of non-voting shares :
 - (A) The rights of voting stocks and non-voting stocks are similar.
 - (B) Rights and bonus issues for non-voting shares can be issued in the form of voting shares.
 - (C) The non-voting shares would become voting shares after a particular period of time.
 - (D) Non-voting shares carry higher dividends instead of voting rights.
4. Mumbai stock exchange was recognized on a permanent basis in :
 - (A) 1956.
 - (B) 1957.
 - (C) 1950.
 - (D) 1958.
5. The VASAT which connects the main central computer means :
 - (A) Videsh Sanchar Automated Trading.
 - (B) Videsh Sanchar Aperture Terminal.
 - (C) Very Special Aperture Terminal.
 - (D) Very Small Aperture Terminal.

6. Inter connected stock exchange is to interlink :
- (A) The BSE, NSE, OTCEI. (B) All the stock exchanges.
(C) Fifteen regional stock exchanges. (D) Fourteen regional stock exchanges.
7. This pools money from investors and invest in different securities information technology.
- (A) Debts. (B) Equities.
(C) Mutual Funds. (D) Virtual Office.
8. The variability in a security's return resulting from changes in the level of interest rates is referred to as :
- (A) Market Risk. (B) Interest Rate Risk.
(C) Purchasing Power Risk. (D) Regulation Risk.
9. Inflation risk is also known as :
- (A) Market Risk. (B) Interest Rate Risk.
(C) Purchasing Power. (D) Regulation Risk.
10. This is a market for short-term funds.
- (A) Money Market. (B) Capital Market.
(C) Commodity Market. (D) None of these.
11. These are short-term securities issued by the RBI on behalf of the Government of India.
- (A) Trade Bill. (B) Hundis.
(C) Treasury Bills. (D) None of these.
12. This is a document which either creates a debt or acknowledges it. These are short-term securities issued by the RBI on behalf of the Government of India.
- (A) Trade bills. (B) Debentures.
(C) Treasury bill. (D) None of the above.
13. This fund is one that is available for subscription all through the year.
- (A) Open end fund. (B) Closed end fund.
(C) Growth fund. (D) Income fund.

14. The aim of this fund is to provide regular and steady income to investors :
- (A) Open end fund. (B) Closed end fund.
(C) Growth fund. (D) Income fund.
15. These are instruments, which give a fixed rate of interest for a fixed period of maturity.
- (A) Debts. (B) Equities.
(C) Mutual funds. (D) Virtual office.
16. Find the odd one from the following :
- (A) NASDAQ. (B) Dow Jones.
(C) NYSE. (D) Nifty.
17. These bonds are issued at a discount and repaid at a face value :
- (A) Zero Coupon Bond. (B) Debentures.
(C) Equity share. (D) None of the above.
18. _____ is the aggregate value of goods and services produced in the economy :
- (A) GDP. (B) National Income.
(C) Income of an individual. (D) NNP.
19. ROE stands for _____.
- (A) Rate Of Equity. (B) Rate Of Earning.
(C) Return On Equity. (D) None of these.
20. Defective practice is one of the _____ fundamental of analysis :
- (A) Tool. (B) Criticism.
(C) Advantages. (D) None of these.

**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VB 11—FINANCE SPECIALIZATION—II—INVESTMENT MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. _____ has lower risk but requires more capital.
 - (a) Investment.
 - (b) Gambling.
 - (c) Speculation.
 - (d) Money laundering.
2. The difference between expected return and actual return is called _____.
 - (a) Risk.
 - (b) Trade off.
 - (c) Pay-off.
 - (d) Round off.
3. Company specific risk are _____.
 - (a) Symmetric.
 - (b) Unsymmetric.
 - (c) Systematic.
 - (d) Unsystematic.
4. _____ has moderate risk.
 - (a) Investment.
 - (b) Gambling.
 - (c) Speculation.
 - (d) Money laundering.
5. The process of holding the entire supply of a particular security with a view to dictating terms is called _____.
 - (a) Wash sales.
 - (b) Arbitrage.
 - (c) Rigging the market.
 - (d) Cornering.

