

FOURTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, APRIL 2022

B.B.A.

BBA 4C 04—QUANTITATIVE TECHNIQUES FOR BUSINESS

(2019 Admission onwards)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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

(Multiple Choice Questions for SDE Candidates)

1. Queuing theory is also called _____.
(A) Linear programming technique. (B) Waiting line theory.
(C) Game theory. (D) None of these.
2. In correlation analysis, P.E. = _____ 0.6745.
(A) Standard Error. (B) Probable Error.
(C) Correlation analysis. (D) None of the above.
3. _____ is the study of correlation between one dependent variable with one independent variable by keeping the other independent variables as constant.
(A) Multiple correlation. (B) Simple correlation.
(C) Partial correlation. (D) None of the above.
4. When $r = 0.8$, covariance of X and Y = 6, and variance Y = 9, then the standard deviation of X = _____.
(A) 3. (B) 2.5.
(C) 0.1. (D) 2.
5. If plotted points in a dot chart lie on a straight line parallel to X-axis, it shows _____ of correlation.
(A) High degree. (B) Low degree.
(C) Absence. (D) None of these.
6. _____ is the geometric mean of two regression coefficients.
(A) Coefficient of correlation. (B) Coefficient of Standard Deviation.
(C) Arithmetic mean. (D) Coefficient of variation.
7. If m is the correlation coefficient, then the quantity $(1 - m^2)$ is called _____.
(A) Coefficient of determination. (B) Coefficient of non-determination.
(C) Coefficient of alienation. (D) None of these.

8. b_{yx} is the regression coefficient of regression equation _____.
- (A) Y on X. (B) X on Y.
(C) 0. (D) None of these.
9. If X and Y are independent, the value of regression coefficient $b_{yx} =$ _____.
- (A) 1. (B) 0.
(C) Greater than 1. (D) Any negative value.
10. Geometric mean of regression coefficients will be _____.
- (A) Coefficient of correlation. (B) Coefficient of determination.
(C) Coefficient of variation. (D) None of these.
11. Rank correlation method was developed by _____.
- (A) Karl Pearson. (B) Charles Spearman.
(C) Francis Galton. (D) None of these.
12. The square root of coefficient of determination is _____.
- (A) Coefficient of correlation. (B) Coefficient of regression.
(C) Laplace's of variation. (D) None of these.
13. Classical probability is also called _____.
- (A) Priori probability. (B) Mathematical probability.
(C) Mathematical probability. (D) All the above.
14. If A and B are mutually exclusive and exhaustive, and $P(A) = 1/6$, then $P(B) =$ _____.
- (A) $1/6$. (B) 1.
(C) 0. (D) $5/6$.
15. Two events are said to be independent if _____.
- (A) There is no common point in between them.
(B) Both the events have only one point.
(C) Each outcome has equal chance of occurrence.
(D) One does not affect the occurrence of the other.

16. Baye's theorem is based upon inverse probability :
- (A) Yes. (B) No.
(C) Probability. (D) None of these.
17. If the random variable of a probability distribution assumes specific values only, then it is called _____.
- (A) Discrete probability distribution. (B) Continuous probability distribution.
(C) Probability distribution. (D) None of these.
18. In a _____ distribution, mean is equal to variance.
- (A) Binomial. (B) Poisson.
(C) Normal. (D) Gamma.
19. In Poisson distribution, mean is denoted by _____.
- (A) npq . (B) np .
(C) m . (D) e .
20. If two independent random variables follow binomial distribution, their sum follows _____.
- (A) Binomial distribution. (B) Poisson distribution.
(C) Normal distribution. (D) None of these.

FOURTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, APRIL 2022

B.B.A.

BBA 4C 04—QUANTITATIVE TECHNIQUES FOR BUSINESS

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. List the mathematical techniques used for business decisions.
2. Write the significance of correlation analysis.
3. Which are the graphic methods of ascertaining correlation ?
4. What are the features of regression coefficients ?
5. Write a note on least square method of computing regression equation.
6. What are seasonal variations ?
7. Which are the methods used for studying the trend component in a time series ?
8. What are the uses of index numbers ?
9. What are the advantages of fisher's ideal method ?
10. What is meant by 'difference of two sets' ?
11. What is a random experiment ?
12. What are equally likely events ?
13. What are Venn diagrams ?
14. What are the properties of binomial distribution ?
15. Which are the practical situations where Poisson distribution can be used ?

(10 × 3 = 30 marks)

Turn over

Section B

Answer atleast **five** questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. What are the Functions of Quantitative Techniques ?

17. From the following data, compute coefficient of correlation (r) between X and Y :

	X series	Y series
Arithmetic Mean	25	18
Square of Deviations from A.M.	136	138
Summation of products of deviations of X and Y series from their respective means		122
Number of pairs of values		15

18. Following data relates to marks in accounts and statistics in B. Com. (Hons.) I Year Examination of a particular year in University of Delhi :

	Accounts	Statistics
Mean	30	35
Standard deviation	10	7
Coefficient of correlation		0.8

Find two regression equations and calculate the expected marks in accounts if marks secured by a student in statistics are 40.

19. Calculate 4 yearly moving average of the following data :

Year	2005	2006	2007	2008	2009	2010	2011	2012
Wages	1150	1250	1320	1400	1300	1320	1500	1700

20. Compute the price index as per the following methods : (1) Laspeyres' and (2) Paasche's from the following data :

Item	p_0	q_0	p_1	q_1
A	10	4	12	6
B	15	6	20	4
C	2	5	5	3
D	4	4	4	4

21. Which are the different of Sets ?
22. A bag contains 7 red, 12 white and 4 green balls. What is the probability that : (a) 3 balls drawn are all white and (b) 3 balls drawn are one of each colour ?
23. What are the Properties of Normal Distribution (Normal Curve) ?

(5 × 6 = 30 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. Find correlation between age of husband and age of wife.

Age of Husband (X)	46	54	56	56	58	60	62
Age of Wife (Y)	36	40	44	54	42	58	54

25. Fit a straight line trend to the following data and estimate the likely profit for the year 2012. Also calculate the trend values :

Year	2003	2004	2005	2006	2007	2008	2009
Profit (in lakhs of ₹)	60	72	75	65	80	85	95

26. You note that your officer is happy on 60% of your calls, so you assign a probability of his being happy on your visit as 0.6 or 6/10. You have noticed also that if he is happy, he accedes to your request with a probability of 0.4 or 4/10 whereas if he is not happy, he accedes to the request with a probability of 0.1 or 1/10. You call one day, and he accedes to your request. What is the probability of his being happy ?

