

**BUSINESS COMMUNICATION AND OFFICE
MANAGEMENT**

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)Answer any **FOUR** questions.

1. Explain importance of Business Communication.
2. Briefly explain Business Enquire.
3. Discuss Complaints letters.
4. Explain office memorandums.
5. Explain principles of office systems.
6. Briefly explain office Manual.
7. Explain importance of Interior decoration.
8. Explain Office Appliances.

SECTION B — (3 × 20 = 60 marks)Answer any **THREE** questions.

9. Explain the different types of layout of a business letter.
10. Explain Good Communication structure.

11. Discuss merits and demerits of Office Manual.
 12. Explain principles of Selecting Furniture.
 13. Discuss Essentials of Modern filling system.
 14. Briefly explain types of Appliances.
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 ECONOMIC ANALYSIS

(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. 'Economics is a study of wealth'. Discuss.
2. Examine the need for the study of elasticity of demand.
3. What is division of labour? State its benefits.
4. Explain the significance of law of returns.
5. Distinguish between direct and indirect cost with suitable illustration.
6. Why profit maximization objective is not considered an ideal one? Discuss.
7. Explain the terms GNP, NNP and Per capita income.
8. 'Rent is a differential surplus'. Discuss.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Discuss the general theory of distribution. Point out its limitations.
10. Explain
 - (a) gross and net profit
 - (b) gross and net interest.
11. Describe the significance of production function.
12. Explain how price and output decisions are made under perfect competition
13. Describe the concepts of price, income and cross elasticity of demand.
14. Explain the Marshall's concept of time element.

BANKING LAW AND PRACTICE

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Explain Negotiable Instrument.
2. What are the consequences of crossing of cheque?
3. Describe the sources of bank lending.
4. Explain endorsements.
5. Briefly explain cross marketing.
6. Discuss employment of funds.
7. Explain collection of cheque.
8. Discuss collateral securities.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Explain the effect of entries in bank pass book favourable to the banker and customer.
10. Briefly explain types of deposits.

11. Discuss liquidity profitability and safety.
12. Analyse the collecting banker's role in brief.
13. Explain material alteration.
14. Describe types of customers.

**FINANCIAL ACCOUNTING AND COST
ACCOUNTING**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions, choosing not more than
THREE from each part.

All questions carry equal marks.

(5 × 20 = 100)

PART A

1. How is posting made from the journal in the ledger? Explain with suitable examples.
2. Briefly explain Accounting process.
3. What are the difference between Trade discount and Cash discount?
4. What are the similarities and dissimilarities between a Trial Balance and Balance Sheet?
5. Explain the process of Internal Audit.

6. Define Costing and Cost Accounting. Explain the importance of Cost Accounting.

7. Give a brief account of the necessary organisation for the budgetary control.

8. Calculate the break even point from the following particulars :

	Rs.
Sales	3,00,000
Fixed expenses	75,000
Direct materials	1,00,000
Direct labour	60,000
Direct expenses	40,000

9. How do standard costs differ from estimated costs?
10. What is job order number? Explain how costs are booked against job number.

MONEY, BANKING, TRADE AND TRANSPORT

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)Answer any **FOUR** questions.

Each question carries 10 marks.

1. Explain role of money in Capitalist Economy.
2. What is inflationary gap? How may it be liquidated?
3. Distinguish between inflation and deflation.
4. Discuss the components of balance of trade.
5. Why is PPP theory studied? Explain its significance.
6. Explain the agency services of commercial banks.
7. Discuss significant of transport in economic development.
8. Enumerate the features of international trade.

SECTION B — (3 × 20 = 60 marks)Answer any **THREE** questions.

Each question carries 20 marks.

9. Discuss concepts and components of balance of trade.
10. What are the causes of inflation? How can it be controlled?
11. Discuss role and function of Reserve Bank of India.
12. Explain importance and features of international trade.
13. Briefly explain causes and effects of adverse balance of payments.
14. Describe the problems of railway transport.

