

9174/BAA

BBA (CA)

OCTOBER 2009

PRINCIPLES OF MANAGEMENT

Time : Three hours

Maximum : 100 marks

SECTION A — ($4 \times 10 = 40$ marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Discuss the nature of management.
2. Describe the necessity of human skills in management.
3. What are the tools and techniques of scientific management?
4. Planning is a bridge between the present and the future. Explain.
5. Differentiate between formal and informal organisations.
6. Define job analysis, job description and job specification. How does job description assist in employing adequately qualified people for a particular job?

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7. Define supervision. Discuss the position of a supervisor in an enterprise.
8. What are the essentials of a good communication system?

SECTION B — ($3 \times 20 = 60$ marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Define management. Discuss the different levels of management in an organisation.
10. Taylor and Fayol are the undisputed pioneers of modern management. Elucidate.
11. What are the various problems with delegation of authority? What steps would you take to address these problems?
12. What do you understand by motivation? Explain the concept of hierarchy of needs.
13. Describe the quantitative standards against which performance can be measured. Which of these standards would be more appropriate for a medium size industry?
14. Describe the importance of co-ordination. Discuss the techniques of achieving effective co-ordination.

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

SECTION A — ($4 \times 10 = 40$ marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Illustrate the growth definition of economics.
2. Critically examine law of equi marginal utility.
3. What are the determinants of market demand for a product?
4. Show the derivation of long run average cost curve.
5. Define production function. State and explain Cobb-Douglas production function.
6. State the characteristics of monopolistic competitive firm.
7. What are the business objectives other than profit maximization?
8. Suggest suitable measures to control business cycles.

SECTION B — ($3 \times 20 = 60$ marks)

Answer any THREE questions.

Each question carries 20 marks.

9. What is business economics? Explain its subject matter.
 10. What are the factors influencing elasticity of demand?
 11. Write a detailed note on the working of transfer pricing.
 12. Summarise the effects of inflation on the economy.
 13. What are the credit control measures adopted by Reserve Bank of India?
 14. Explain the trend in national income in India. State its significance.
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11. From the details given below, calculate material variances

Material	Standard			Actual		
	Qty	Rate	Amt	Qty	Rate	Amt
X	500	6	3000	400	7	4200
Y	400	4	1600	500	3	1500
	<u>900</u>		<u>4600</u>	<u>900</u>		<u>5700</u>

12. An investment proposal requires an initial cash outlay of Rs. 50,000, which generates the following net cash flows.

Year	Cash in flow (Rs.)	Present value @ 10%
I	16,000	0.91
II	19,000	0.83
III	27,000	0.75
IV	25,000	0.68
V	40,000	0.62

Find out net present value and profitability index.

13. Explain the factors influencing capital structure of a firm.

14. What is cash management? Discuss the motives of holding cash.

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ACCOUNTING AND FINANCIAL MANAGEMENT

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

Each answer should not exceed 1 page.

1. Define accounting. Explain the accounting rules.
2. Differentiate between trial balance and balance sheet.
- 3.

Rs.

Total Sales	1,00,000
Sales returns	7,000
B/R at end	2,000
Cash sales	20,000
Debtors at end	9,000
Total creditors at end	10,000

Calculate average collection period.

4. Calculate p/v ratio, BEP, margin of safety and profit with the following information :

Fixed cost Rs. 9,000

Sales Rs. 30,000

Variable cost Rs. 15,000.

5. What do you mean by variance? Explain its classification.

6. The expenses at 80% plant capacity as follows :-

Rs.

I variable overhead

Material 12,000

Labour 4,000

II Semi variable overhead

Power (30% fixed 70% variable) 20,000

Repair (60% fixed 40% variable) 2,000

III fixed overhead

Depreciation 11,000

Insurance 3,000

Salaries 10,000

Total over head 62,000

Prepare a flexible budget at 70% and 90% capacity.

7. 'Liquidity and profitability' are essential for a good financial management. Do you agree? Explain.

8. The current Market price of an equity share of a company is Rs. 90. the current dividend per share is Rs. 4.50. In case the dividends are expected to grow at the rate of 7%, calculate the cost of equity capital.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

Each answer should not exceed 3 pages.