27. A Systematic sample of 100 pages was taken from a dictionary and the observed frequency distribution of foreign words per page was found to be as follows :

No. of foreign words per page (x) :	0	1	2	3	4	5	6
Frequency (f)	48	27	12	7	4	1	1

Calculate the expected frequencies using Poisson Distribution.

(2 × 10 = 20 marks)

FOURTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, APRIL 2022

B.B.A.

BBA 4C 03—CORPORATE REGULATIONS

(2019 Admission onwards)

(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 4C 03—CORPORATE REGULATIONS

(Multiple Choice Questions for SDE Candidates)

1. _____ is the conclusive evidence in case of company that statutory requirements have complied with.
- (A) Certificate of Incorporation. (B) Certificate of commencement of Business.
(C) Both. (D) None of the above.
2. MOA should be in form _____ in case of a unlimited liability.
- (A) Table A. (B) Table B.
(C) Table E. (D) None of these.
3. Which of the following need not have MOA ?
- (A) Public company. (B) Private company.
(C) Government company. (D) Statutory Corporation.
4. Ultra vires loans granted by the company are :
- (A) Void. (B) Voidable.
(C) Valid. (D) None of the above.
5. Which of the following are not required to issue prospectus ?
- (A) Private company. (B) In case of right issue.
(C) Sweat equity issue. (D) All the above.
6. _____ years of imprisonment will be imposed in case of issue of prospectus with untrue statements.
- (A) 1. (B) 2.
(C) 3. (D) 4.
7. _____ prospectus were issued in case securities were issued in stages.
- (A) Deemed. (B) Shelf.
(C) Red herring. (D) None of the above.

8. Capital redemption reserve must be used for issue of :
- (A) Fully paid bonus shares. (B) Fully paid equity shares.
(C) Preference shares. (D) None of the above.
9. Deferred shares are also known as _____ shares.
- (A) Founders. (B) Equity.
(C) Preference. (D) None.
10. _____ are the shares issued by the company to its employees or directors for consideration other than cash.
- (A) Bonus. (B) Sweat.
(C) Right. (D) None of the above.
11. The premium amount that can be charged as per Companies Act :
- (A) 10 %. (B) 15 %.
(C) 20 %. (D) None of these.
12. The company must deliver share certificate within _____ if the shares applied for transfer.
- (A) 3 months. (B) 2 months.
(C) 5 months. (D) None of these.
13. _____ is a document showing title.
- (A) Share certificate. (B) Share warrant.
(C) Both (A) and (B). (D) None of the above.
14. _____ are attached to the share warrant.
- (A) Dividend coupon. (B) Warrant.
(C) Certificates. (D) None of the above.
15. Duplicate certificate obtained if original certificate lost in case of :
- (A) Share Certificate. (B) Share warrant.
(C) Dividend warrant. (D) None of these.

16. _____ arises in respect of debt due on shares as well as on other transactions.
- (A) Forfeiture. (B) Lien.
(C) Both (A) and (B). (D) None of the above.
17. _____ is voluntary passage of the rights and duties of member from a shareholder.
- (A) Transfer. (B) Transmission.
(C) Both (A) and (B). (D) None of the above.
18. _____ transfer is null and void.
- (A) Forged. (B) Blank.
(C) Both (A) and (B). (D) None of the above.
19. In which of the following stamp duty and consideration not necessary _____.
- (A) Transfer. (B) Transmission.
(C) Both (A) and (B). (D) None of the above.
20. A proxy must bear revenue stamp worth :
- (A) 30 paise. (B) 15 paise.
(C) 45 paise. (D) 50 paise.

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B.B.A.

BBA 4C 03—CORPORATE REGULATIONS

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. Write the meaning of doctrine of ultra vires.
2. What is an associated company ?
3. What do you mean by red herring prospectus ?
4. What does blank transfer mean ?
5. What are pre-incorporation contracts ?
6. What is letter of regret ?
7. How is transmission of shares differing from transfer of shares ?
8. What is motion ?
9. What are the two objectives of SEBI ?
10. What is meant by subscription clause ?
11. What is a share warrant ?
12. What is irregular allotment of shares ?
13. Who is a whole time director ?
14. Write a short note on SAT.
15. What is the meaning of a company limited by guarantee ?

(10 × 3 = 30 marks)

Turn over

Section B

Answer atleast five questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. Write a note on employee stock option scheme.
17. Explain the different cases in which corporate veil is to be shifted.
18. What is meant by mis-statement in the prospectus ? Explain the remedies for it.
19. Describe the importance of corporate governance.
20. Explain the liabilities of a member of a company.
21. What are the major contents of Memorandum of Association ?
22. What is a special resolution ? Explain what the matters are requiring it.
23. What are the main objects of Companies Act 2013 ?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Who is an official liquidator ? Explain his powers and duties.
25. What is prospectus ? Explain the contents of prospectus.
26. Discuss the stages in the formation of a company.
27. Explain about the provisions relating to appointment of a company director.

(2 × 10 = 20 marks)

FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2022

B.B.A.

BBA 4B 06—COST AND MANAGEMENT ACCOUNTING

(2019 Admission onwards)

(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 4B 06—COST AND MANAGEMENT ACCOUNTING

(Multiple Choice Questions for SDE Candidates)

1. Cost accounting disclose _____.
 - (A) The Financial position.
 - (B) Profit/loss of a product, job or service.
 - (C) Effect and impact of cost on business.
 - (D) None of these.
2. _____ includes financial and cost accounting, tax planning and tax accounting.
 - (A) Financial accounting.
 - (B) Cost accounting.
 - (C) Management accounting.
 - (D) None of these.
3. Process costing is also known as _____ costing.
 - (A) Continuous.
 - (B) Batch.
 - (C) Multiple.
 - (D) Job.
4. _____ costing is a type or technique of costing.
 - (A) Absorption.
 - (B) Batch.
 - (C) Multiple.
 - (D) Job.
5. Cost Accountancy is the science, art and _____ of a cost accountant.
 - (A) Practice.
 - (B) Exercise.
 - (C) Hard work.
 - (D) Effort.
6. Cost accounting is based on _____ figures.
 - (A) Estimated.
 - (B) Historical.
 - (C) Actual.
 - (D) None of these.
7. The method of costing used in a refinery is _____ costing.
 - (A) Process.
 - (B) Batch.
 - (C) Multiple.
 - (D) Job.

