

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VD 01—E-COMMERCE

(2014—2018 Admissions)

Time : Two Hours

Maximum : 40 Marks

**Part A**

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

1. E-cash is known as \_\_\_\_\_.
2. The study of encryption is called \_\_\_\_\_.
3. Which of the following is a feature of E-Commerce ?
  - (a) XXX.
  - (b) YYY.
  - (c) WWW.
  - (d) None of these.
4. Inventor of Digital Cash :
  - (a) Michael Aldrich.
  - (b) Dr. David Chaum.
  - (c) Taher Elgamal.
  - (d) None of these.

(4 × 1 = 4 marks)

**Part B**

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

5. What is E-Business ?
6. What are Click-and-Mortar Companies ?
7. Define EDI.
8. What is C2C E-Commerce ?
9. What is Electronic Purse ?

Turn over

10. What is Debit Card ?
11. What is E-Commerce threat ?

(5 × 2 = 10 marks)

### Part C

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

12. Explain the stages of transaction cycle of E-commerce.
13. Explain the characteristics of Supply Chain Management.
14. What are the challenges of E-Commerce ?
15. What are the categories of payments accepted in Indian e-commerce ?
16. Explain the different types of Biometrics.
17. Explain the benefits of cyber cash to merchant.

(4 × 4 = 16 marks)

### Part D

*Answer any one question.  
The question carries 10 marks.*

18. Explain the Infrastructure requirements for an E-Commerce Business.
19. Compare B2B with B2C E-Commerce.

(1 × 10 = 10 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS---UG)

B.B.A

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

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I (Objective Questions)***Answer all ten questions.**Each question carries 1 mark.*

Choose the correct answer :

1. Group established by the organization to do its work and usually identifiable on an organization chart.
  - (a) Task Group.
  - (b) Primary Group.
  - (c) Formal group.
  - (d) Informal Group.
2. A performance appraisal is a process of evaluating employees.
  - (a) Behaviour at job.
  - (b) Contribution towards job.
  - (c) Character.
  - (d) Quantity of work done.
3. On-the-job management development techniques include.
  - (a) Job rotation.
  - (b) Sensitivity training.
  - (c) Coaching.
  - (d) Transactional analysis.
4. All managers at various levels in the organization perform is called.
  - (a) Personnel management.
  - (b) Specialized branch of management.
  - (c) Human Resource Development.
5. A person's motivation to gain power and control the behaviour of others.
  - (a) Authority.
  - (b) Focus of control.
  - (c) Machiavellianism.
  - (d) Power.

Turn over

Fill in the Blanks :

6. The performance appraisal method that channelizes employee efforts with organizational goals is \_\_\_\_\_.
7. Intelligence test is one type of \_\_\_\_\_.
8. \_\_\_\_\_ test measure whether or not an individual has the capacity to learn a job.
9. \_\_\_\_\_ is defined as a system in which selection & promotion depend on demonstrated performance.
10. Job \_\_\_\_\_ is a statement of the minimum acceptable human qualities necessary to perform a job satisfactorily.

(10 × 1 = 10 marks)

**Part II ( Short Answer Question)**

*Answer any eight out of the ten questions in two or three sentence.*

*Each question carries 2 marks.*

11. What is performance appraisal ?
12. What is team management ?
13. What do you mean by performance standards ?
14. What do you mean by critical incident appraisal method ?
15. Define mission.
16. What is grapevine communication ?
17. What do you mean by MBO ?
18. What are the different styles of communication ?
19. What do you mean by indicators of management performance ?
20. What is the difference between coaching and training ?

(8 × 2 = 16 marks)

**Part III (Short Essay Questions)**

*Answer any six out of the eight questions in about 200 words.*

*Each question carries 4 marks.*

21. What are the components of an effective performance management system ?
22. What are the factors affecting performance management ?
23. Explain Maslow's Hierarchy of needs theory.
24. Explain management styles and performance.
25. Explain the objectives of performance management systems ?
26. Explain feedback management for performance improvement ?
27. What are the different leadership styles ?
28. Explain the link between performance and rewards ?

(6 × 4 = 24 marks)

**Part IV ( Essay Questions)**

*Answer any two out of the three questions in about 800 words.*

*Each question carries 15 marks.*

29. Explain different methods for performance appraisal.
30. What do you mean by training ? What are the benefits of training ?
31. What is performance management system ? What are the benefits of a Performance Management System ?