Turn over

Fill in the blanks :

6. In option contracts, the seller is referred to as _____.
7. The company which setup mutual fund is called _____.
8. Rights shares are offered to _____ shareholder.
9. The facility to carry forward a transaction from one settlement period to another is known as _____ transaction.
10. The market for new issues are called _____ market.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 20.

11. What are the types of risk ?
12. What is portfolio analysis ?
13. What is unsystematic risk ?
14. What is economic analysis ?
15. Who is a forward contract ?
16. What are the money market instruments ?
17. What are the two advantages of depositories ?
18. What are the different types of options ?
19. What is capital market ?
20. What is Banker's Acceptance ?

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

*Answer at least **four** questions.*

Each question carries 8 marks.

All questions can be attended.

Overall Ceiling 32.

21. Explain the NSE's online trading system.
22. Differentiate between money market and capital market.
23. What are the limitations of mutual funds ?
24. Differentiate between technical analysis and fundamental analysis.
25. What are the instruments traded in Indian capital market ?
26. What are the components of fundamental analysis ?
27. Differentiate between open ended scheme and closed ended scheme.
28. Differentiate between futures and forwards.

(4 × 8 = 32 marks)

Section D (Essay Questions)

*Answer any **one** question.*

The question carries 18 marks.

29. Explain the different investment avenues.
30. Explain the different types of derivatives in India.
31. Briefly explain about merits of mutual funds.

(1 × 18 = 18 marks)

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]
EXAMINATION, NOVEMBER 2020**

B.B.A.

BBA VB 10—FINANCE SPECIALIZATION-I—INDIAN FINANCIAL SYSTEM

(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 VB 10—FINANCE SPECIALIZATION-I—INDIAN FINANCIAL SYSTEM

(Multiple Choice Questions for SDE Candidates)

1. _____ is regarded as a queen of Indian Financial System.
(A) SEBI. (B) Finance Ministry.
(C) RBI. (D) BSE.
2. SEBI was established in _____.
(A) 1988. (B) 1991.
(C) 1985. (D) 1990.
3. The bill which doesn't require acceptance is called _____.
(A) Treasury Bills. (B) Bill of lading.
(C) Supply Bill. (D) Documentary Bill.
4. _____ is a market for bankers' acceptances.
(A) Discount Market. (B) Interbank Participation Market.
(C) CDs Market. (D) Acceptance Market.
5. _____ is an unsecured short term promissory note issued by credit worthy companies.
(A) Commercial Paper.
(B) Repo.
(C) Interbank Participation Certificate.
(D) Certificate of Deposit.
6. World Bank is also known as _____.
(A) IMF. (B) IBRD.
(C) ADB. (D) UNICEF.
7. Which of the following gives long term finance ?
(A) IDBI. (B) IFCI.
(C) ICICI. (D) All the above.

8. The process of managing the sales ledger of a client by a financial service company is called :
- (A) Forfaiting. (B) Leasing.
(C) Factoring. (D) None of these.
9. The first Indian equity index is _____.
- (A) Nifty. (B) Dollex.
(C) Sensex. (D) Defty.
10. BOLT stands for :
- (A) Borrowing or Lending Trade. (B) Bond or Loan Transaction.
(C) Bombay Online Trading. (D) None of these.
11. Perpetual bond is also known as :
- (A) Deep Discount Bond. (B) Bearer Bond.
(C) Irredeemable Bond. (D) Zero Interest Bond.
12. _____ bonds permit the bond holder to invest the interest income again in host bonds.
- (A) Deep Discount Bond. (B) Bearer Bond.
(C) Junk Bonds. (D) Bunny Bonds.
13. What you mean by "STRIPS" ?
- (A) Separate Trade Register of Initial Public Securities offer.
(B) Stock Trading Register of Interest and Principal Securities.
(C) Separate Trading of Registered Interest and Principal of Securities.
(D) Share Transfer and Registrar of Indian Public Securities issues.
14. The small investors' gateway to enter into big companies is _____.
- (A) Equity Shares. (B) Bonds.
(C) Preference Shares. (D) Mutual Fund.
15. The idea of providing factoring services in India was first thought by _____.
- (A) Vaghul Committee. (B) Tanden Committee.
(C) Malhotra Committee. (D) None of these.

