



SS – 557

V Semester B.B.A. Degree Examination, November/December 2018
(F+R) (CBCS) (2016 – 17 & Onwards)
BUSINESS ADMINISTRATION

5.6 : Elective : Paper – II : Advertising and Media Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in English only.

SECTION – A

Answer **any five** questions. **Each** question carries **two** marks. (5×2=10)

1. a) What is Advertising campaign ?
- b) Who is an Advertising copy writer ?
- c) What is Recognition Test ?
- d) Name different type of Ad-agency.
- e) State any 2 significance of Media scheduling.
- f) Give the meaning of Internet Advertising.
- g) State the elements of communication process.

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks. (3×6=18)

2. Enumerate the steps in Marketing strategy.
3. Explain the Ethical aspects of Advertising.
4. Write the functions of Media Research.
5. What are the types of Advertising Appeals ?
6. Describe the advantages of using Ad-agency services.

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SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks. (3×14=42)

7. Explain in detail the key factors influencing Media planning.
 8. Describe the steps of creative process.
 9. "Do you think DAGMAR approach is an effective tool in planning Advertising efforts". Explain.
 10. "Advertising as an element of Marketing Mix". Explain.
 11. Explain the types of Advertising Research and State the advantages of respective type.
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V Semester B.B.A. Degree Examination, November/December 2018
(F+R) (CBCS) (Semester Scheme) (2016-17 and Onwards)

BUSINESS ADMINISTRATION

5.2 : Computer Application in Business

Time : 3 Hours

Max. Marks : 70

*Instruction : Answers should be written in **English** only.*

SECTION – A

- I. 1) Answer **any 5** sub-questions. Each sub-question carries **two** marks. (5×2=10)
- What is a database ?
 - Expand OAS and TPS.
 - What is a work sheet ?
 - What is a slide ?
 - Define voucher in Tally.
 - What is book mark ?
 - Mention any four basic elements of Tally screen.

SECTION – B

- II. Answer **any three** questions. Each question carries **six** marks. (3×6=18)
- What are the steps in data processing ?
 - Explain the features of MS-PowerPoint.
 - What are the advantages of DBMS ?
 - Explain the advantages of Tally.
 - What is MS Excel ? What are its features ?

P.T.O.



SECTION - C

III. Answer **any three** questions. **Each** question carries **fourteen** marks. (3×14=42)

- 7) Explain the main components of MS Word window.
 - 8) What is MIS ? Explain its characteristics.
 - 9) Explain the hierarchical data structure with its advantages and disadvantages.
 - 10) What is mail merge ? What are the advantages of mail merge ?
 - 11) Explain DSS and its components.
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V Semester B.B.A. Examination, Nov./Dec. 2018
(CBCS – Fresh and Repeaters) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 5.1 : Entrepreneurial Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in English only.

SECTION – A

I. Answer **any five** sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**

- 1) a) Who is an entrepreneur ?
- b) Mention any two problems faced by small scale industry.
- c) Mention any two factors affecting project selection.
- d) Mention any two common pitfalls to be avoided while preparing a business plan.
- e) Expand the following :
 - i) SFC
 - ii) TECSOK.
- f) Mention any two difference between entrepreneur and enterprise.
- g) Mention any two objectives of SIDBI.

SECTION – B

II. Answer **any three** questions. **Each** question carries **six** marks. **(3×6=18)**

- 2) Explain any six points to bring out the importance of entrepreneurship.
- 3) Explain any six characteristics of a small scale industry.
- 4) Explain any six factors affecting identification of business opportunity.
- 5) Explain any six features of business plan.
- 6) Mention any twelve causes of industrial sickness.

P.T.O.



SECTION – C

III. Answer **any three** questions. **Each** question carries **fourteen** marks. (3×14=42)

- 7) Explain any fourteen characteristics of a successful entrepreneur.
 - 8) Explain any ten advantages of a small scale industry.
 - 9) What is product selection ? Explain any eight factors affecting product selection.
 - 10) What is a business plan ? Explain any eight advantages of preparing a business plan.
 - 11) What is an industrial estate ? Explain the following (any six points each) :
 - a) Objectives of industrial estates
 - b) Types of an industrial estate.
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V Semester B.B.A. Degree Examination, November/December 2018
(F + R) (CBCS) (2016-17 and Onwards)
BUSINESS ADMINISTRATION

5.6 Elective Paper – II : Financial Markets and Services

Time : 3 Hours

Max. Marks : 70

Instruction : All answers should be legibly written in English only.

SECTION – A

Answer **any 5** of the following sub-questions. **Each** sub-question carries 2 marks.

(5×2=10)

1. a) Name any four players in the stock market.
- b) What is lease ?
- c) What is venture capital ?
- d) Mention any four mutual funds.
- e) Expand : OTCEI : NSDL.
- f) What is ATM ?
- g) Mention any two trading segments of NSE.

