CP–9497	Sub. Code
	96213

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

International Business

MANAGERIAL ECONOMICS

(2017 Onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Economics.

2.   What is rational decision making?

3.   What do you mean by negative demand?

4.   Write a short note on Delphi method.

5.   What do you mean by utility?

6.   What is consumer surplus?

7.   What do you mean by production schedule?

8.   What is iso-cost?

9.   What is a market?

10.   What do you mean price discrimination?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the significance of economic tools in the current business context.

    Or

    (b) Discuss the role of managerial economics in today's business environment.

12. (a) Explain the different price elasticity of demand.

    Or

    (b) Give reasons, why demand curve slopes downwards towards the right?

13. (a) Detail the proponents of cardinal utility approach.

    Or

    (b) Explain why marginal utility diminishes when a consumer successively consumes the same type of commodities?

14. (a) Explain the economic region of production.

    Or

    (b) Detail the economies and diseconomies of scale.

15. (a) Discuss the characteristics of perfect competition.

    Or

    (b) Discuss the price output determination under monopoly market structure.

CP–9497

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Detail the significance of managerial economics in the current business context.

Or

(b) Explain the different methods of demand forecasting.

17. (a) Explain theory of consumer behaviour through and cardinal and ordinal approaches.

Or

(b) Detail marginal rate of substitution in production analysis.

18. (a) Explain the price output determination under perfect competition.

Or

(b) Explain break even analysis with a suitable example.

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3 **CP–9497**

CP–9498		Sub. Code
		96214

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

International Business

MANAGEMENT CONCEPTS AND PRACTICES

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Management.

2.   List out the functions of management.

3.   What do you mean by pre scientific management era?

4.   What is HR movement?

5.   State the importance of planning.

6.   What is programmed decision making?

7.   Mention various types of organisations.

8.   Define centralization.

9.   State the need for controlling.

10.   What do you mean by leadership?

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a)   Discuss the nature of management.

          Or

     (b)   'Management whether science or art'. Discuss.

12. (a)   Write a note on evolution of management thought.

          Or

     (b)   Describe about Hawthorne experiments.

13. (a)   Explain the steps in decision making.

          Or

     (b)   Give short note on planning process.

14. (a)   Discuss the reasons for the formation of informal organisation.

          Or

     (b)   Describe line and staff organisation with suitable illustration.

15. (a)   Explain various types of leadership styles.

          Or

     (b)   Discuss the steps involved in controlling.

               2   **CP–9498**

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Distinguish between administration and management.

                    Or

     (b) Describe the contributions of Henri Fayol.

17. (a) Write an essay on various types of plans.

                    Or

     (b) Explain the various types of decisions.

18. (a) Describe the principles of organisations.

                    Or

     (b) Explain the various theories of motivation.

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3   **CP–9498**

CP–9499

Sub. Code
96215

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

International Business

ACCOUNTING – I

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is ledger?

2.   What are the golden rules of accounting?

3.   What is bill of exchange?

4.   What is a Bank Reconcilation statement?

5.   What is depreciation?

6.   What is installment purchase?

7.   What is joint venture?

8.   What is balance sheet?

9.   What is an insurance claim?

10.   What is Departmental Accounts?

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Discuss about the accounting concepts.

Or

(b) Record the following transaction in the journal of Mr. Raja and post them in the ledger and balance the same.

2004

Jan 1 Raja commenced business with cash, Rs. 15,00,000

3 Paid into bank Rs. 5,00,000

5 Bought goods for Rs. 3,60,000

7 Paid travelling charge Rs. 5,000

10 Sold goods for Rs. 2,50,000

15 Sold goods to Balan Rs. 2,40,000

20 Purchased goods from Narayanan Rs.2,10,000

25 With drew cash Rs. 60,000

12. (a) Distinguish between double entry system and single entry system.

Or

(b) From the following particular of Mr. Suresh, prepare a bank reconciliation statement as an 31.12.2008.