16. _____ bills are drawn by contractors on the Government departments for the goods supplied by them.
- (A) Usance Bills. (B) Clean Bills.
(C) T-bills. (D) Supply Bills.
17. Rolling Settlement system was introduced by SEBI in the year :
- (A) 1994. (B) 1996.
(C) 1998. (D) 1999.
18. _____ is also known as Remisiers and Half-commission man :
- (A) Sub-broker. (B) Authorised Clert.
(C) Commission Broker. (D) Jobbers.
19. The group of shares which are not permitted for short selling are :
- (A) A group. (B) T group.
(C) B group. (D) None of these.
20. Shares of well established and financially sound companies, with very little investment risk and good history of earnings is known as :
- (A) Alpha Shares. (B) Star Stock.
(C) Blue Chip Shares. (D) Beta Stock.

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]
EXAMINATION, NOVEMBER 2020**

B.B.A.

BBA VB 10—FINANCE SPECIALIZATION-I-INDIAN FINANCIAL SYSTEM

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. Which is the suitable method to raise capital for small companies ?
 - a) Public issue.
 - b) Placement.
 - c) Offer for sale.
 - d) None of these.
2. Financial service engaged in pooling the small savings of people is called _____.
 - a) Mutual fund.
 - b) Venture capital.
 - c) Insurance.
 - d) All of these.
3. Central location for keeping securities in electronic form is called _____.
 - a) Stock exchange.
 - b) Merchant Bank.
 - c) Investment bank.
 - d) Depository.
4. Investment Information and Credit Rating Agency is a :
 - a) Private company.
 - b) Public company.
 - c) Government company.
 - d) Statutory company.
5. LIC established in :
 - a) 1956.
 - b) 1964.
 - c) 1989.
 - d) 1935.

Fill in the blanks :

6. When money lent for more than a day but up to a fortnight is called _____.
7. _____ is an optimistic speculator.
8. SENSEX is the index of _____ stock exchange.

Turn over

9. In _____ leasing the risk of obsolescence is assumed by lessee.
10. _____ regulate insurance business in India.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 20.

11. What do you mean by hybrid instruments ?
12. What is financial system ?
13. What do you understand by forfeiting ?
14. What is financial lease ?
15. What is understood by closed ended mutual funds ?
16. Write any two functions performed by venture capitalists.
17. What is cross-border lease ?
18. What is an offshore fund ?
19. What do you mean by reinsurance ?
20. State the meaning of listing of securities.

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

Answer at least four questions.

Each question carries 8 marks.

All questions can be attended.

Overall Ceiling 32.

21. What is Financial Market ? Explain its types.
22. Explain the role of financial services in the economic development of a country.
23. What are the different types of factoring ?
24. Explain the methodology adopted by credit rating agencies to rate an instrument.
25. Write a short note on major stock exchanges in India.

26. List out the advantages of factoring.
27. What is money market? Explain its features.
28. State the meaning of fee based financial services.

(4 × 8 = 32 marks)

Section D (Essay Questions)

*Answer any **one** question.
The question carries 18 marks.*

29. What is merchant banking? What are the services rendered by merchant bankers?
30. Define Leasing. What are the different types of leasing?
31. What is Insurance? What are the different kinds of insurance?

(1 × 18 = 18 marks)

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**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION
NOVEMBER 2020****(CUCBCSS—UG)****B.B.A.****BBA VB 09—EMERGING TRENDS IN 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 VB 09—EMERGING TRENDS IN MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. When suppliers, distributors, and customers partner with each other to improve performance of the entire system, they are participating in a _____.
(A) Supply and demand chain. (B) Supply chain.
(C) Channel of distribution. (D) Value delivery network.
2. From the economic system's point of view, the role of marketing intermediaries is to transform the assortment of products made by producers in to the assortment of products wanted by _____.
(A) Consumers. (B) Distributors.
(C) Marketers. (D) Manufacturers.
3. Which type of product might require a more direct marketing channel to avoid delays and too much handling ?
(A) Products in their maturity stage. (B) Perishable products.
(C) High-priced products. (D) Lower-priced products.
4. Channel members should be evaluated using all of the following criteria except which one ?
(A) Control. (B) Economic factors.
(C) Adaptive criteria. (D) Channel leadership.
5. _____ analysis relates to what processes, activities, and decisions actually create costs in your supply chain.
(A) Cost driver. (B) Value proposition.
(C) Cost reduction. (D) Target costing.
6. The _____ has made it possible for other companies to eliminate intermediaries and sell directly to the end consumer.
(A) SCM. (B) Internet.
(C) Competition. (D) Global sourcing.
7. The Global Supply Chain Form identified _____ key process that make up the core of supply chain management.
(A) Five. (B) Six.
(C) Seven. (D) Eight.