8. The total variable cost _____ in total proportion to output.
- (A) Increases. (B) Does not increase.
(C) Decreases. (D) None of these.
9. Standard costs is _____.
- (A) Predetermined cost. (B) Budgeted cost.
(C) Actual cost. (D) None of these.
10. The primary emphasis of _____ cost is on the planning function of management.
- (A) Budgeted. (B) Standard.
(C) Period. (D) None of these.
11. _____ is the cost which involves payment to outsiders.
- (A) Out of pocket cost. (B) Imputed cost.
(C) Notional cost. (D) None of these.
12. Stores Ledger is maintained in the _____.
- (A) Store. (B) Finance department.
(C) Cost accounting department. (D) Both (A) and (B).
13. Bin card is a record of _____ only.
- (A) Cost. (B) Value.
(C) Quantity. (D) Expense.
14. First in first out method of valuing material issues is suitable in times of _____.
- (A) Rising prices. (B) Falling prices.
(C) Fluctuating prices. (D) None of these.
15. Inventory turnover ratio = Cost of inventory consumed during the period ÷ Cost of _____ held during the period.
- (A) Average inventory. (B) Minimum inventory.
(C) Maximum inventory. (D) None of these.

16. _____ is a technique of stock control which leads to saving of time of the management because attention is required to be paid only to some of the items rather than on all the items.
- (A) ABC Analysis. (B) JIT Inventory System.
(C) VED Analysis. (D) Perpetual Inventory System.
17. _____ is the excess of sales over marginal cost of sales.
- (A) Profit. (B) Margin.
(C) Loss. (D) Contribution.
18. For a work order, standard time and time taken are 20 hours and 15 hours respectively. Time rate being Rs. 2 per hour, total wages payable under Rowan Premium Plan will be _____.
- (A) 40. (B) 37.50.
(C) 35. (D) None of these.
19. _____ budget is the most important budget and it forms the basis on which all the other budgets are built up.
- (A) Production. (B) Material.
(C) Cash budget. (D) Sales.
20. _____ budget is designed to remain unchanged irrespective of the volume of output or turnover attained.
- (A) Master. (B) Fixed.
(C) Flexible. (D) All of these.

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B.B.A.

BBA 4B 06—COST AND MANAGEMENT ACCOUNTING

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What is a cost unit ?
2. Define idle time.
3. What is a master budget ?
4. What do you mean by scrap ?
5. Explain cost sheet ?
6. What is batch costing ?
7. What is time booking ?
8. What is indirect material ?
9. Define Overhead.
10. What is retention money ?
11. What is P/V ratio ?
12. What is variable cost ?
13. What is machine hour rate ?
14. What do you mean by works cost ?
15. What is direct cost ?

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Distinguish between time wage and piece rate system.
17. Explain ABC analysis.
18. Distinguish between cost accounting and financial accounting.
19. State the assumptions of Break-Even analysis.

20. Determine the EOQ from the following information :

Annual usage	8,000 units
Purchase price per unit	Rs. 10
Ordering cost per order	Rs. 80
Carrying cost	20 % p.a per unit cost.

21. Calculate the earnings of a worker under Halsey Plan from the following particulars :

Guaranteed time wages	Re. 1 per hour
Standard time for producing one unit	4 hours
Actual time taken for producing 100 units	360 hours

22. From the following information, prepare the overhead absorption rates, using (i) Direct labour hours ; (ii) Direct labour cost ; and (iii) Machine hours.

Factory overhead	Rs. 1,16,000
Direct labour cost	Rs.2,00,000
Direct labour hours	2,32,000 hours
Machine hours	1,00,000 hours

23. Calculate B.E.P from the following details :

Fixed expenses	Rs. 1,50,000
Variable cost per unit	Rs. 10
Selling price per unit	Rs. 15

Section C

Answer any **two** questions.

Each question carries 10 marks.

24. What do you mean by budgetary control ? Explain the pre-requisites for the successful implementation of budgetary control system ?
25. Prepare a statement of cost and profit from the following particulars of a company for the year 2019 :

Direct materials	2,00,000	Consumable stores	5,000
Productive wages	60,000	Manager's salary	5,000
Direct expenses	10,000	Discount allowed	2,000
Factory lighting	4,000	Director's fees	5,000
Office lighting	2,000	Office stationery	1,000
Depreciation on plant	1,000	Oil and water	2,000
Depreciation on premises	2,500	Factory rent	9,000
Wages of foreman	6,000	Office rent	6,000
Electricity - factory	1,000	Repairs on factory plant	7,000
Carriage outward	875	Repairs on office premises ...	1,200
Transfer to reserve	6,000	Telephone charges	400
Warehouse charges	1,600	Salesmen salary	5,500
Sales	4,00,000	Advertisement	2,000

26. During the year ended 31st March 2020, the factory overheads cost of three production departments of an organisation are as under.

Department X	Rs. 48,950
Department Y	Rs. 89,200
Department Z	Rs. 64,500

The basis of apportionment of overheads are :

Department X	Rs. 5 per machine hour for 10,000 hours
Department Y	75 % of direct labour cost of Rs. 1,20,000
Department Z	Rs. 4 per piece for 15,000 pieces.

Calculate department wise under or over absorption of overheads.

Turn over

27. The sales turnover and profit of a company during two years were as follows :

Year	Sales	Profit
2019	1,50,000	20,000
2020	1,70,000	25,000

Calculate :

- (a) P/V Ratio ;
- (b) Break-Even Point ;
- (c) Fixed expenses ; and
- (d) Profit, when sales are Rs. 2,50,000.

(2 × 10 = 20 marks)

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**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

B.B.A.