(i) Balance per cash book on 31.12.2008 was Rs. 15,000

(ii) Cheque for Rs. 6000 were deposited on 25th December but collected in January 2009.

2   **CP–9499**

(iii) Cheque for Rs. 3,000 was issued in December out of which only cheques for Rs. 2,000 were presented for payment in December 2008.

(iv) Banker has debited bank charges of Rs. 25 for which no entry has been made in cash book.

13. (a) Explain the technique of preparing account current under periodical or daily balance method.

Or

(b) A machine was purchased on 1st January 2007 at a cost of Rs. 19,000 and Rs. 1,000 was spending on its installation. The depreciation is written off at 10%, on the original cost method every year. The machine was sold for Rs. 10,000 on 30th September 2008. Show the machinery account for the two years.

14. (a) What are the accounts to be maintained under consignment account?

Or

(b) What is income and expenditure account? Give the general format.

15. (a) Explain about Accounting for Dependent Branches.

Or

(b) Write an essay on Rate of return.

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CP–9499

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss about the different kinds of errors.

Or

(b) The following information is the Trial Balance of Raman Traders on 31ˢᵗ December 2001.

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Cash in hand	1,500	Sales	2,50,000
Cash at bank	3,000	Returns	
Purchases	1,10,000	outwards	2,000
Returns inwards	1,500	Capital	56,000
Wages	20,000	Accounts payable	30,000
Power and fuel	8,000		
Carriage outwards	6,000		
Carriage inwards	5,000		
Opening inventory	6,000		
Land	10,000		
Building	80,000		
Machinery	30,000		
Patents	15,000		
Salaries	12,000		

4

CP–9499

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Sundry expenses	6,000		
Insurance	1,000		
Drawings	8,000		
Accounts receivable	15,000		
	3,38,000		3,38,000

You are required prepare trading, profit and loss Account for the year ended and balance sheet as at 31st December 2001. Adjustments to be made are given below :

(i) Closing inventory as at 31st December 2001, Rs. 20,000

(ii) Provision for bad and doubtful receivable at 5% on debtors.

(iii) Outstanding salary Rs. 5000; outstanding wages Rs. 3,000

(iv) Depreciation 10% on all assets.

17. (a) From the following information, calculate the profit earned by a petty trader during the year 2006.

Capital as an 31.12.2006	66,000
Capital as on 1.1.2006	65,000
Drawings during 2006	12,000
Further capital introduced by him	7,000

Or

(b) Define Depreciation. What are the internal and external causes of depreciation?

5 **CP–9499**

18. (a) What is forward method? How current account was prepared under this method?

Or

(b) A Machinery was purchased for Rs. 17,000 on 1.10.2006. Installation expenses incurred Rs. 3,000. Accounts were closed on 31st March and depreciation charged at 10% on written down value method. On 3.3.2009 it was sold for Rs. 10,000. Prepare machinery account for all the years.

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6

CP–9499

CP–9500

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

International Business

BUSINESS COMMUNICATION – I

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1.   What is business communication?

2.   What do you mean by formal communication?

3.   What is meant by SWOT?

4.   Write the objectives of corporate communication.

5.   What is miscommunication?

6.   Write a short note on seminar.

7.   What is fax?

8.   What is first draft?

9.   How Group discussion is used?

10. What is collection letter?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Write the different methods of communication.

    Or

    (b) Explain the theories of communication.

12. (a) Explain Audience analysis.

    Or

    (b) Describe vote's model of interdependence.

13. (a) Explain the importance of formal communication.

    Or

    (b) Give a brief note on Effective listening exercise.

14. (a) Write the barriers in business communication.

    Or

    (b) Explain the importance of group discussion in communication.

15. (a) Write a brief note on persuasive letters.

    Or

    (b) What is office memorandum? Explain with examples.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Enumerate the principles of effective communication.

    Or

    (b) Explain the forms of communication models and process.