8. In supply chain process _____ is defined as “the act of buying all those activities necessary to acquire goods and services consistent with user requirements.
- (A) Collection. (B) Buying.
(C) Procurement. (D) Assembling.
9. The activities in supply chain process reside inside a _____, but an entire process will not be contained with in one function.
- (A) Process. (B) Activity.
(C) Functional silo. (D) Objective.
10. Time to market is a critical objective of _____ process in supply chain.
- (A) Product development and commercialization.
(B) Demand management.
(C) Manufacturing flow management.
(D) Order fulfillment
11. _____ management should know much additional revenue would be generated through incremental improvements in the quality of customer service provided.
- (A) Logistic. (B) Customer relationship.
(C) Customer service. (D) Demand.
12. Which is not a part of basic systems of codifications ?
- (A) Alphabetical System. (B) Numerical System.
(C) Colour Coding System. (D) None of the above.
13. All of the following costs are likely to decrease as a result of better quality except :
- (A) Customer dissatisfaction costs. (B) Inspection costs.
(C) Scrap costs. (D) Warranty and service costs.
(E) Maintenance costs.
14. ISO 9000 seeks standardization in terms of :
- (A) Products. (B) Production procedures.
(C) Suppliers' specifications. (D) Procedures to manage quality.

15. Total Quality Management emphasizes :
- (A) The responsibility of the Quality Control staff to identify and solve all quality-related problems
 - (B) A commitment to quality that goes beyond internal company issues to suppliers and customers.
 - (C) A system where strong managers are the only decision makers.
 - (D) A process where mostly statisticians get involved.
16. Pareto charts are used to :
- (A) Identify inspection points in a process.
 - (B) Organize errors, problems or defects.
 - (C) Outline production schedules.
 - (D) Show an assembly sequence.
 - (E) Provide guidelines for quality training.
17. A fishbone diagram is also known as a :
- (A) Cause-and-effect diagram.
 - (B) Poka-yoke diagram.
 - (C) Kaizen diagram.
 - (D) Taguchi diagram.
18. A quality circle holds a brainstorming session and attempts to identify the factors responsible for flaws in a product. Which tool do you suggest they use to organize their findings ?
- (A) Ishikawa diagram.
 - (B) Pareto chart.
 - (C) Process chart.
 - (D) Control charts.
19. "Poka-yoke is the Japanese term for :
- (A) Card.
 - (B) Foolproof.
 - (C) Continuous improvement.
 - (D) Fishbone diagram.
 - (E) Just-in-time production.
20. A worker operates a shear press. She notices that the metal sheets she is cutting have curled edges. Who should get the first "shot" at solving the problem ?
- (A) The foreman.
 - (B) A member of the Quality Control Department.
 - (C) The operator herself.
 - (D) An engineer.
 - (E) The employee's supervisor.

**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

1. Which of the following is not an area of responsibility for a logistics manager ?
 - (a) Warehousing.
 - (b) Inventory.
 - (c) Information systems.
 - (d) Marketing.
2. A supply chain is made up of a series of processes that involve an input, a _____, and an output.
 - (a) Shipment.
 - (b) Supplier.
 - (c) Customer.
 - (d) Transformation.
3. The fundamental objective of supply chain management is _____.
 - (a) Supply goods.
 - (b) Create goods.
 - (c) Add value.
 - (d) Identify supplier.
4. The _____ process is the firms face to the customer.
 - (a) Customer relationship management.
 - (b) Demand management.
 - (c) Procurement management.
 - (d) Customer service management.
5. A successful TQM program incorporates all of the following except :
 - (a) Continuous improvement.
 - (b) Employment involvement.
 - (c) Benchmarking.
 - (d) Centralized decision making authority.