SECTION – B

Answer **any 3** of the following questions. **Each** question carries 6 marks. (3×6=18)

2. What are the features of primary market ?
3. Write a note on hire-purchase finance.
4. What are the objectives and powers of SEBI ?
5. What are the merits and demerits of mutual funds ?
6. Differentiate between credit card and debit card.

P.T.O.



SECTION – C

Answer **any 3** of the following questions. **Each** question carries **14** marks. **(3×14=42)**

7. Discuss in detail the functions of financial markets.
 8. Explain the organisation, functions and functioning of SEBI.
 9. Explain the functioning and different schemes of mutual funds.
 10. What are the different types of factoring ? Explain.
 11. Explain the recent trends in financial services.
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V Semester B.B.A. Degree Examination, November/December 2018
(F+R) (CBCS – 2016 – 17 & Onwards)
BUSINESS ADMINISTRATION
5.3 : Investment Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

Answer **any five** of the following sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**

1. a) What do you understand by financial assets ?
- b) What is economic analysis ?
- c) What is a warrant ?
- d) What is an optimal portfolio ?
- e) What do you mean by Mutual Fund ?
- f) What do you mean by unsystematic risk ?
- g) An investor expects a dividend of ₹ 5 per share for each of 10 years and a selling price of ₹ 80 at the end of 10 years. Calculate the present value of share if his required rate of return is 12%.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **six** marks. **(3×6=18)**

2. Briefly explain Markowitz Model of Portfolio Management.
3. Distinguish between 'investment' and 'speculation'.
4. What are the objectives of industry analysis ?

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- 5. What are the advantages and disadvantages of ADRs ?
- 6. The probabilities and associated returns of Modern Foods Ltd. are given below :

Return %	:	12	15	18	20	24	26	30
Probability	:	0.05	0.10	0.24	0.26	0.18	0.12	0.05

Calculate the standard deviation.

SECTION – C

Answer **any three** of the following questions. **Each** question carries **fourteen** marks.

(3×14=42)

- 7. Explain the different types of risks in detail.
- 8. Explain in detail 'Porters five force model'.
- 9. What are the types of global mutual funds ?
- 10. What is technical analysis ? Explain.
- 11. From the following information calculate :
 - a) Expected rate of returns and
 - b) Risk in terms of standard deviation of securities X and Y.

Security X		Security Y	
Probability	Return %	Probability	Return%
0.05	6	0.10	5
0.15	10	0.20	8
0.40	15	0.30	12
0.25	18	0.25	15
0.10	20	0.10	18
0.05	24	0.05	20



V Semester B.B.A. Examination, Nov./Dec. 2018
(CBCS) (F + R) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
5.4 : Management Accounting

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

1. Answer **any five** questions, **each** sub-question carries **two** marks. (5×2=10)
- State any 4 objectives of Management Accounting.
 - Name any four tools used for analyzing the financial soundness of a company.
 - Calculate current assets and current liabilities, when current ratio is 3 : 1 and working capital is Rs. 50,000.
 - State any two differences between funds flow statement and cash flow statement.
 - What is meant by Break Even Chart (BE-Chart) ? Why it is prepared ?
 - What is meant by Budgetary Control ?
 - GP ratio is 30%, Gross Profit is Rs. 2,00,000. Calculate the COGS.

SECTION – B

- Answer **any three** questions; **each** question carries **six** marks. (3×6=18)
- Distinguish between Financial Accounting and Management Accounting.
 - What is meant by funds flow statement ? What are the uses of preparing FFS ?
 - Determine the Cost of Goods Sold from the following ;
Current Liabilities Rs. 6,00,000, Current Ratio 2, Liquid ratio 1.5 and Inventory turnover ratio 6 times.
 - Given : Sales Rs. 5,00,000, fixed cost Rs. 1,00,000, variable cost Rs. 3,00,000. Find out the following :
 - P/V ratio
 - BEP and
 - Sales required to earn a profit of Rs. 90,000.