BBA IVC 04—MANAGEMENT SCIENCE

(2014—2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

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BBA IVC 04—MANAGEMENT SCIENCE

(Multiple Choice Questions for SDE Candidates)

1. Decision variables are :
 - (A) Controllable.
 - (B) Uncontrollable.
 - (C) Parameters.
 - (D) None of the above.
2. Every mathematical model :
 - (A) Must be deterministic.
 - (B) Requires computer aid for solution.
 - (C) Represents data in numerical form.
 - (D) All of the above.
3. OR provides solution only if the elements are :
 - (A) Quantified.
 - (B) Qualified.
 - (C) Feasible.
 - (D) Optimal.
4. Modern scientific management research originated during _____.
 - (A) World war II.
 - (B) World war I.
 - (C) 1990.
 - (D) 1993.
5. _____ is an important Operations research technique to be used for determining optimal allocation of limited resources to meet the given objectives.
 - (A) Waiting line theory.
 - (B) Net work analysis.
 - (C) Decision analysis.
 - (D) Linear programming.
6. _____ is known as symbolic model.
 - (A) Iconic.
 - (B) Mathematical.
 - (C) Analogue.
 - (D) None of the above.
7. _____ is a method of analyzing the current movement of the same variable in an effort to predict the future movement of the same variable.
 - (A) Goal programming.
 - (B) Markov analysis.
 - (C) Replacement theory.
 - (D) Queuing theory.

8. Which of the following may not be in a linear programming formulation ?
- (A) \leq . (B) $>$.
(C) $=$. (D) All the above.
9. All negative constraints must be written as :
- (A) Equality. (B) Non equality.
(C) Greater than or equal to. (D) Less than or equal to.
10. An activity which must be completed before one or more other activities start is known as _____ activity.
- (A) Predecessor. (B) Successor.
(C) Dummy. (D) End.
11. An event which represents the beginning of more than one activity is known as _____ event.
- (A) Merge. (B) Net.
(C) Burst. (D) None of the above.
12. An activity which must be completed before one or more other activities start is known as _____ activity.
- (A) Dummy. (B) Predecessor.
(C) Successor. (D) None of these.
13. _____ is an activity oriented diagram.
- (A) CPM. (B) PERT.
(C) Histogram. (D) None of the above.
14. Which of the following is not a part of decision tree problem specification ?
- (A) A list of alternatives.
(B) A list of possible state of nature.
(C) EVPI.
(D) Pay off associated with alternative/ state of nature combination.

15. Which of the following is (are) types of decision-making environments ?
- (A) Decision making under uncertainty.
 - (B) Decision making under certainty.
 - (C) Decision making under risk.
 - (D) None of the above.
16. The equally likely decision criteria is also known as :
- (A) Bayes.
 - (B) Laplace.
 - (C) Minimax.
 - (D) Hurwicz.
17. The maximax criteria is _____.
- (A) Optimistic.
 - (B) Neutral.
 - (C) Pessimistic.
 - (D) Can be any one of the above.
18. Which of the following criterion is not used for decision making under uncertainty ?
- (A) Maximin.
 - (B) Maximax.
 - (C) Minimax.
 - (D) Minimize expected loss.
19. While using Hurwicz criterion, the co-efficient of realism :
- (A) Represents the degree of optimism.
 - (B) Represents the degree of pessimism.
 - (C) Is the probability of state of nature.
 - (D) None of the above.
20. The objective of network analysis is to :
- (A) Minimize total project duration.
 - (B) Minimize total project cost.
 - (C) Minimize production delays, interruption and conflicts.
 - (D) All of the above.

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

B.B.A.

BBA IVC 04—MANAGEMENT SCIENCE

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

Each question carries 1 mark.

1. What have been constructed from OR problems and methods for solving the models that are available in many cases ?
 - a) Scientific Models.
 - b) Algorithms.
 - c) Mathematical Models.
 - d) None of the above.
2. Which of the following is not the phase of OR methodology ?
 - a) Formulating a problem.
 - b) Constructing a model.
 - c) Establishing controls.
 - d) Controlling the environment.
3. Feasible solution satisfies :
 - a) Only constraints.
 - b) Only non-negative restriction.
 - c) [a] and [b] both.
 - d) [a], [b] and Optimum solution.
4. Pick up the incorrect statement from the following :
 - a) The activity which consumes maximum time, is called a node.
 - b) The activity is the time consuming part of a project.
 - c) The beginning and end of a job, are called events.
 - d) Logically and sequentially connected activities and events for man at work.

Turn over

13. Explain hurwicz alpha criterion.
14. What is Decision Tree ?
15. Explain EOL.
16. What is linear programming problems ?
17. What is feasible solution ?
18. What do you mean by pure strategy ?
19. Explain the term CPM.
20. What is critical activity ?

(8 × 2 = 16 marks)

Part III

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

21. Discuss the important Operation Research techniques.
22. State the uses of network techniques for the management.
23. Discuss some methods which are useful for decision making under uncertainty.
24. Explain (a) Pay-off ; (b) Value of the Game ; and (c) Saddle point.
25. Write a note on : (a) Total float ; (b) Free float ; and (c) Independent float.
26. For a project following time estimates are given. Prepare network and find project duration. Also find variance of the project :

Activity	Preceding	t_o	t_p	t_m
A	—	2	10	3
B	—	2	4	3
C	A	1	3	2
D	A	4	14	6
E	B	4	12	5
F	C	3	5	4
G	D, E	1	7	1

Turn over

27. Use the graphical method to solve the following LP problem :

$$\text{Minimize } Z = 3x_1 + 2x_2$$

subject to the constraints

$$5x_1 + x_2 \geq 10,$$

$$x_1 + x_2 \geq 6,$$

$$x_1 + 4x_2 \geq 12$$

$$\text{and } x_1, x_2 \geq 0.$$

28. Determine an initial basic feasible solution to the following transportation problem by using the North-West corner rule, where O_i and D_j represent i^{th} origin and j^{th} destination, respectively :

		Destination				Supply
		D_1	D_2	D_3	D_4	
Origin	O_1	6	4	1	5	14
	O_2	8	9	2	7	16
	O_3	4	3	6	2	5
Demand		6	10	15	4	

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any **two** questions.

Each question carries 15 marks.

29. A firm makes two products X and Y, and has a total production capacity of 9 tonnes per day. Both X and Y require the same production capacity. The firm has a permanent contract to supply at least 2 tonnes of X and at least 3 tonnes of Y per day to another company. Each tonne of X requires 20 machine hours of production time and each tonne of Y requires 50 machine hours of production time. The daily maximum possible number of machine hours is 360. All of the firm's output can be sold. The profit made is Rs. 80 per tonne of X and Rs. 120 per tonne of Y. Formulate this problem as an LP mode and solve it by using graphical method to determine the production schedule that yields the maximum profit.