(2 × 15 = 30 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

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

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I (Objective Questions)***Answer all ten questions.*

Choose the correct answer :

1. \_\_\_\_\_ is a detailed and systematic study of jobs to know the nature and characteristics of the people to be employed in different kinds of jobs.
  - a) Job analysis.
  - b) Job description.
  - c) Job enrichment.
  - d) Job evaluation.
2. The primary responsibility for human resource planning lies with :
  - a) HR Manager.
  - b) General Manager.
  - c) Trade union leader.
  - d) Line manager.
3. Which of the following is/are the sub-system(s) of human resource information system ?
  - a) Position control and budgeting system.
  - b) Compensation management system.
  - c) Performance management system.
  - d) All of the above.
4. Which of the following is not an advantage of the Human Resource Information System ?
  - a) A reduction in the labour cost.
  - b) The ability to manage voluminous data.
  - c) The better supervision and control over human resources.
  - d) None of the above.

**Turn over**

5. Which of the following statements is not true about an HR audit ?
- It establishes a benchmark for measuring the performance of the HR department.
  - It is done by internal employees or external consultants.
  - It gathers data about people, processes, structures and policies.
  - It is a statutory requirement for an organisation.

Fill in the blanks :

- \_\_\_\_\_ is a statement which shows the maximum acceptable human qualities necessary to perform a job satisfactorily.
- \_\_\_\_\_ is the process of choosing the most suitable person from all the applicants.
- In career development, seeking out career resources is included in \_\_\_\_\_.
- \_\_\_\_\_ is the process of searching for prospective employees and stimulating them to apply for jobs in organisations.
- The opportunity cost approach in human resource accounting was introduced by \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

*Answer any eight out of the ten questions in two or three sentences.*

*Each question carries 2 marks.*

- What is job analysis ?
- Define man power planning.
- What is human resource information system ?
- What do you mean by replacement cost method of human resource accounting ?
- Define Selection.
- Define job specification.
- What is quality of work life ?
- What do you mean by questionnaire method ?
- Define job design.
- What is known as observation method ?

(8 × 2 = 16 marks)

**Part III (Short Essay Questions)**

*Answer any six out of the eight questions in about 200 words.*

*Each question carries 4 marks.*

21. Describe the significance of job analysis.
22. What are the characteristics of man power planning ?
23. What are the main features of total quality management ?
24. Information is required for various functions of human resource management. Why ?
25. Discuss the steps involved in the development of an effective human resource information system.
26. Explain the career models used by the organisation.
27. What are the contents of job description ?
28. What are the main aspects of quality of work life ?

(6 × 4 = 24 marks)

**Part IV (Essay Questions)**

*Answer any two out of the three questions in about 800 words.*

*Each question carries 15 marks.*

29. What is Human Resource Planning ? What are the limitations of Human Resource Planning ?
30. What do you mean by performance management ? What are the factors affecting performance management ?
31. What do you mean by career planning ? Explain the measures that can be taken to make career planning successful.

(2 × 15 = 30 marks)



**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VB 11—MARKETING SPECIALIZATION—II E-COMMERCE

Time : Three Hours

Maximum : 80 Marks

**Part I***Answer all questions.**Each question carries 1 mark.***I. Choose the correct answer :**

- 1 Who does break into other people's computer systems; steals and destroys information ?
  - (a) Hackers.
  - (b) Software.
  - (c) Hacktivists.
  - (d) Script kiddies.
- 2 Which of the following is an electronic representation of cash ?
  - (a) Digital cash.
  - (b) E-cash.
  - (c) E-wallet.
  - (d) All of the above.
- 3 What is the name of new anti-spam bill ?
  - (a) No Spam.
  - (b) CAN Spam.
  - (c) Spam away.
  - (d) Stop Spam.
- 4 Which of the following can be used to help identify people in a crowd ?
  - (a) Biochip.
  - (b) Implant chip.
  - (c) Facial recognition software.
  - (d) Vision chip.
- 5 Who does protect system from external threats ?
  - (a) Virus.
  - (b) Firewall.
  - (c) ERP.
  - (d) Script kiddies.

**Turn over**

**II. Fill in the blanks :**

- 6 The key used to decrypt data is called \_\_\_\_\_.
- 7 The presence of \_\_\_\_\_ make the smart cards smart.
- 8 Static webpage is also known as \_\_\_\_\_.
- 9 The study of encryption is called \_\_\_\_\_.
- 10 An arrangement made between E-commerce sites that direct users from one site to another is called \_\_\_\_\_.