Turn over

Fill in the blanks :

6. Material management function in logistics management known as _____.
7. The five pillars of TQM include product, process, system, people, and _____.
8. _____ is a short declaration of what an organisation aspires to be tomorrow.
9. Demand planning is a component of _____ planning
10. Physical distribution is also known as _____ logistics.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 20.

11. What is production logistics ?
12. What is Logistics Management Information System ?
13. What is Logistics Management ?
14. What is CRM ?
15. What are the six Rights of Logistics ?
16. What is Direct Shipping ?
17. What is Total Quality Management ?
18. What is Vision Statement ?
19. What is Vendor Management Information system ?
20. What is Quality Planning ?

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

Answer at least four questions.

Each question carries 8 marks.

All questions can be attended.

Overall Ceiling 32.

21. What is Mission Statement ? What are its characteristics ?
22. What are the duties of Quality Council ?
23. What are the objectives of Supply Chain Management ?
24. What are the features of Logistics Management ?
25. What are the activities related to Integrated Logistics ?
26. Explain any four tools used for total quality management.
27. What are the Drivers of quality ?
28. What are the benefits of Total Quality Management ?

(4 × 8 = 32 marks)

Section D (Essay Questions)

Answer any one question.

The question carries 18 marks.

29. Briefly explain the different supply chain management process.
30. What are the scope of Logistics Management ?
31. What are the Elements of Total Quality Management ?

(1 × 18 = 18 marks)

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]
EXAMINATION, NOVEMBER 2020**

B.B.A.

BBA VB 08—BUSINESS RESEARCH METHODS

(2017 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.

BBA VB 08—BUSINESS RESEARCH METHODS

(Multiple Choice Questions for SDE Candidates)

1. A theory explains and predict about a _____.
(A) Phenomenon. (B) Principles.
(C) Conclusion. (D) None of these.
2. _____ theory represents the common view of the nature of the relationship between theory and research.
(A) Induction. (B) Deduction.
(C) Rational. (D) None of these.
3. A _____ is an abstraction formed by generalizations from particulars.
(A) Constructs. (B) Concept.
(C) Induction. (D) Deduction.
4. A hypothesis is a _____ about the predicted relationships among events or variables.
(A) Statement. (B) Conclusion.
(C) Prediction. (D) None of these.
5. _____ research is mainly concerned with generalizations and with the formulation of a theory.
(A) Basic.
(B) Exploratory.
(C) Applied.
(D) Experimental.
6. The _____ research leads to discovery of new theories and development of existing theories.
(A) Pure. (B) Exploratory.
(C) Applied. (D) Experimental.
7. _____ often is used to measure causality.
(A) Experiment. (B) Survey.
(C) Research design. (D) None of these.

8. _____ data can be obtained by communication or by observation.
- (A) Secondary. (B) Primary.
(C) Sample. (D) None of these.
9. _____ research seeks to find cause and affect relationships between variables.
- (A) Causal. (B) Descriptive.
(C) Analytical. (D) None of these.
10. The survey is a _____ descriptive research method.
- (A) Experimental. (B) Non- experimental.
(C) Both (A) & (B) (D) None of these.
11. _____ surveys are used to gather information on a population at a single point in time.
- (A) Cross-sectional. (B) Historical.
(C) Longitudinal. (D) None of these.
12. _____ error is known as non- cumulative error.
- (A) Unbiased. (B) Biased.
(C) Technical. (D) None of these.
13. Which of the statistics is not permissible with nominally scaled data ?
- (A) Chi square. (B) Median.
(C) Range. (D) Both (B) and (C) are not permissible.
14. Which of the following scale is not a type of comparative scale ?
- (A) Semantic differential. (B) Constant sum.
(C) Likert. (D) Both (A) and (C).
15. _____ scale is used to draw out a yes or no answer.
- (A) Lickert. (B) Rating.
(C) Dichotomous. (D) Category.