30. A project has the following times schedule :

Activity	Times in weeks	Activity	Times in weeks
(1-2)	4	(5-7)	8
(1-3)	1	(6-8)	1
(2-4)	1	(7-8)	2
(3-4)	1	(8-9)	1
(3-5)	6	(8-10)	8
(4-9)	5	(9-10)	7
(5-6)	4		

Construct the network and compute :

- 1 T_E and T_L for each event.
- 2 Float for each activity.
- 3 Critical path and its duration.

31. The following is a pay-off table :

Action	<i>Event (State of nature)</i>			
	E_1	E_2	E_3	E_4
A_1	50	300	- 150	50
A_2	400	0	100	0
A_3	- 50	200	0	100
A_4	0	300	300	0

Suppose that the probabilities of the events in this table are $P(E_1) = 0.15$; $P(E_2) = 0.45$; $P(E_3) = 0.25$; $P(E_4) = 0.15$.

Calculate the expected pay-off. Prepare the opportunity loss table and calculate the expected loss of each action.

(2 × 15 = 30 marks)

FOURTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, APRIL 2022

B.B.A.

BBA IVB 06—FINANCIAL MANAGEMENT

(2014—2018 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 IVB 06—FINANCIAL MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Financial decision involve :
 - (A) Investment, financing and dividend decision.
 - (B) Investment, financing and sales decision.
 - (C) Financing, dividend and cash decision.
 - (D) None of these.
2. Debt to Total Assets Ratio can be improved by :
 - (A) Borrowing More.
 - (B) Issue of Debentures.
 - (C) Issue of Equity Shares.
 - (D) Redemption of Debt.
3. In order to calculate Weighted Average Cost of weights may be based on :
 - (A) Market Values.
 - (B) Target Values.
 - (C) Book Values.
 - (D) All of the above.
4. Which of the following is studied with the help of financial leverage ?
 - (A) Marketing Risk.
 - (B) Interest Rate Risk.
 - (C) Foreign Exchange Risk.
 - (D) Financing risk.
5. Financial Leverage arises because of :
 - (A) Fixed cost of production.
 - (B) Variable cost.
 - (C) Interest Cost.
 - (D) None of the above.
6. In MM Model with taxes, where ' r ' is the interest rate, ' D ' is the total debt and ' t ' is tax rate, then present valued shields would be :
 - (A) $r \times D \times t$.
 - (B) $r \times D$.
 - (C) $D \times t$.
 - (D) $(D \times r)/(1 - t)$.
7. 'Bird in hand' argument is given by :
 - (A) Walker's Model.
 - (B) Gordon's Model.
 - (C) MM mode.
 - (D) Residuals theory.

8. Which of the following is not true for MM Model ?
- (A) Share price goes up if dividend is paid.
 - (B) Share price goes down if dividend is not paid.
 - (C) Market value is unaffected by Dividend policy.
 - (D) All of the above.
9. MM Model argues that dividend is irrelevant as :
- (A) The value of the firm depends upon earning power.
 - (B) The investors buy shares for capital gain.
 - (C) Dividend is payable after deciding the retained earnings.
 - (D) Dividend is a small amount.
10. In case of Gordon's Model, the MP for zero payout is zero. It means that :
- (A) Shares are not traded.
 - (B) Shares available free of cost.
 - (C) Investors are not ready to offer any price.
 - (D) None of the above.
11. Dividend Payout Ratio is :
- (A) $PAT \div \text{Capital}$.
 - (B) $DPS \div EPS$.
 - (C) $\text{Pref. Dividend} \div PAT$.
 - (D) $\text{Pref. Dividend} \div \text{Equity Dividend}$.
12. Cheques deposited in bank may not be available for immediate use due to :
- (A) Payment Float.
 - (B) Receipt Float.
 - (C) Net Float.
 - (D) Playing the Float.
13. The Transaction Motive for holding cash is for :
- (A) Safety Cushion.
 - (B) Daily Operation.
 - (C) Purchase of Assets.
 - (D) Payment of Dividends.

14. Which of the following is not an objective of cash management ?
- (A) Maximization of cash balance. (B) Minimization of cash balance.
(C) Optimization of cash balance. (D) Zero cash balance.
15. If the closing balance of receivables is less than the opening balance for a month then which one is true out of :
- (A) Collections > Current Purchases. (B) Collections > Current Sales.
(C) Collections < Current Purchases. (D) Collections < Current Sales.
16. 80% of sales of ₹ 10,00,000 of a firm are on credit. It has a Receivable Turnover of 8. What is the Average collection period (360 days a year) and Average Debtors of the firm ?
- (A) 45 days and ₹ 1,00,000. (B) 360 days and ₹ 1,00,000.
(C) 45 days and ₹ 8,00,000. (D) 360 days and ₹ 1,25,000.
17. If a company sells its receivable to another party to raise funds, it is known as :
- (A) Securitization. (B) Factoring.
(C) Pledging. (D) None of the above.
18. Under income-tax provisions, depreciation on lease asset is allowed to :
- (A) Lessor. (B) Lessee.
(C) Any of the two. (D) None of the two.
19. One difference between Operating and Financial lease is :
- (A) There is often an option to buy in operating lease.
(B) There is often a call option in financial lease.
(C) An operating lease is generally cancelable by lease.
(D) A financial lease is generally cancelable by lease.
20. Which of the following is not true for a "Lease decision for the lessee ?
- (A) Helps in project selection. (B) Helps in project financing.
(C) Helps in project location. (D) All of the above.

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

B.B.A.

BBA IVB 06—FINANCIAL MANAGEMENT

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

I. Objective Type Questions. Answer all *ten* questions. Each question carries 1 mark :

(A) Fill up the blanks :

- 1 WACC stands for _____.
- 2 _____ is defined as the possibility of the actual return being different from the expected return on an investment over the period of investment.
- 3 The term _____ profit refers to the figure of profit as determined by the Income statement or Profit and Loss Account.
- 4 Implicit cost is also known as _____.
- 5 Financial leverage deals with the _____ risk of the firm.

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

- 6 Dividend decisions relate to the selection of assets in which funds will be invested by a firm.
- 7 According to traditional approach, profit maximisation is the main objective of financial management.
- 8 Maximizing risk is the basic objective of diversification.
- 9 EPS stands for Earnings Per Savings.
- 10 Marginal cost of capital is the cost of additional funds.