(10 × 1 = 10 marks)

**Part II (Short Answer Questions)**

*Answer any eight questions in two or three sentences.*

*Each question carries 2 marks.*

- 11 What is vertical portal ?
- 12 What is malware ?
- 13 What is Spider ?
- 14 What are Floating Ads?
- 15 What is a credit card ?
- 16 Write the uses of B2G Model.
- 17 What is meant by SSL ?
- 18 What is E tailing ?
- 19 What is Decryption ?
- 20 What is P2P Model ?

(8 × 2 = 16 marks)

**Part III (Short Essays)**

*Answer any six questions in about 200 words.*

*Each question carries 4 marks.*

- 21 Explain the different types of E-payment system.
- 22 State the limitations of B2B Model.
- 23 How will you set up a website ?

- 24 What are the different types of biometrics ?
- 25 State the importance of supply chain management in E-commerce.
- 26 Explain the different models of traditional commerce.
- 27 Write up the essentials for the successful E-payments.
- 28 Write a note on B2E model of E-commerce.

(6 × 4 = 24 marks)

#### **Part IV (Long Essays)**

*Answer any two questions in about 800 words.*

*Each question carries 15 marks.*

- 29 What is EDI ? Explain its benefits and limitations.
- 30 Discuss the factors influencing successful E-commerce.
- 31 Explain the security issues in E-commerce. How can be it cured ?

(2 × 15 = 30 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VB 10—MARKETING SPECIALIZATION—I SERVICES MANAGEMENT

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

Choose the correct answer :

1. Which one of the following is not an element of marketing mix ?
  - (a) Product.
  - (b) Price.
  - (c) Process.
  - (d) Promotion.
2. NPA stands for :
  - (a) Non-Performing Assets.
  - (b) Non-Performance Assets.
  - (c) Non-Performed Assets.
  - (d) Non-Perform Assets.
3. IRDA was constituted in the year :
  - (a) 2000.
  - (b) 2001.
  - (c) 2002.
  - (d) 2003.
4. What is domestic tourism ?
  - (a) Travel for less than one day in your own country.
  - (b) A business trip overseas.
  - (c) Travel involving an international stay away from home.
  - (d) Travel within your own country.
5. \_\_\_\_\_ is pricing and selling services as a group rather than individually.
  - (a) Price bundling.
  - (b) Price skimming.
  - (c) Penetration.
  - (d) Flexible pricing.

**Turn over**

Fill in the blanks :

6. FDI stands for \_\_\_\_\_.
7. \_\_\_\_\_ is the subdividing of markets in to homogeneous subsection of customers based on geographical area.
8. \_\_\_\_\_ is the contracting of a specific business task to a third party service provider.
9. \_\_\_\_\_ is the financial market for short term financial instruments
10. \_\_\_\_\_ is the unique service characteristic that reflect the interconnection between the service firm and its customer.

(10 × 1 = 10 marks)

### Part II

*Answer any eight out of ten questions in two or three sentences.*

*Each question carries 2 marks.*

11. What are the elements in service marketing triangle ?
12. What is meant by augmented product ?
13. What do you mean by wellness tourism ?
14. What is meant by leasing ?
15. What is KPO ?
16. What do you mean by reinsurance ?
17. What is E- banking ?
18. What do you mean by responsible tourism ?
19. What is primary health care ?
20. What is price skimming ?

(8 × 2 = 16 marks)

### Part III

*Answer any six out of the eight questions in about 200 words.*

*Each question carries 4 marks.*

21. Briefly explain the benefits of market segmentation.
22. What are the factors to be considered in deciding the distribution strategy involving intermediaries ?
23. What are the functions of agents and brokers in service marketing ?

24. What are the objectives of sales promotion ?
25. What are the bases of segmentation in the tourism market ?
26. Explain the advantages of branding of financial services.
27. Briefly explain the features of KPO.
28. What are the different types of BPO ?

(6 × 4 = 24 marks)

#### **Part IV**

*Answer any two out of the three questions in about 800 words.*

*Each question carries 15 marks.*

29. Explain the role of tourism, IT and healthcare in the development of an economy.
30. What is life insurance policy ? What are the types of life insurance policies ?
31. What do you mean by services ? Explain the role of service sector in the development of Indian economy.