16. _____ questionnaires contain definite, concrete and direct questions.
- (A) Unstructured. (B) Structured.
(C) Closed form. (D) None of these.
17. _____ helps to become the data accurate, consistent with the intent of the question and other information in the survey, and to see the data is complete in all respects.
- (A) Coding. (B) Tabulation.
(C) Editing. (D) Classification.
18. Data classified on the basis of some attributes are known as _____ classification.
- (A) Qualitative. (B) Quantitative.
(C) Geographical. (D) Chronological.
19. In statistics, a _____ is a graphical display of tabulated frequencies.
- (A) Histogram. (B) Bar diagram.
(C) Histogram. (D) None of these.
20. _____ is the middle value in the distribution when it is arranged in descending or ascending order.
- (A) Mode. (B) Mean.
(C) Median (D) Range.

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Name.....

Reg. No.....

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]
EXAMINATION, NOVEMBER 2020**

B.B.A.

BBA VB 08—BUSINESS RESEARCH METHODS

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

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

Choose the correct answer :

1. Quantitative research is _____ based.
 - a) Variables.
 - b) Attributes.
 - c) Information.
 - d) None of these.
2. Business research is research undertaken in the field of _____.
 - a) Management.
 - b) Administration.
 - c) Business.
 - d) Natural science.
3. A research work is conducted to test the _____ of the hypothesis.
 - a) Truth.
 - b) Position.
 - c) Narration.
 - d) None of these.
4. A hypothesis is a _____ about the predicted relationships among events or variables.
 - a) Statement.
 - b) Conclusion.
 - c) Orientation.
 - d) Study.
5. A good research design must be _____.
 - a) Appropriate.
 - b) Adequate.
 - c) Flexible.
 - d) All of the above.

Fill in the blanks :

6. Plan of study of a researcher is called the _____.
7. In business research, attitudinal data obtained from rating scales are often termed as _____ data.
8. _____ questionnaires contain definite, concrete and direct questions.

Turn over

9. Data processing consists of _____ coding and tabulation.
- 10 _____ is the middle value in the distribution when it is arranged in descending or ascending order.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 20.

11. Define business research.
12. What is primary data ?
13. Define hypothesis.
14. What is research design ?
15. What is census method ?
16. What is stratified sampling ?
17. What is measurement ?
18. What is an ordinal scale ?
19. What is coding ?
20. What is median ?

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

Answer at least four questions.

Each question carries 8 marks.

All questions can be attended.

Overall Ceiling 32.

21. What are the different types of variables ?
22. What are the objectives of exploratory research ?
23. Explain the features of focus group interviews.
24. What are the qualities of good hypothesis ?
25. What are the features of observation ?
26. What are the sources of case study ?
27. What are the factors affecting the research design ?
28. What are the advantages of secondary data ?

(4 × 8 = 32 marks)

Section D (Essay Questions)

*Answer any **one** question.*

The question carries 18 marks.

29. What is business research ? Explain the features of business research.
30. Explain the format of a report.
31. What is research design ? Explain the phases and components of research design.

(1 × 18 = 18 marks)

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**FIFTH SEMESTER U.G DEGREE (SPECIAL) EXAMINATION
NOVEMBER 2020****(CUCBCSS—UG)****B.B.A****BBA VB 07—ACCOUNTING FOR 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 VB 07—ACCOUNTING FOR MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. _____ is concerned with recording transactions and preparing financial reports for the external and internal users of accounting.
 - (A) Management Accounting.
 - (B) Financial Accounting.
 - (C) Cost Accounting.
 - (D) All of these.
2. _____ is the art of recording, classifying and summarizing in a significant manner and in terms of money, transactions and events, which are in part, at least of financial character and interpreting the results there of:
 - (A) Management Accounting.
 - (B) Accounting.
 - (C) Cost Accounting.
 - (D) All of these.
3. Which among the following do not belong to the category of Accounting ?
 - (A) Management Accounting.
 - (B) Financial Accounting.
 - (C) Cost Accounting.
 - (D) None of these.
4. The objective of financial accounting is to find out _____.
 - (A) Profitability and financial position.
 - (B) Liquidity.
 - (C) Solvency.
 - (D) None.
5. Management accounting has a _____ scope than cost accounting.
 - (A) Wider.
 - (B) Narrow.
 - (C) No.
 - (D) None of these.
6. _____ is the amount of expenditure [actual or notional] incurred on or attributable to a given thing.
 - (A) Expenses.
 - (B) Costing.
 - (C) Cost.
 - (D) None of these.
7. _____ is the process of accounting for cost which includes the application of cost control methods and ascertainment of profitability of activities.
 - (A) Cost.
 - (B) Costing.
 - (C) Cost Accounting.
 - (D) None of these.