(10 × 1 = 10 marks)

Turn over

Part B

II. Short Answer Questions. Answer any *eight* questions from ten in two or three sentences each. Each question carries 2 marks :

- 11 What is the difference between gross working capital and net working capital ?
- 12 What do you mean by sweat equity ?
- 13 What is Re-order level ?
- 14 What is fixed capital ?
- 15 What is economic order quantity ?
- 16 What do you mean by property dividends ?
- 17 A company issues 10,000 10 % preference shares of Rs. 100 each. Cost of issue is Rs.2 per share. Calculate cost of preference share capital.
- 18 A project cost Rs. 2,00,000 and yields an annual cash inflow of Rs. 20,000 for 15 years, calculate payback period.
- 19 ABC Ltd has annual sales of 4000 units. The selling price per unit is Rs. 800. Variable cost per unit is Rs. 200. Fixed cost amounted to Rs. 4,00,000. Calculate operating leverage.
- 20 X Ltd. issued Rs. 2,00,000 8 % debentures at a premium of 10%. The floatation cost are 2 %. The tax rate is 50 %. Compute the after-tax cost of debt.

(8 × 2 = 16 marks)

Part C

III. Short Essay or Paragraph questions. Answer any *six* questions from eight in 150 or 200 words. Each question carries 4 marks :

- 21 Discuss the various steps involved in capital budgeting process.
- 22 List out the importance of financial management.
- 23 List out the advantages and limitations of payback period method.

- 24 List out any *four* factors that determine cost of capital.
- 25 A firm expects a sale of 90,000 units, which it purchased for Rs. 3 per unit. The order cost is Rs. 300 and the firm's carrying cost is Rs. 6 per unit. What is the Economic Order Quantity ?
- 26 XYZ Limited earns Rs. 5 per share, is capitalized at a rate of 10 % and has a rate of return on investments of 18 %. According the Walter's Formula, what should be the price per share at 25 % dividend pay-out ratio ?
27. A company issues 10,000, 10 % preference shares of Rs. 100 each. Cost of issue is Rs. 2 per share. Calculate cost of preference share capital if these shares are issued (a) At par ; (b) At a premium of 10 % ; and (c) at a discount of 5 %.
- 28 Sun Ltd. Provides the following information :

	Rs.
Cash sales during the year	3,00,000
Credit sales during the year	5,40,000
Returns inward	40,000
Trade debtors in the beginning	1,10,000
Trade debtors at the end	90,000
Provision for bad and doubtful debts	10,000

Calculate Debtor's Turnover Ratio and Average Collection Period.

(6 × 4 = 24 marks)

Part D

IV. Essay Questions. Answer any *two* questions in 600 to 800 words each. Each question carries 15 marks :

- 29 What do you mean by working capital ? Explain various sources of working capital.
- 30 What is factoring ? Explain the various types of factoring. What are its advantages and limitations ?

Turn over

31. The following information is available in respect of a product :

(a) Units sold	60,000
(b) Selling price per unit	Rs. 12
(c) Fixed cost	Rs. 60,000
(d) Variable cost per unit	Rs. 6
(e) 10 % debt capital	Rs. 1,20,000

Calculate all types of leverages.

(2 × 15 = 30 marks)

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**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

B.B.A.

BBA IVB 05—MARKETING MANAGEMENT

(2014—2018 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 IVB 05—MARKETING MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. The essential criteria for effective segmentation is :
 - (A) Homogeneity.
 - (B) Measurability.
 - (C) Profitability.
 - (D) All of these.
2. _____ brands indicate only the product category.
 - (A) Dealer.
 - (B) Licensed.
 - (C) Generic.
 - (D) Individual.
3. The three major types of non-store retailing are direct selling, direct marketing and _____.
 - (A) Automatic vending.
 - (B) Self service store.
 - (C) Retail chain.
 - (D) None of these.
4. If the product passes through a longer channel of distribution, the marketer will have to give importance to :
 - (A) Advertising.
 - (B) Personal selling.
 - (C) Direct selling.
 - (D) None of these.
5. Advocacy advertising is also called :
 - (A) Support advertising.
 - (B) Rapport advertising.
 - (C) Cause advertising.
 - (D) None of these.
6. _____ is not a consumer promotion scheme.
 - (A) Samples.
 - (B) Advertising material.
 - (C) Coupons.
 - (D) Rebates.
7. _____ is not a dealer promotion scheme.
 - (A) Free goods.
 - (B) Trade allowance.
 - (C) Coupons.
 - (D) All of these.

8. Which of the following is not an element of promotion mix ?
- (A) Advertisement. (B) Branding.
(C) Personal selling. (D) Sales promotion.
9. Moderate quality products are preferred by _____ consumers.
- (A) Urban. (B) Rural.
(C) Educated. (D) None of these.
10. Profiling the rural market is a part of _____ stage of rural marketing strategy.
- (A) Planning. (B) Execution.
(C) Feedback. (D) None of these.
11. Marketing research is a part of _____ stage of rural marketing strategy.
- (A) Planning. (B) Execution.
(C) Feedback. (D) None of these.
12. Medical treatment with ayurvedic massage is an example of :
- (A) Pure tangible good. (B) Hybrid.
(C) Pure service. (D) None of these.
13. Which of the following is not an element of service marketing mix ?
- (A) People. (B) Packaging.
(C) Process. (D) Physical evidence.
14. _____ was first used by Eugene J Kelly.
- (A) Demarketing. (B) Meta marketing.
(C) Mass marketing. (D) Mega marketing.
15. The term _____ Marketing was coined by Steven Jurvetson in 1997.
- (A) Word of mouth. (B) Viral.
(C) Guerilla. (D) Morph.

16. An airline working with a tour operator or a hotel group is an example of _____ marketing.
- (A) Partnership. (B) Viral.
(C) Guerilla. (D) Morph.
17. _____ is the marketing of products that are regarded to be safe for the environment.
- (A) Green marketing. (B) Social marketing.
(C) Gaimatias marketing. (D) None of these.
18. Which of the following is not an element of Social marketing mix ?
- (A) Product. (B) Price.
(C) Distribution. (D) People.
19. Buying and selling over the internet is known as _____.
- (A) E-marketing. (B) E-business.
(C) E-commerce. (D) None of these.
20. SEM means _____.
- (A) Search engine marketing. (B) Social environment marketing.
(C) Save energy marketing. (D) None of these.

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

B.B.A.