(2 × 15 = 30 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBOSS-UG)

B.B.A

**BBA VB 11—FINANCE SPECIALIZATION II- INVESTMENT MANAGEMENT**

(2014 – 2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I***Answer all ten questions.*

1. CAGR means \_\_\_\_\_.  
(a) Compound annual growth rate. (b) Capital annual growth rate.  
(c) Current asset growth rate. (d) Current annual growth rate.
2. Uncontrollable risk are also called \_\_\_\_\_.  
(a) Symmetric. (b) Unsymmetric.  
(c) Systematic. (d) Unsystematic.
3. The price earning ratio of stock relates \_\_\_\_\_.  
(a) Debenture holders. (b) Bond.  
(c) Call money market. (d) Equity Shareholders.
4. \_\_\_\_\_ is the process of admitting securities for trading in a recognized stock exchange.  
(a) Index. (b) Cornering.  
(c) Arbitrage. (d) Listing.
5. Derivates which have no secondary market \_\_\_\_\_.  
(a) Forward. (b) Option.  
(c) Future. (d) Swaps.

**Fill in the blanks :**

6. An instrument which derives its value from an asset backing is called \_\_\_\_\_.
7. The NAV is the \_\_\_\_\_ value of each unit of a mutual fund.
8. New issue market deals with \_\_\_\_\_ securities.

**Turn over**

9. \_\_\_\_\_ is the artificial manipulation of prices of securities.
10. The SCHIL was set up in the year \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

*Answer any eight out of ten questions in two or three sentences.*

11. What is risk ?
12. What is investment analysis ?
13. What is systematic risk ?
14. What do you mean by futures ?
15. Who is a depository participant ?
16. What is commercial paper ?
17. What is treasury bills ?
18. What is REPO agreement ?
19. What is money market ?
20. What are the stages of portfolio management ?

(8 × 2 = 16 marks)

### Part III (Short Essay Questions)

*Answer any six out of eight questions in about 200 words.*

21. Briefly explain the objectives of investment.
22. What are the basis assumptions of technical analysis ?
23. What are the functions of stock exchange ?
24. What are the features of Indian Money Market ?
25. Differentiate between options and swaps.
26. Differentiate between fundamental analysis and technical analysis.
27. Differentiate between open ended scheme and closed ended scheme.
28. What are the functions of SEBI ?

(6 × 4 = 24 marks)



**Part IV (Essay Questions)**

*Answer any two out of three questions in about 800 words.*

29. Explain the investment process.
30. What is fundamental analysis ? What are the steps in fundamental analysis ?
31. Briefly explain about participants in Indian Money Market.

(2 × 15 = 30 marks)

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**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VB 10—FINANCE SPECIALIZATION I—INDIAN FINANCIAL SYSTEM

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I (Objective Questions)***Answer all ten questions.*

Choose the correct answer :

1. Money market consist of :
  - a) Treasury bill market.
  - b) Commercial bill market.
  - c) Call money market.
  - d) All of the above.
2. The process of managing the sales ledger of a client by a financial service company is called \_\_\_\_\_.
  - a) Forfeiting.
  - b) Factoring.
  - c) Leasing
  - d) None of these.
3. AMBI stands for :
  - a) Association of Management of Bank in India.
  - b) Association of Merchant Banks in India.
  - c) Association of Modern Banks in India.
  - d) Automated Mechanism for Borrowing and Investments.
4. Which of the following is a tripartite lease arrangement ?
  - a) Financial lease.
  - b) Operating lease.
  - c) Leverage lease.
  - d) Sale and lease back.
5. In life insurance, installment policy is also known as \_\_\_\_\_.
  - a) Annuity policy.
  - b) Endowment policy.
  - c) Whole life policy.
  - d) Lump sum policy.

Turn over

Fill in the blanks :

6. \_\_\_\_\_ is a whole sale market for short term debt instrument.
7. Capital issue management is a \_\_\_\_\_ based service among financial services.
8. The merchant banker coordinating a public issue is called \_\_\_\_\_.
9. \_\_\_\_\_ is process of converting security in electric form into physical form.
10. \_\_\_\_\_ speculators are optimistic in nature.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

*Answer any eight out of the ten questions in two or three sentences.*

*Each question carries 2 marks.*

11. Explain the term wet lease.
12. What is certificate of deposit ?
13. What do you mean by recourse factoring ?
14. What is hire purchase finance ?
15. What is stock broking ?
16. What do you mean by depository ?
17. What is an open-ended scheme in mutual fund ?
18. Name any *four* global credit rating agencies.
19. What is an income fund ?
20. Explain principle of causa proxima.