PRINCIPLES OF MANAGEMENT AND
ENVIRONMENT OF BUSINESS

(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. What is the scope and nature of management?
2. State the functions of management.
3. How delegation can be made more effective?
4. Narrate the various steps in 'Man power planning'.
5. What is supervision? Specify the functions of a supervisor.
6. Distinguish between formal communication and informal communication.
7. Define co-ordination. Why is it needed?
8. What is 'Scientific Management'? State its elements.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Discuss how geographical and ecological factors affect business environment.
10. Critically analyse the social responsibilities of business in India.
11. State and explain the various steps to be taken to improve planning.
12. Enumerate internal and external sources of recruitment.
13. What are traditional control techniques? Explain.
14. 'It is easy to preach ethics in business; but it is very difficult to implement the same'. Elaborate.

BUSINESS STATISTICS AND MATHEMATICS

(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

PART A --- (4 × 10 = 40 marks)

Answer any **FOUR** questions.

1. What are the uses and limitations of statistics?

2. Calculate Harmonic mean from the following :

Marks : 30-40 40-50 50-60 60-70

Frequency : 15 13 8 6

Marks : 70-80 80-90 90-100

Frequency : 15 7 6

3. Calculate range, coefficient of range and quartile deviation from the following :

Price (Rs.) 10 12 13 16 11 12 13 10 15 19

4. 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.

5. Discuss the general problems in the construction of index numbers.

6. Explain the equation of a straight line parallel to y -axis.

7. Find $\frac{d}{dx} \left\{ \frac{(x-1)(x-2)}{(x+1)(x+2)} \right\}$.

8. Find the minimum value of the cost price function $y = 5 + 2x^2 - x^3$.

PART B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

9. Find the mean, median and mode.

Interval: 20-30 30-40 40-50 50-60

Frequency: 4 14 20 51

Interval: 60-70 70-80 80-90 90-100

Frequency: 32 17 6 4

10. Calculate correlation coefficient from the following results:

$$N = 10; \epsilon x = 140; \epsilon y = 150; \epsilon (x - 10)^2 = 180;$$

$$\epsilon (y - 15)^2 = 215; \epsilon (x - 10)(y - 15) = 10.$$

11. Calculate 5 yearly moving averages.

Year:	2001	2002	2003	2004	2005
Production (million tonnes):	87	61	92	86	112
Year:	2006	2007	2008	2009	
Production (million tonnes):	101	114	107	121	

12. Find the derivatives of

(a) $2x^{3/2} - 3\log_e x + 6$.

(b) $\frac{\log x}{x^2}$.

13. Discuss the rules relating to standard forms of integration.

14. "A system of linear equation is said to be consistent if it has at least one solution" - Discuss.

ENTREPRENEURSHIP

(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

1. Explain the various types of 'Entrepreneur'.
2. State the limitations of EDP.
3. How is a project report formulated?
4. Narrate the role of SSIDC in developing small enterprises in the country.
5. Explain the concessions in respect of the levy of excise duty and sales tax available to new units.
6. Specify the dangers of having excessive working capital in a firm.
7. Give the meaning of TQM. State its functions.
8. What is the need for revival of sick units?

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

9. State and explain the major constraints of small enterprises in international business.
10. Enumerate the various steps involved in processing of export orders.
11. A woman plans a large Gents' dress manufacturing unit in Coimbatore. Discuss the issues involved in development of a management team and organisation.
12. What is project appraisal? Why is it necessary? Discuss with an example.
13. Explain the various promotional activities of commercial banks in entrepreneurial development.
14. Discuss the factors determining requirement of working capital of a business concern.

BUSINESS LAW

(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

1. Explain the salient features of statute law.
2. Distinguish misrepresentation from fraud.
3. Examine the nature of class of agents.
4. Define sale. State its essentials.
5. Mention any four kinds of debenture with an illustration.
6. Distinguish between cheque and promissory note.
7. How are employee's gratuity determined? Explain.
8. Give an account of labour legislation.

PART B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

9. Explain the various differences between torts and crime.
10. Under what circumstances a contract is said to be discharged?
11. Discuss the nature and purposes of Indian Arbitration Act.
12. State and explain the kinds of human rights.
13. Examine the kinds of negotiable instruments in practice.
14. Point out the purposes for which ESI fund may be expended.

**ORGANISATIONAL BEHAVIOUR AND
PERSONALITY DEVELOPMENT**

(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

All questions carry equal marks.

Each answer not to exceed 1 page.

1. Define personality. Does heredity affect the developmental personality.
2. Explain the functions performed by a leader.
3. What are the various OB models?
4. How can an employee express his dissatisfaction? Discuss.
5. Examine the methods available for the measurement of morale of employees.