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6. Calculate the 'cash flow from operating activities' from the following data :

Particulars	2016	2017
P and L Appropriation A/c	60,000	80,000
B/R	15,000	20,000
Provision for depreciation	52,000	56,000
Outstanding salary	10,000	15,000
Prepaid rent	5,000	6,000
Goodwill	22,000	18,000
Stock	59,000	62,000

SECTION – C

Answer **any three** questions from the following questions; **each** question carries **fourteen** marks. (3×14=42)

7. Following is the B/S of Akshara Limited as at 31-03-2016 :

Liabilities	Amount in Rs.	Assets	Amount in Rs.
Equity share capital	3,00,000	Land and Building	2,00,000
General Reserve	1,75,000	Plant and Machinery	1,00,000
Dividend Equalization Reserve	25,000	Furniture	1,37,500
Debentures	80,000	Investments	1,25,000
Long-term loans	20,000	Stock	1,50,000
Creditors	1,00,000	Bills receivable	67,500
Bills payable	50,000	Cash in hand	60,000
Provision for tax	25,000	Preliminary expenses	40,000
P and L Account :			
Previous year balance	5,000		
Current year balance	1,00,000		
Total	8,80,000	Total	8,80,000

Calculate :

- | | |
|------------------------|------------------------------------|
| 1) Current ratio | 2) Liquid ratio |
| 3) Net working capital | 4) Fixed assets to net-worth ratio |
| 5) Debt-Equity ratio | 6) Return on capital employed |
| 7) Proprietary ratio | 8) Return on equity. |

8. From the following B/S of Aathma Company Ltd., prepare a Statement of changes in working capital and a fund flow statement :

Liabilities	2015 Rs.	2016 Rs.	Assets	2015 Rs.	2016 Rs.
Equity share capital	60,000	80,000	Goodwill	20,000	16,000
8% Preference share capital	30,000	20,000	Land and Building	40,000	34,000
Capital reserve	—	4,000	Plant and Machinery	16,000	40,000
General reserve	8,000	10,000	Investments	4,000	6,000
P and L Account	6,000	9,600	Sundry debtors	28,000	34,000
Proposed dividend	8,400	10,000	Stock	15,400	21,800
Creditors	5,000	9,400	Bills receivables	4,000	6,000
Bills payable	4,000	3,200	Bank	3,000	2,000
Outstanding expenses	6,000	7,200	Cash in hand	2,000	1,600
Provision for taxation	8,000	10,000	Preliminary Expenses	3,000	2,000
Total	1,35,400	1,63,400		1,35,400	1,63,400

Additional Information :

- 1) A piece of land has been sold out in 2016 and the profit on sale has been credited to Capital Reserve Account.
- 2) A machine has been sold for Rs. 2,000 (the Book value of the Machine was Rs. 2,400), Depreciation of Rs. 2,000 is charged to Plant Account in 2016.
- 3) Income tax paid during the year was Rs. 8,000.
- 4) An interim dividend of Rs. 4,000 has been paid in 2016.

9. From the Following Balance Sheets of Akhilesh Ltd., and additional information prepare a cash flow statement as per AS-3.

Liabilities	2016 Rs.	2017 Rs.	Assets	2016 Rs.	2017 Rs.
Equity share capital	13,00,000	15,00,000	Goodwill	30,000	20,000
General reserve	2,00,000	2,50,000	Land and Buildings	7,50,000	10,00,000
P and L Account	1,20,000	1,80,000	Plant and machinery	6,00,000	8,00,000
Bank Loan (long-term)	3,00,000	2,00,000	Investments	1,35,000	1,00,000
Sundry creditors	1,00,000	1,60,000	Stock	3,30,000	2,30,000
Bills payable	80,000	60,000	Debtors	2,30,000	3,32,000
Proposed dividend	1,00,000	1,75,000	Cash and bank	1,50,000	88,000
Provision for tax	45,000	60,000	Preliminary expenses	20,000	15,000
Total	22,45,000	25,85,000	Total	22,45,000	25,85,000



Additional Information :

- a) Depreciation written off during the year ending 31-03-2017 on Plant and Machinery was Rs. 1,20,000.
- b) Equity shares were issued against the acquisition of assets of another company. The assets consisted of Land and Building worth Rs. 1,50,000 and Stock worth Rs. 50,000. No depreciation was provided on Land and Building.
- c) Dividend of Rs. 13,500 was received during the year.
- d) Provision for taxation and proposed dividend shall be treated as non-current liabilities.

10. The following information related to production and sale of an article for September and October 2016 :

Particulars	September -2016	October -2016
Sales (Rs.)	3,80,000	6,50,000
Profit (Rs.)	–	30,000
Loss (Rs.)	24,000	–

Calculate :

- 1) Break-even sales value
- 2) Profit or Loss at Rs. 4,60,000 sales and
- 3) Sales required to earn a profit of Rs. 50,000.

11. The expenses budgeted for the production of 10,000 units are furnished below :

Particulars	Rs. per Unit
Material	70
Labour	25
Variable expenses (direct)	5
Variable overheads	20
Fixed overheads (Rs. 1,00,000)	10
Administration expenses (Rs. 50,000)	5
Selling expenses (10% fixed)	13
Distribution expenses (20% fixed)	7
Total cost	155

Prepare a flexible budget for 8,000 units and 12,000 units. Assume that the administrative expenses remain fixed at all levels of production.