(8 × 2 = 16 marks)

### Part III (Short Essay Questions)

*Answer any six out of the eight questions in about 200 words.*

*Each question carries 4 marks.*

21. Explain the role of financial system in the economic development of a country.
22. List out the advantages of leasing.
23. What are the various types of credit cards ?

24. Give a brief profile of CRISIL.
25. List out the functions performed by stock exchanges.
26. Explain the types of factoring.
27. What are the different methods of raising fund from primary market ?
28. Leasing is not suitable for all kinds of equipment's or industries. Explain.

(6 × 4 = 24 marks)

#### **Part IV (Essay Questions)**

*Answer any two out of the three questions in about 800 words.*

29. What is a financial service ? Discuss the various types of financial services.
30. Explain credit rating. Describe the credit rating agencies in India.
31. Discuss the reform that has taken place in Indian capital market since 1990.

(2 × 15 = 30 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I (Objective Questions)***Answer all ten questions.**Each question carries 1 mark.**Choose the Correct answer.*

1. Which of the following involves long term decisions ?
  - (a) Supply chain operations.
  - (b) Supply chain planning.
  - (c) Supply chain design.
  - (d) Supply chain administration.
2. Vendor Management is an important part of :
  - (a) Customer relationship Management.
  - (b) Supplier relationship management.
  - (c) Customer Service Management.
  - (d) Demand Management.
3. The investigation of level of quality being achieved is known as :
  - (a) Quality Control.
  - (b) Quality Management.
  - (c) Quality Assurance.
  - (d) Quality Circle.
4. A product characteristics that can be measured by rating of good or bad :
  - (a) Variable.
  - (b) Attribute.
  - (c) Sample.
  - (d) None of these.

Turn over

5. The process that plans for and controls the efficient and effective transportation and storage of suppliers from suppliers to customers is called
- (a) Transportation.
  - (b) Logic.
  - (c) Logistics.
  - (d) Transportation logic.

Fill in the Blanks :

6. \_\_\_\_\_ plays a key role in supply chain management as it provides the basis for decision making.
7. \_\_\_\_\_ refers to the backward flow of materials and products.
8. \_\_\_\_\_ is a broader concept which involves several activities in addition to logistics.
9. Q. C.C. is the short form of \_\_\_\_\_.
10. 3PL providers are specialized service providers with core competency in managing \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part II (Short Answer Question)

*Answer any eight out of the ten questions in two or three sentences.*

*Each question carries 2 marks.*

11. State any four features of Supply Chain.
12. What is value flow of supply chain ?
13. What is Fourth party logistics ?
14. What is inbound logistics ?
15. What is Total quality management planning ?
16. What is 'Vision' and 'Mission' ?
17. Give five barriers to TQM implementation.
18. What is Quality Education ?
19. What is Business Logistics ?
20. What is Responsiveness ?

(8 × 2 = 16 marks)

**Part III (Short Essay Questions)**

*Answer any six out of the eight questions in 200 words.*

*Each question carries 4 marks.*

21. Explain the concepts of Supply Chain.
22. What is Customer Relationship Management ? What are the steps involved in Customer Relationship Management ?
23. What are the operations Integrated Logistics ?
24. What is Third Party Logistics ? State its advantages.
25. Differentiate between Efficiency Vs Effectiveness of Total Quality Management.
26. What are the steps in the implementation of Total Quality Management ?
27. What are the features of Logistics Management ?
28. What are the steps involved in Procurement Management ?

(6 × 4 = 24 marks)

**Part IV ( Essay Questions)**

*Answer any two out of the three questions in about 800 words.*

*Each question carries 15 marks.*

29. Define Supply Chain Management. Discuss the important components of Supply Chain Management.
30. Define Logistics. What are the important Logistics activities ?
31. Write the stages of Total Quality Management.