8. Which among the following is not a management accounting technique ?
- (A) Standard Costing. (B) Marginal Costing.
(C) Project Appraisal. (D) None.
9. In _____ type of analysis, financial statements for a number of years are reviewed and analyzed.
- (A) Internal Analysis. (B) Horizontal Analysis.
(C) External Analysis. (D) None of these.
10. _____ type of analysis is based on the data from year to year rather than on one date, and also termed as dynamic analysis.
- (A) Internal Analysis. (B) Horizontal Analysis.
(C) External Analysis. (D) None of these.
11. _____ are prepared so as to provide time perspective to the consideration of various elements of financial position embodied in such statements.
- (A) Comparative Statements. (B) Common Size Statements.
(C) Both of these. (D) None.
12. The term fixed assets includes :
- (A) Stock in Trade. (B) Furniture.
(C) Payments in Advance. (D) All of these.
13. In case of a limited company, the term financial statements includes _____.
- (A) Profit and Loss Account.
(B) Profit and Loss Account, Profit and Loss appropriation account and Balance Sheet.
(C) Balance Sheet.
(D) None.
14. Income statement matches the _____ incurred in the accounting year.
- (A) Revenue and Costs. (B) Incomes and Expenses.
(C) Both of these. (D) None of these.

15. If the Gross sales of a concern is Rs. 2,00,000 and sales return in 20,000, Gross Profit is 1,50,000. Cost of goods sold is _____.
- (A) 1,50,000. (B) 30,000.
(C) 50,000. (D) None of these.
16. The overall net increase or decrease in working capital is found out by preparing _____.
- (A) Fund Flow Statement.
(B) Cash Flow Statement.
(C) Statement Showing changes in working capital.
(D) None of these.
17. Which among the following is a sources of fund ?
- (A) Sale Proceeds of Fixed Assets.
(B) Sale proceeds of Long Term Investment.
(C) Non-operating Incomes.
(D) All of these.
18. _____ means excess of current assets over current liabilities.
- (A) Working Capital. (B) Gross Working Capital.
(C) Net Working Capital. (D) All of these.
19. There will be flow of funds, if a transaction involves _____.
- (A) Current Assets and Fixed Assets.
(B) Current Assets and Capital.
(C) Current Assets and Fixed Liabilites.
(D) All of these.
20. While preparing _____ statement, both capital and revenue items are considered.
- (A) Fund Flow Statement. (B) Income Statement.
(C) Both of these. (D) None of these.

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(Pages : 4)

Name.....

Reg. No.....

**FIFTH SEMESTER U.G. DEGREE (SPECIAL) EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VB 07—ACCOUNTING FOR MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

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

Choose the correct answer :

1. The objective of management accounting is :
 - (a) Assist management in discharging its functions.
 - (b) Recording of financial information.
 - (c) Reporting information to outsiders.
 - (d) None of these.
2. Turnover ratios indicate.
 - (a) Liquidity.
 - (b) Profitability.
 - (c) Efficiency in the use of resources.
 - (d) None of these.
3. A fund flow statement is prepared to disclose :
 - (a) The result of operation.
 - (b) The change in the financial position.
 - (c) The financial position.
 - (d) None of these.
4. Management accounting uses :
 - (a) Past data only.
 - (b) Past and present data.
 - (c) Present and future data.
 - (d) Past, present and future data.