BBA IVB 05—MARKETING MANAGEMENT

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I

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

1. 'P' in PLC Stands for _____.
(a) Promotion. (b) Product.
(c) Place. (d) Price.
2. There are _____ elements or components in service marketing mix.
(a) 7. (b) 4.
(c) 5. (d) 6.
3. _____ is known as 'father of modern marketing'.
(a) Ned Roberto. (b) Philip Kotler.
(c) Peter Drucker. (d) Irving J. Rein.
4. _____ marketing simply refers to marketing of green or eco-friendly products.
(a) Green Marketing. (b) Guerrilla marketing,
(c) Mega marketing. (d) Reciprocal marketing.
5. No middle men are involved in :
(a) Wholesale trade. (b) Retail trade.
(c) Direct marketing. (d) Indirect marketing.

Turn over

6. The concept of marketing mix was developed by _____.
7. The _____ concept holds that the consumers prefer the goods which are easily available at lower prices.
8. When a manufacturer sells the same product at two different prices, the pricing strategy is known as _____.
9. The act of creating an image about a product or brand in consumers ' mind is known as _____.
10. Sub-dividing of market into homogeneous sub-sections of customers is known as _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** questions.

Each question carries 2 marks.

11. What is labeling of a product ?
12. Define Marketing.
13. What is meant by a department store ?
14. List out any *four* qualities of a good salesman.
15. What do you mean by an advertisement ?
16. Who is a Consumer ?
17. What do you mean by a perfect market ?
18. What is internet marketing ?
19. What do you mean by penetration pricing ?
20. Who is a Wholesaler ?

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any **six** questions.

Each question carries 4 marks.

21. Explain briefly the functions or services provided by the retailers.
22. List out the advantages of packaging.

23. Distinguish between selling and marketing.
24. Write a short note on after sale services and its purpose.
25. What are the various types of discounts ?
26. Briefly explain psychographic segmentation and its components.
27. Explain the three major activities that are involved in the marketing process.
28. Briefly explain any four sales promotion tools that are aimed at consumers.

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

Each question carries 15 marks.

29. “Marketing is like cooking a dish. In order to get a delicious dish, we have to have the right ingredients in right quality and in right proportions.” In this context, explain the importance of marketing mix. Also explain the elements or components of marketing mix.
30. What do you mean by pricing ? What are the various factors influencing pricing decisions ?
31. What is meant by a service ? How is it different from a product ? Explain the characteristics of service.

(2 × 15 = 30 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2022

B.B.A.

A 14—BANKING AND INSURANCE

(2014—2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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

A 14—BANKING AND INSURANCE

(Multiple Choice Questions for SDE Candidates)

1. _____ deposits generally do not carry any interest.
(A) Savings. (B) Recurring.
(C) Current. (D) Fixed.
2. The number of nationalized banks in India at present :
(A) 17. (B) 16.
(C) 19. (D) 21.
3. The first nationalization of banks in india in the year :
(A) 1969. (B) 1980.
(C) 1991. (D) None of these.
4. The central bank of the country :
(A) RBI. (B) RRB.
(C) SBI. (D) None of these.
5. The first Women bank in India :
(A) RRB. (B) BMS.
(C) LAB. (D) None of these.
6. _____ is called the purchase and sale of government securities in the open market by central bank.
(A) Open market operation. (B) Clearing.
(C) Securitization. (D) None of these.
7. _____ is a bank located outside the country of residence of the depositor.
(A) Off-shore bank. (B) Unit bank.
(C) Foreign bank. (D) None of these.
8. RBI introduced a bill Rediscounting Scheme in :
(A) 1997. (B) 1956.
(C) 1970. (D) 1984.

9. "Buy now and Pay later" is the motto of _____.
- (A) ATM. (B) Debit card.
(C) Credit card. (D) MICR.
10. _____ is an asset which does not disclose any problem in terms of repayment.
- (A) Doubtful asset. (B) Sub-standard assets.
(C) Loss asset. (D) Standard assets.
11. _____ case apply where the account goes into debit the first item on the debt side is discharged by first item on the credit side.
- (A) Clayton's case. (B) Right to set off.
(C) Garnishee order. (D) Byelaw.
12. SLR stands for _____.
- (A) Statutory Liquidity Ratio. (B) Statutory Leverage Ratio.
(C) Solvency Liquidity Radio. (D) None of these.
13. The initial share capital of RBI :
- (A) 20 Crore. (B) 10 Crore.
(C) 1 Crore. (D) 5 Crore.
14. In _____ deposit, there is no restriction regarding the number and amount of withdrawals.
- (A) Savings. (B) Current.
(C) Fixed. (D) Recurring.
15. Any person who acquires the title to the instrument bona fide and for value is called _____.
- (A) Principal. (B) Agent.
(C) Trustee. (D) Holder in due course.
16. When a cheque is specially crossed to more than one banker, it is called _____.
- (A) Double crossing. (B) Special crossing.
(C) General crossing. (D) Account payee.

17. The cheque which is not presented for payment within reasonable period of time is called _____.
- (A) Mutilated cheque. (B) Stale cheque.
(C) Post dated cheque. (D) Anti dated cheque.
18. RTGS stands for :
- (A) Real Time Gross Scheme. (B) Real Time General Settlement.
(C) Real Time Gross Settlement. (D) None of these.
19. SWIFT is for _____.
- (A) Cheque payment.
(B) Clearing accounts.
(C) Communication for Financial Transactions.
(D) None of these.
20. When the same person is insured by several insurers, it is called _____.
- (A) Reinsurance. (B) Double insurance.
(C) Third party insurance. (D) None of these.

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FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2022

B.B.A.

A 14—BANKING AND INSURANCE

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.***Part A (Choose the correct answer)**

1. _____ cheque is a dead cheque.
 - a) Stale.
 - b) Crossed.
 - c) Bearer.
 - d) Post dated.
2. Not negotiable crossing is a warning to the _____.
 - a) Paying banker.
 - b) Collecting banker.
 - c) Holder.
 - d) a) and b) together.
3. Moral suasion relates to _____.
 - a) Persuading a particular line of action.
 - b) Restricting credit.
 - c) Controlling credit directly.
 - d) None of these.
4. Drawee is a person who _____.
 - a) Draws bill of exchange.
 - b) On whose name bill is drawn.
 - c) Endorser.
 - d) None.

Turn over

Part C (Short Essay Questions)

*Answer any **six** questions.*

Each carries 4 marks.