6. 'A good factory layout enhances the productivity of a worker.' Discuss.

7. Suggest measures that can be taken to ensure industrial safety.

8. Explain the different approaches to managing stress.

PART B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

All questions carry equal marks.

Each answer not to exceed 3 pages.

9. Discuss the important personality theories.
10. How are the Hawthorne experiments useful in understanding Organisational Behaviour?
11. What are the major factors affecting the employee morale? Discuss in detail.
12. "Industrial accidents are expensive" Explain the significance of the statement and describe the various measures that an employer should take statutorily as well as voluntarily for the prevention of accidents.
13. Evaluate the measures that can be adopted to overcome resistance by employees.
14. Describe the role of organisational development in organisational improvement. What are its various limitations and problems?

**PRODUCTION MANAGEMENT AND MATERIALS
MANAGEMENT**

(For those who joined in July 2003 and after)

Time : Three hours Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Explain the concept of production system.
2. How does the Government policy affect the selection of location?
3. What are the objectives of breakdown maintenance?
4. Explain the importance of production planning.
5. State the steps involved in implementing method study.
6. Explain the significance of materials management.
7. Discuss the duties of a purchasing department.
8. What are the principles of a good store location?

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Discuss the scope and objectives of production management.
10. Discuss the essential requirements of a good maintenance system.
11. Explain the relationship between time study, motion study and work study.
12. Enumerate the different types of inventory models.
13. Define the term quality. State its objectives.
14. Explain the factors that influence the selection of materials handling equipment.

MARKETING MANAGEMENT

(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

1. Explain the various concepts of marketing with brief illustration.
2. Point out the objectives of packaging.
3. Narrate the points to be considered in new product pricing.
4. Describe the problems associated with retail marketing.
5. Mention characteristics of sales promotion.
6. Explain the terms market research and marketing research.
7. Enumerate the difficulties involved in the measurement of attitude.
8. Explain the style and mechanics of report writing.

SECTION B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

9. What is product research? Explain its nature and scope.
10. Explain the utility of the study of sales potential. State the difficulties involved in it.
11. Discuss the nature and significance of marketing.
12. What are the types of advertising in practice?
13. State and explain the various methods of pricing.
14. Enumerate the steps involved in product planning. State the utility of product planning.

HUMAN RESOURCES MANAGEMENT

(For those who joined in July 2003 and after)

Time : Three hours Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. State the qualities of a personnel manager.
2. Write a note on :
 - (a) Job description
 - (b) Job specification.
3. Explain the meaning of 'Industrial relations'. Write its significance.
4. Narrate the strengths and weaknesses of the code of discipline.
5. What are the different methods of job evaluation?
6. Specify the factors that determine the wage policy of an organisation.

7. What are the incentives often offered to employees by the Indian organization?

8. Summarise the principles and procedures for conducting domestic enquiry.

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. "A multiplicity of trade unions hampers their bargaining ability" Discuss.
10. Outline the main provisions in "The Payment of Wages Act 1936".
11. Explain the structure of personnel department.
12. Discuss the components of wage and salary administration.
13. "Workers participation in management in India has not been a resounding success". Do you agree? Give your reasons.
14. State and explain the recent trends in "Trade union movement".

FINANCIAL MANAGEMENT

(For those who joined in July 2003 and after)

Time : Three hours Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

All questions carry equal marks.

1. Explain the functions of controller.
2. What do you understand by the term "Break-Even Analysis"? State its assumptions.
3. From the following particulars, calculate (a) Net profit and (b) Cash from operations.
Gross profit Rs. 30,000; Expenses paid Rs. 10,000; Interest received Rs. 2,000; The expenses paid include Rs. 1,000 paid for the next year, interest Rs. 500 has become due but has not yet been received.

4. Calculate the value of opening stock and closing stock.

Opening debtors Rs. 60,000

Closing debtors Rs. 90,000

Opening Bills Receivable Rs. 10,000

Closing Bills Receivable Rs. 20,000

Credit allowed to debtors 1 month; Gross profit 20% on cost; stock turnover ratio: 10 times; Opening stock was Rs. 10,000 more than closing stock.