Turn over

5. Contribution is the excess of sales over _____.
- (a) Total cost. (b) Variable cost.
(c) Fixed cost. (d) Profit.

Fill in the blanks :

6. Management accounting is a branch of _____.
7. _____ are the final products of accounting.
8. Current ratio is the ratio of current assets to _____.
9. Marginal cost is the _____ cost of producing an additional unit of the output.
10. A cost centre is a segment of the organisation where the manager is responsible for _____.
- (10 × 1 = 10 marks)

Section B (Short Answer Questions)

*Answer at least five questions.
Each question carries 4 marks.
All questions can be attended.
Overall Ceiling 20.*

11. Calculate Contribution from the following data.
Sales Rs. 30,000
Profit Volume ratio 20 %.
12. Explain the meaning of financial statements.
13. Define marginal costing.
14. What is margin of safety ?
15. Define Responsibility accounting.
16. Current ratio 2.5 ; Working capital Rs. 63,000. Calculate current assets and current liabilities.
17. What do you mean by cash flow statement ?
18. From the following data calculate :
- (a) PV ratio.
(b) Profit when sales are Rs. 20,000.
Fixed expenses Rs. 4,000.
Break even sales Rs. 10,000.
19. From the following details determine the value of debtors :
- Total sales Rs. 5,00,000
Cash sales Rs. 2,00,000
Debtor's velocity 30 days
Bills receivable Rs. 5,000.

20. Calculate fixed cost from the following data :

Break Even Point Rs. 40,000.

Profit Volume ratio 20 %.

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

*Answer at least **four** questions.*

Each question carries 8 marks.

All questions can be attended.

Overall Ceiling 32.

21. The following information relating to a company is given.

Current Liabilities Rs. 3,00,000

Current ratio 2.5 : 1

Liquid ratio 1.25 : 1

Calculate :

(a) Current assets.

(b) Liquid assets.

(c) Working capital.

(d) Stock.

22. From the following particulars, calculate stock turnover ratio.

Opening stock Rs. 80,000

Purchases Rs. 2,40,000

Carriage on purchases Rs. 20,000

Sales Rs. 4,00,000

Closing stock Rs. 60,000.

23. Find out the value of creditors from the following :

Sales Rs. 50,000

Opening Stock Rs. 5,000

Gross Profit on sales 10 %

Closing stock Rs. 10,000

Creditor's velocity 73 Days

Bills Payable Rs. 3,000.

24. Calculate Break Even point from the following :

Fixed Expenses Rs. 1,50,000

Variable per unit Rs. 10

Selling Price Rs. 15.

25. State the objectives of financial statements.

26. Mention the limitations of financial statements.

Turn over

27. Calculate working capital turnover ratio from the following information :

Sales Rs. 11,50,000

Sales returns Rs. 30,000

Current assets Rs. 4,00,000

Current liabilities Rs. 2,40,000.

28. From the following balances extracted from BC Co. Ltd. as on 31-12-2014 and 2015, you are required to prepare a schedule of changes in working capital.

<i>Liabilities</i>	<i>As on 31st December</i>		<i>Assets</i>	<i>As on 31st December</i>	
	2014	2015		2014	2015
Share Capital	5,00,000	6,00,000	Fixed Assets	6,30,000	6,60,000
General reserve	1,50,000	1,80,000	Stock	2,40,000	3,70,000
Profit and Loss Account	40,000	65,000	Debtors	2,50,000	2,30,000
Debentures	3,00,000	2,50,000	Cash at bank	80,000	60,000
Creditors	1,70,000	1,60,000	Preliminary Expenses	20,000	15,000
Provision for tax	60,000	80,000			
	12,20,000	13,35,000		12,20,000	13,35,000

(4 × 8 = 32 marks)

Section IV (Essay Questions)

Answer any **one** question.

The question carries 18 marks.

29. Assuming that the cost structure and selling prices remain the same in periods I and II find out :

- PV ratio.
- Break even sales.
- Profit when sales are Rs. 1,00,000.
- Sales required to earn a profit of Rs. 20,000.
- Margin of safety in 2nd period.

<i>Period</i>	<i>Sales</i>	<i>Profit</i>
	Rs.	Rs.
I	1,20,000	9,000
II	1,40,000	13,000

30. Ratio analysis is a tool of management for measuring efficiency and guiding business policies- Discuss.

31. Explain the advantages of management accounting.

(1 × 18 = 18 marks)