(2 × 15 = 30 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VB 08—BUSINESS RESEARCH METHODS

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I***Answer all ten questions.*

Choose the correct answer :

1. Application of scientific method in finding for truth about business phenomenon is called :
  - a) Business research.
  - b) Hypothesis.
  - c) Conclusion.
  - d) Estimation.
2. A firm that prioritizes effectiveness and efficiency of production process in making decisions is called :
  - a) Marketing oriented.
  - b) Production oriented.
  - c) Profit oriented.
  - d) Product oriented.
3. Process of obtaining a numerical description of the extent to which a person or object possesses some characteristics :
  - a) Measurement.
  - b) Scaling.
  - c) Questionnaire.
  - d) Interview.
4. The most common scales used in research are :
  - a) Nominal.
  - b) Ratio.
  - c) Ordinal.
  - d) All of the above.
5. Original source from which researcher directly collects the data that has not been previously collected :
  - a) Primary data.
  - b) Secondary Data.
  - c) Tertiary Data.
  - d) None of these.

Fill in the blanks :

6. The process of selecting a number of participants for a study in such a way that they represent the larger group from which they were selected is known as \_\_\_\_\_.
7. If a group of N observations is arranged in ascending or descending order of magnitude, then the middle value is called \_\_\_\_\_.

**Turn over**



8. A bar chart or graph showing the frequency of occurrence of each value of the variable being analysed is called \_\_\_\_\_.
9. The procedure of classifying the answers to a question into meaningful categories is called \_\_\_\_\_.
10. Technique that allow several members of a hiring company to interview a job candidate at the same time is \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

*Answer any eight out of ten questions in two or three sentences.*

11. What is research ?
12. What is research report ?
13. What is simple index number ?
14. What is weighted index number ?
15. What is research design ?
16. What is research problem ?
17. What is independent variable ?
18. What is probability sampling ?
19. What is systematic sampling ?
20. What is sampling error ?

(8 × 2 = 16 marks)

### Part III (Short Essay Questions)

*Answer any six out of eight questions in about 200 words.*

21. Briefly narrate the need for research report.
22. What are the types of index numbers ?
23. What are the features of research ?
24. What are the qualities of a good research ?
25. Differentiate between descriptive research and analytical research.
26. What is the role of hypothesis ?
27. What are the essentials of a good research design ?
28. What are the steps in sampling design ?

(6 × 4 = 24 marks)

**Part IV (Essay Questions)**

*Answer any two out of three questions in about 800 words.*

29. Explain in detail the different components of research report.
30. What are the criteria used for selecting sampling techniques ?
31. Briefly explain about the methods of data collection.

(2 × 15 = 30 marks)

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**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VB 07—ACCOUNTING FOR MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Part I (Objective Questions)***Answer all ten questions. Each question carries 1 mark.*

Choose the correct answer :

1. The \_\_\_\_\_ management is mainly concerned with the policy decisions.  
(a) Top. (b) Middle.  
(c) Bottom. (d) All of these.
2. Cost Accounting and Management Accounting are \_\_\_\_\_ in nature.  
(a) Complementary. (b) Contrary.  
(c) Different. (d) Similar.
3. \_\_\_\_\_ analysis is also known as Dynamic analysis.  
(a) Internal. (b) Horizontal.  
(c) External. (d) Vertical.
4. Ratio of Net profit before interest and tax to sales is \_\_\_\_\_.  
(a) Operating profit ratio. (b) Operating ratio.  
(c) Capital gearing ratio. (d) Solvency ratio.
5. The overall increase/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.

Fill in the blanks :

6. Direct costs are also known as \_\_\_\_\_.
7. The ratio of contribution to \_\_\_\_\_ is P/V ratio.
8. \_\_\_\_\_ liabilities are those which are intended to be paid in the ordinary course of business within a short period.
9. \_\_\_\_\_ is the amount of expenditure incurred on or attributable to a given thing.
10. Margin of safety is that sales which is above \_\_\_\_\_.

(10 × 1 = 10 marks)

**Turn over**

### Part II (Short Answer Questions)

Answer any **eight** out of ten questions in two or three sentences.

Each question carries 2 marks.

11. What is Management Accounting?
12. What are the objectives of financial statements?
13. What are common size statements?
14. What is EPS?
15. What is meant by 'Networking capital'?
16. What is a statement of cash flow?
17. What is P.V. Ratio?
18. What is a key factor?
19. Find out current ratio and quick ratio if Current assets are 120,000, Current liabilities 80,000 and Value of inventory is Rs. 40,000.
20. From the following information, calculate P/V ratio, Break-even point and margin of safety :

Total output	10,000 units.
Selling price per unit	20
Variable cost per unit	12
Fixed cost	Rs 40,000.