21. Explain the specialties of SBI.
22. Distinguish between Promissory Notes and Bill of Exchange.
23. Classify crossing.
24. What is 'inchq'. Explain operandi and advantages ?
25. Describe types of credit cards.
26. Explain IMPS.
27. Describe facets of e-banking.
28. Classify marine insurance.

(6 × 4 = 24 marks)

Part D (Essay questions)

*Answer any **two** questions.*

Each question carries 15 marks.

29. Explain emerging trends in banking.
30. What are negotiable instruments ?
31. Explain measures adopted by RBI for credit control.

(2 × 15 = 30 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2022

B.B.A.

A 13—ENTREPRENEURSHIP DEVELOPMENT

(2014—2018 Admissions)

(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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4. The MCQ question paper will be supplied after the completion of the descriptive examination.

A 13—ENTREPRENEURSHIP DEVELOPMENT

(Multiple Choice Questions for SDE Candidates)

1. The initial capital that is required to obtain loans from the financial institutions is called _____.
(A) Seed capital. (B) Incentive.
(C) Subsidy. (D) None of these.
2. Techno crafts is assistance is provided by _____.
(A) KFC. (B) KITCO.
(C) KSIDC. (D) KINFRA.
3. Activities that can be accomplished simultaneously are called _____ activities.
(A) Critical. (B) Preceding.
(C) Succeeding. (D) Concurrent.
4. Difference between latest finish time and estimated time to perform the project is called _____.
(A) EFT. (B) LST.
(C) LFT. (D) EST.
5. Which of the following is a technique of project identification :
(A) Desk research. (B) Sensitivity analysis.
(C) CVP analysis. (D) None of these.
6. _____ is a contract between the owner and user of the asset to use the asset for a consideration.
(A) Venture capital. (B) Layered financing.
(C) Deferred credit. (D) Lease financing.
7. Profitability index is also known as _____ ratio.
(A) ROI. (B) Benefit-cost.
(C) Debt-equity. (D) None.

8. The discount rate at which present value of cash inflows equals to the present value of cash outflows is called _____.
- (A) ARR. (B) IRR.
(C) NTV. (D) Urgency.
9. Which one is not an element of project appraisal ?
- (A) Technical feasibility. (B) Network analysis.
(C) Economical viability. (D) Commercial viability.
10. The scientific technique of evaluation of capital expenditure decisions include the following except :
- (A) NPV. (B) PI.
(C) IRR. (D) Payback period.
11. The process of measuring the progress and performance of a project is called :
- (A) Project appraisal. (B) Project evaluation.
(C) Project control. (D) Project audit.
12. Under Net Terminal Value Method, accept a project if it's NTV is _____.
- (A) Higher. (B) Lower.
(C) Negative. (D) Positive.
13. _____ is an essential document for procuring assistance from financial institutions and for fulfilling other formalities for the implementation of the project.
- (A) Feasibility. (B) Project.
(C) Progress. (D) None.
14. A _____ is an organization designed and success of entrepreneurial companies through an array of business support resources and services.
- (A) Business incubators. (B) Industrial estates.
(C) DIC. (D) None of these.

15. _____ skill refers to the ability to understand problems from visible symptoms.
- (A) Diagnostic. (B) Conceptual.
(C) Technical. (D) Human relation.
16. Which one of the following is not a function of ED club ?
- (A) Organic workshop. (B) Interaction with promotional agencies.
(C) Provide infrastructure. (D) Organic industrial visits.
17. _____ analysis involves estimation of project costs and revenues and funds required for the project.
- (A) Techno-economic. (B) Network.
(C) Financial. (D) Social cost-benefit.
18. _____ is the master report.
- (A) Feasibility report. (B) Interim report.
(C) Project report. (D) Progress report.
19. Ability to make clear decisions on the merits of a case is called _____ skill.
- (A) Communication. (B) Decision-making.
(C) Project development. (D) Management.
20. _____ skills are necessary for an entrepreneur to deal with many people.
- (A) Communication. (B) Decision-making.
(C) Project development. (D) Management.

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2022

B.B.A.

A 13—ENTREPRENEURSHIP DEVELOPMENT

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I

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

1. _____ is one in which the investment in Plant and Machinery doesn't exceeds Rs. 10 lacs
 - a) Small Enterprise.
 - b) Medium Enterprise.
 - c) Micro Enterprise.
 - d) Macro Enterprise.
2. SISIs established in the year :
 - a) 1966.
 - b) 1976.
 - c) 1956.
 - d) 1986.
3. _____ analysis involves an examination of the project idea in the light of internal and external constraints.
 - a) Network.
 - b) Input.
 - c) Techno economic.
 - d) Feasibility.
4. NSIC means _____.
 - a) National Service Industries Corporation.
 - b) National Small Industries Corporation.
 - c) National Securities Industries Corporation.
 - d) National Small Investment Corporation.
5. The term intrapreneur was coined by _____.
 - a) Peter Drucker.
 - b) Schum Peter.
 - c) David McClelland.
 - d) Gifford.

Turn over

Fill in the Blanks :

6. An entrepreneur is _____ one who introduces something new in an economy.
7. _____ projects are those in which the benefits cannot be measured quantitatively.
8. SIDO stands for _____.
9. Share Capital is a _____ source of finance.
10. Incentives include concessions _____ and bounties.

(10 × 1 = 10 marks)

Part II

Answer any eight questions from the following.

Each question carries 2 marks.

11. Define Entrepreneurship.
12. What is achievement motivation ?
13. Who is a technical entrepreneur ?
14. What are ancillary units ?
15. Define Project report.
16. What do you mean by business incubator ?
17. Define women entrepreneurship.
18. What is project lifecycle ?
19. What is bridge capital ?
20. Expand KINFRA.

(8 × 2 = 16 marks)

Part III

Answer any six questions from the following.

Each question carries 4 marks.

21. Explain the various types of entrepreneurial competencies.
22. What are the benefits of MSME ?
23. Write a note on KFC.
24. Explain the phases of project management.

25. List the merits and demerits of NPV.
26. What do you mean by industrial estates ? Explain its features.
27. What are the functions of ED clubs ?
28. What are the benefits provided by business incubator ?

(6 × 4 = 24 marks)

Part IV

Answer any two questions from the following.

Each question carries 15 marks.

29. Explain the various measures taken by the Government for the promotion of MSMEs.
30. What are the contents of a project report ? Explain the requisites of an ideal project report.
31. Briefly explain the industrial promotion activities of Government of Kerala.

(2 × 15 = 30 marks)

**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.