9. What are the merits and demerits of accounting?

10. From the following balance sheets of A Ltd, prepare a fund flow statement.

	1999	2000		1999	2000
	Rs.	Rs.		Rs.	Rs.
Share capital	8,000	8,500	Land	7,400	8,400
P and L a/c	1,450	2,450	Debtors	1,650	1,950
Creditors	900	500	Stock	900	700
Bank loan	—	500	Cash	400	900
	<u>10,350</u>	<u>11,950</u>		<u>10,350</u>	<u>11,950</u>

FUNDAMENTALS OF COMPUTERS

Time : Three hours

Maximum : 100 marks

SECTION A — ($4 \times 10 = 40$ marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Write about algorithm with suitable example.
2. What are the computing methods? Explain.
3. Perform the following :
 - (a) $(2475)_8 = (?)_2$
 - (b) $(41819)_{10} = (?)_{16}$
4. Describe the Internal memory in detail.
5. What are the different types of keys in keyboard?
6. What are the different activities of an Operating System? Explain.
7. Describe On-line systems and Real time Operating System.
8. Explain the main components of network.

SECTION B — ($3 \times 20 = 60$ marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Explain the different types of computers in detail.
 10. Discuss assembly language with example.
 11. Discuss any four types of printers in detail.
 12. Explain the UNIX Operating System with neat diagram.
 13. Describe 'bounded media' in detail.
 14. What are the uses of computer networks? Discuss them.
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MS - OFFICE

Time : Three hours

Maximum : 100 marks

SECTION A — ($4 \times 10 = 40$ marks)

Answer any FOUR questions.

Each questions carries 10 marks.

1. Explain the various types of toolbars in word.
2. Explain format of the page and paragraph.
3. How do you
 - (a) Create a Table?
 - (b) Create a Bookmark?
4. How do you
 - (a) Create a Chart?
 - (b) Print a Document?
5. Explain :
 - (a) Cell Referencing
 - (b) Naming cell Ranges.
6. Explain how do you move data from cells to another location.
7. Discuss will you print the worksheet.
8.
 - (a) How will you create database?
 - (b) How will you view the object in the database?

SECTION B — ($3 \times 20 = 60$ marks)

Answer any THREE questions.

Each questions carries 20 marks.

9. How will you change styles, fonts and font sizes of the text in word?
10. How will you
 - (a) Work with Tools?
 - (b) Print Documents?
11. What are the parts of the Excel Screen? Explain.
12. How will you print the work sheet?
13. What is Form? Explain how will you create and add title to your Form. Discuss.
14. Discuss how will you find the database Information.

12. From the following information find Fisher's ideal index and show that it satisfies Time and Factor reversal tests :

Commodity	2008		2009	
	Price (Rs.)	Quantity (kgs)	Price (Rs.)	Quantity (kgs)
A	6	50	10	56
B	2	100	2	120
C	4	60	6	60
D	10	30	12	24
E	8	40	12	36

13. Prove that the rate of fall of MR curve is twice the rate of fall of AR curve.

14. Define "Business forecasting". Discuss its uses.

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BUSINESS MATHEMATICS AND STATISTICS

Time : Three hours

Maximum : 100 marks

SECTION A — ($4 \times 10 = 40$ marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Find the equation of the straight line the portion of which between the axes is divided by the point (4, 3) in the ratio 2 : 3.

2. Differentiate the following with respect to X

(a) $(ax + b)^n$

(b) $\log_e(ax + b)$.

3. Investigate the following function for maximum and minimum

$$y = \frac{1}{3}x^3 - 2x^2 + 3x + 1.$$

4. Draw a component bar diagram for the following data.

Country	A	B	C	D	E
Male population (in millions)	11.2	12	20	34	15
Female population	8.9	10	19	38	20

5. Calculate :

(a) Median

(b) Mode from the following :

Annual sales (Rs. '000) Frequency

Less than 10 4

Less than 20 20

Less than 30 35

Less than 40 55

Less than 50 62

Less than 60 67

6. Calculate :

(a) Quartile deviation

(b) Coefficient of quartile deviation from the following :

Marks :	10	20	30	40	50	60	70
No. of students :	8	12	6	18	10	7	3

7. Write the meaning of "Function of a Function rule". Prove that $\frac{dy}{dx} = \frac{dy}{du} \cdot \frac{du}{dx}$ where y is a function of u and u is a function of x .

8. Define statistics. Discuss its uses in business.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Evaluate :

(a) $\int x^{1/2} dx$ and

(b) $\int \left(2^x + \frac{4}{x} - \frac{a}{x^{1/3}} \right) dx$.

10. Find the inverse of the matrix $\begin{pmatrix} 1 & 3 & 3 \\ 1 & 4 & 3 \\ 1 & 3 & 4 \end{pmatrix}$.

11. On the basis of the following data obtain regression equations :

X:	15	27	27	30	34	38	46
Y:	120	140	150	170	180	200	250

BUSINESS COMMUNICATION

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

Each question carries 10 marks.