(8 × 2 = 16 marks)

### Part III (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

Each question carries 4 marks.

21. Explain different solvency ratios.
22. A company has capital of Rs. 10,00,000 ; its turnover is 3 tonnes the capital and the margin on sales is 6%. What is the return on investment?
23. From the following information, interpret the results of operations of manufacturing concern using trend ratios :

*For the year ended 31st March*

	2015	2014	2013	2012
Sales (net)	13,000	12,000	9,500	10,000
Cost of goods sold	7,280	6,980	5,890	6,000
Gross Profit	5,720	5,040	3,610	4,000
Selling expenses	1,200	1,100	970	1,000
Net Operating Profit	4,520	3,940	2,640	3,000

24. From the following information of ABC Ltd., calculate for equity shares :

- (i) Earnings per share ; and
- (ii) Price - earning ratio.

Profits before tax : 20,00,000 ; Tax rate : 35%,

Equity share capital : Rs. 30,00,000 (30,000 equity shares of Rs. 100 each)

10% preference share capital : Rs. 10,00,000 (10,000 shares of Rs. 100 each)

In spite of the current global recession, the market price of ABC Ltd's one equity share is Rs. 160.

25. The following relate to JJ Ltd. for a particular period :

Sales 20,000 units @ Rs. 20 each.

Variable cost per unit Rs. 10

Fixed cost of the concern Rs.100,000.

Calculate : (i) P/V Ratio, (ii) Break-even unit , (iii) Break-even sales, (iv) Margin of safety.

26. What is margin of safety? How is it calculated?

27. What are the stages in Activity Based Costing?

28. The following are the ratio of the trading activities of ABC Ltd :

Debtors Velocity – 3 months.

Gross profit ratio – 25%

Gross profit for the year amounts to Rs. 4,00,000.

Calculate : (i) Sales ; and (ii) Sundry Debtors.

(6 × 4 = 24 marks)

#### Part IV (Essay Questions)

*Answer any two out of three questions in about 800 words..*

*Each question carries 15 marks.*

29. What is a Fund Flow Statement? Briefly explain the elements of a fund flow statement.

30. Explain the significance of Responsibility Accounting in the current scenario.

31. The following details relate to the manufacture of two products J and K :

	Product J	Product K	(per unit)
Sales price	80	100	
Material (Rs. 10 per kg.)	20	40	
Direct wages (Rs. 4 per hour)	28	20	
Variable overhead	4	10	
Total fixed overhead – Rs. 12,000			

Which of the product would you recommend under each of the following circumstances :

- (a) Total sales potential in units is limited.
- (b) Raw material is in short supply.

(2 × 15 = 30 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VD 02—HOSPITALITY MANAGEMENT

(2014—2018 Admissions)

Time : Two Hours

Maximum : 40 Marks

**Part A***Answer all the questions.**Each question carries 1 mark.*

1. Heritage hotels are \_\_\_\_\_.
2. The total number of categories of hotels defined by the government is \_\_\_\_\_.
3. What is a motel ?
  - (a) A small hotel.
  - (b) A hotel with a restaurant.
  - (c) A small hotel on the highway where motorists check in.
  - (d) A large hotel with parking facilities.
4. Which state is known for its backwaters ?
  - (a) Goa.
  - (b) Kerala.
  - (c) Tamil Nadu.
  - (d) Andaman and Nicobar.

(4 × 1 = 4 marks)

**Part B***Answer any five questions.**Each question carries 2 marks.*

5. What is boatel ?
6. Write a short note on resort hotel.

**Turn over**

7. Define tourism marketing.
8. What do you mean by tourism pricing ?
9. Define marketing mix.
10. Name the major tools of promotion in tourism.
11. Write a short note on tourism product.

(5 × 2 = 10 marks)

### Part C

*Answer any four questions.*

*Each question carries 4 marks.*

12. What are the essential attributes of front office staff ?
13. Write a note on Taj Group of hotels.
14. Discuss the components of hospitality industry.
15. How effective communication skill help front office staff in satisfying their guest ?
16. What are the salient features of tourism product ?
17. Examine the contribution of ITDC in hotel industry.

(4 × 4 = 16 marks)

### Part D

*Answer any one question*

*The question carries 10 marks.*

18. What is the importance of planning in tourism? Explain the steps in planning process.
19. Define hotel. What are the major departments in a hotel ? Explain.

(1 × 10 = 10 marks)