17. (a) Explain SWOT analysis in detail.

    Or

    (b) What are the different types of reports?

18. (a) Explain formal and informal communication networks.

    Or

    (b) What are the merits and demerits of using internet in communication?

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3 **CP–9500**

CP–9501

Sub. Code
96223

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Second Semester

International Business

APPLIED MACRO ECONOMICS

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is Economical development?

2.   Explain Macro Economics.

3.   Write the any two economic reforms.

4.   What is national income?

5.   Explain NDP.

6.   What is DPI?

7.   Explain the concept of Budget.

8.   What is Inflation?

9.   What is Fiscal defect?

10.   Explain the term public Expenditure.

Part B $(5 \times 5 = 25)$

Answer **all** the following questions.

11. (a)   Discuss the merits of Macro economics.

    Or

    (b)   Explain the process of Circular flow of Income.

12. (a)   Discuss the law of demand.

    Or

    (b)   Discuss the National Income, examine its measures.

13. (a)   How will you calculate per capital Income?

    Or

    (b)   Critically examine the theory of Income.

14. (a)   Discuss the theory of employment.

    Or

    (b)   What are the various functions of money?

15. (a)   Explain the causes of Unemployment.

    Or

    (b)   What are the consequences of inflation?

CP–9501

Part C $(3 \times 10 = 30)$

Answer **all** questions.

16. (a) Explain the factor cost and Market price.

Or

(b) Discuss the Classical Vs Modern Economic approach.

17. (a) What are the various sources of Public finance?

Or

(b) Discuss the factors influencing taxable capacity.

18. (a) Explain the Philips Curve and its causes.

Or

(b) What are the various fiscal policy instruments?

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CP–9501

CP–9502

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Second Semester

International Business

ACCOUNTING – II

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Who are all called partners?

2.   What is partnership deed?

3.   What are the adjustment entries?

4.   What is gaining ratio?

5.   What is revaluation account?

6.   State the meaning of amalgamation of firm.

7.   What is capital loss?

8.   What is preference shares?

9.   What is meant by un claimed dividend?

10.   What are divisible profits?

Part B (5 × 5 = 25)

Answer the following questions.

11. (a) What are the features of partnership?

Or

(b) X and Y are two partners sharing profits equally X drew regularly Rs. 200 at the end of every month and Y drew regularly Rs. 200 at the beginning of every month for the 6 months ending 30th June 2007. Calculate interest on drawings at 5% p.a.

12. (a) What are reasons for amalgamation?

Or

(b) M and G sharing profits in the ratio of 5:3 took out a joint life policy of Rs. 40,000 on January 1, 2003, for 20 years paying on annual premium of Rs. 2,200. G died on April 20, 2006 and the claim was received on May 25. Show the amounts treating the premium paid as an expense and is closed every year to the P and L a/c.

13. (a) What circumstances is partnership dissolved?

Or

(b) K Ltd issued 40,000 shares of Rs. 10 each payable in full on application as per a private placement agreement the company received applications for 40,000 shares applications were accepted in full. Show journal entries in the book of K.

14. (a) Write notes on underwriting of shares.

Or

(b) P Ltd acquired 65% share of Q ltd on 1.10.16. P & L a/c in the books of Q Ltd. Showed a debit balance of Rs. 40,000. On 1.4.16 on 31-3-17 the balance sheet of Q Ltd shared P and L a/c balance of Rs. 1,20,000. Calculate capital profit and revenue profit.

2 **CP–9502**

15. (a) What are the types of debentures issued by a limited company?

Or

(b) A holds 200 shares of 10 each in R Ltd. He has paid Rs. 3 and Rs. 2 per share on application and allotment respectively, but failed to pay first and second class of Rs. 3 and Rs. 2 respectively. The directors for feited the shares. Give journal entry.

Part C (3 × 10 = 30)

Answer the following questions.

16. (a) What are the duties of a partner?