5. Lakshmanan Ltd., plans to sell 1,10,000 units of a certain product line in the first fiscal quarter. 1,20,000 units in the second quarter, 1,30,000 units in the third quarter, 1,50,000 units in the fourth quarter and 1,40,000 units in the fifth quarter. At the beginning of the first quarter of the current year, there are 14,000 units of the product in stock. At the end of each quarter, the company plans to have an inventory equal to one-fifth of the sales for the next fiscal quarter. How many units must be manufactured in each quarter of the current year?

6. Project X initially costs Rs. 25,000. It generates the following cash inflows:

Year	Cash inflows Rs.	Present value of Re. 1 at 10%
1	9,000	0.909
2	8,000	0.826
3	7,000	0.751
4	6,000	0.683
5	5,000	0.621

Taking the cut-off rate as 10%, suggest whether the project should be accepted or not.

7. A five year Rs. 100 debenture can be sold for a net price of Rs. 97.50. The coupon rate of interest is 14% p.a. and the debenture will be redeemed at 5% premium. The tax rate is 50%. Compute the after tax cost of debenture.

8. A Ltd., expects a net operating income of Rs. 1,20,000. It has Rs. 6,00,000, 6% debentures. The overall capitalisation rate is 10%. Calculate the value of the firm and cost of equity according to the Net Operating Income Approach.

PART B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

All questions carry equal marks.

- Explain in brief the decisions involved in financial management.
- Discuss the importance of working capital for a manufacturing concern.
- From the following balance sheets as at March 31, 2013 and 2014, you are required to prepare a funds flow statement.

Particulars	31 st March 2013		31 st March 2013	
	Rs.	Rs	Rs	Rs
Share capital	40,000		45,000	
Trade creditors	10,000		23,000	
Profit and Loss a/c	2,30,000		2,50,000	

Liabilities:

Cash	30,000	47,000
Debtors	1,20,000	1,15,000
Stock in trade	80,000	90,000
Land	50,000	66,000
	<u>2,80,000</u>	<u>3,18,000</u>

Assets:

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12. From the particulars given below prepare a Cash Budget for the month of June 2014:

- (a) Expected sales: April 2014 - Rs. 2,00,000;
 May - Rs. 2,20,000; June - Rs. 1,90,000
 Credit allowed to customers is two months and 50% of the sales of every month is on cash basis.
- (b) Estimated purchases: May 2014 - Rs. 1,20,000; June - 1,10,000 40% of the purchase of every month is on cash basis and the balance is payable next month.
- (c) Rs. 2,000 is payable as rent every month.
- (d) Time lag in payment of overhead is $\frac{1}{2}$ month.
 Overhead; for May Rs. 12,000; June Rs. 11,000
- (e) Depreciation for the year is Rs. 12,000
- (f) Interest receivable on investment during June and December Rs. 3,000 each.
- (g) Estimated cash balance as on 1.6.2014 is Rs. 42,500.

13. The following are the cash inflows and outflows of a certain project.

Year	Outflows	Inflows	Present value at 10%
0	1,50,000		
1	30,000	30,000	0.909

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Year	Outflows	Inflows	Present value at 10%
2	-	30,000	0.826
3	-	50,000	0.751
4	-	60,000	0.683
5	-	40,000	0.621

The salvage value at the end of 5 years is Rs. 40,000. Taking the cut off rate as 10%, calculate net present value.

14. Two firms L and U are identical in all respects except for the debt equity mix. Firm L has issued 12% debentures of Rs. 15,00,000. Firm U has no debt. Both L and U earn 30% before interest and taxes on their total assets of Rs. 20,00,000. The tax rate is 50% and equity capitalization rate is 20%. Compute the value of the two firms using:
 (a) Net Income approach (b) Net Operating Income approach.

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COMPUTER APPLICATIONS IN BUSINESS

(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Describe the working principles of CPU with neat block diagram.
2. Enumerate the several types of operating system in detail.
3. Narrate the external commands of MS-DOS with examples.
4. How do you create shortcut on desktop? Explain.
5. State the salient features of wordpad application.
6. Describe the evolution of computer languages.
7. What is meant by Spam mail? Explain.
8. Write short notes on E-Business.

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Illustrate the various design and implementation issues of operating system.
10. Enumerate the salient features and advantages of disk operating system.
11. State the architecture of I/O channels and processors.
12. List out the several benefits of the E-Commerce applications.
13. Discuss the underlying concepts of Traditional EDI systems.
14. Narrate an overview of system development life cycle.