1. Define communication. What are the objectives of communication?
2. How can the barriers to effective communication be overcome?
3. List out the essential requirements of an effective oral communication.
4. Write short notes on :
 - (a) Active listening
 - (b) Selective listening
 - (c) Passive listening.
5. Discuss the various steps in evaluating presentation.

6. State the principles of letter writing.
7. Write an enquiry letter from M/S Rajesh Trading Coy., to the Agra General Merchants asking for details of the woolen cloths and terry cotton clothes.
8. "Collection letters are usually written in a series"
— Explain.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. How is Non-Verbal Communication different from Verbal Communication? What are its strengths and limitations?
10. What is oral communication? Discuss the merits and demerits of oral communication.
11. Write a letter requesting credit information from Mr. Govindan, No : 9, Annasalai, Chennai-1. Who has sent his first order for Rs. 1,00,000 /- worth of electrical appliances on a credit basis.
12. Draft a reply to a letter seeking your confidential opinion about the financial soundness and trustworthiness of a business friend with whom you had very satisfactory dealings for several years.

13. You sent a money order of Rs. 3400/- addressed to M/S Arivazhagan & Coy, Salem-7 about a fortnight back. But the addressee has not received it so far. Therefore, make out a complaint to the Post Master through whom you sent the money order.

14. Write a letter to the Electricity Board authorities in your area about the frequent failure of electricity in your area and asking for proper remedial action.

ORGANISATIONAL BEHAVIOUR AND
PERSONALITY DEVELOPMENT

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Distinguish between the fields of psychology and social psychology.
2. Critically evaluate the various causes of human behaviour.
3. Explain various factors that determine the personality.
4. Discuss the nature of perception.
5. What happens to attitude and motivation if one of these factors does not exist? Give reasons.
6. Discuss the nature and types of motivation.
7. Under what circumstances the group decision making be preferable to individual decision making?
8. Define power. How does it differ from authority and influence?

Answer any THREE questions.

9. Critically evaluate the scientific management in terms of efficiency and productivity.
 10. What are the strategies by which an organisation reinforce learning of desired behaviour in its employees?
 11. What can the management do to satisfy the various levels of needs of workers as shown in Maslow's model?
 12. Differentiate between formal groups and informal groups. Are the informal groups in any way in conflict with the formal groups? If so give reasons for your judgement.
 13. Discuss some conflict resolution techniques. What are the strengths and weaknesses of each?
 14. What can be the different human reactions to organisational changes? Discuss.
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VISUAL PROGRAMMING – VISUAL BASIC

Time : Three hours

Maximum : 100 marks

SECTION A — ($4 \times 10 = 40$ marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Explain the Form Designer and Project Explorer with a neat diagram.
2. Discuss the Loop structure with examples.
3. What is a sub-procedure? Explain its uses with an example.
4. Discuss the various Mathematical Functions.
5. Write short notes on the Time Function used in VB.
6. Discuss the following :
(a) Text Box (b) Combo Box (c) List Box.
7. What is Drag and Drop? Explain with examples.
8. Discuss the Database and its connectivity with VB.

SECTION B — ($3 \times 20 = 60$ marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Discuss in detail managing a project in Visual Basic.
 10. Explain the usage of Multi dimensional Arrays.
 11. Briefly describe strings in Visual Basic.
 12. Describe Mouse Events and its use in VB.
 13. What is Data Control? How is it done in VB?
 14. Discuss collection of objects in Visual Basic.
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E — COMMERCE AND INTERNET TECHNOLOGY

Time : Three hours

Maximum : 100 marks

SECTION A — ($4 \times 10 = 40$ marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Explain E-commerce consumer Applications with examples.
2. Who are 'internet service providers'? Explain their functions?
3. Analyse the role of credit cards in E-commerce.
4. Define 'EDI'. Explain its process with illustration.
5. Explain the role of Internet in group learning and training.
6. Discuss the process involved mobile TCP in networking.

7. Analyze 'POST' method in CGI and its applications.

8. What are 'Array' operators? Explain.

SECTION B — ($3 \times 20 = 60$ marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Describe the anatomy of E-commerce with examples.
10. Explain the merits and limitations of electronic payment system.
11. What is meant by OSI model? Explain its need and functions.
12. Describe the method of creating PERL objects?
13. Examine the mobile informant Access devices.
14. Discuss the different types of call center services.