Or

(b) The partnership was sold to a company. The company agreed to allot 10,000 shares of Rs. 10 each at a premium of Rs.2 further it agrees to pay Rs.80,000 in cash. The various assets taken over were Rs. 2,50,000 plus liabilities Rs. 70,000. Calculate the purchase consideration.

17. (a) State the rule in garner Vs Murray case.

Or

(b) Sai and Sekar were partners in a firm sharing profits in the ratio of 3:2. They admitted Karti to 1/3 shares. What would be their new profit ratio in each of the following cares?

   (i) If Karti acquired his share equally from the old partners

   (ii) If he acquired his profits share in the original ratio of the old partners

   (iii) If he acquired to as 3/2 from Sai and 1/2 from Sekar.

3

CP–9502

18. (a) What are the circumstances firm may be dissolved?

Or

(b) A company had Rs. 4,00,000 5% debentures on 1-1-2006. (Redeemable on 31-12-2006) On that date the sinking fund stored at Rs. 3,74,500 represented by Rs.50,000. Own debentures purchased at an average price of Rs.99 and Rs. 3,30,000 3% stock. The annual instalment was Rs. 14,200.

On 31-12-2006 investments were realised at Rs. 98 and the debentures were redeemed. Write up the accounts for 2006.

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CP–9502

CP–9503	Sub. Code 96225

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Second Semester

International Business

ORGANIZATIONAL BEHAVIOUR

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Define : organization.

2. What do you mean by emotional intelligence?

3. Define perception.

4. What is brain storming?

5. What do you mean by job description?

6. Define job enrichment.

7. What is team building?

8. What are the importances of Hawthorne experiment?

9. What do you mean by managerial grid?

10. Differentiate counselling and guidance?

Part B　　　　　　　　　$(5 \times 5 = 25)$

Answer the following questions.

11. (a) What are the importance and scope of organizational behavior?

Or

(b) Explain the types of Personality Tests.

12. (a) What are the factors affecting Perception?

Or

(b) Describe the techniques of Motivation.

13. (a) Describe the advantages and limitations of Job enrichment.

Or

(b) Explain the determinants of Job satisfaction.

14. (a) Give an account of the types of conflicts.

Or

(b) Explain the process of making group decisions. How can group decisions be made more effective?

15. (a) Discuss the various OD Interventions.

Or

(b) What are the reasons for employees to resist change? Explain with suitable examples.

2　　　　　　**CP–9503**

Part C $(3 \times 10 = 30)$

Answer the following questions.

16. (a) Explain McGregor's theory X and theory Y.

Or

(b) Explain the Herzberg's Two factor Theory and its implications.

17. (a) What is meant by Group Dynamics? What problems may be created by informal groups in the organizations?

Or

(b) What is Job Enrichment? Under what conditions job enrichment is likely to be more successful? Discuss.

18. (a) Explain the concept of Transactional Analysis. How does TA help predict behavior of people?

Or

(b) Explain the styles of leadership with suitable merits and demerits.

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3   **CP–9503**

CP–9504	Sub. Code 96227

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Second Semester

International Business

BUSINESS COMMUNICATION – II

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer the following questions.

1. What is Business Communication?

2. What is a Circular?

3. What is Verbal Communication?

4. What is E-Mail?

5. What is Grape Wine?

6. What is Jargon?

7. What is E-Meeting?

8. What is Oral Report?

9. What is Attention line?

10. What is Noise?

Part B (5 × 5 = 25)

Answer the following questions.

11. (a) Explain the merits of report.

Or

(b) Distinguish between short-report and long-report.

12. (a) Distinguish between committee and conference.

Or

(b) Explain barriers of listening.

13. (a) Explain the advantages of Communication.

Or

(b) Discuss the 7C's of Communication.

14. (a) Discuss the types of interviews.

Or

(b) Write notes on Kinesics.

15. (a) What are the merits of effective listening?

Or

(b) Discuss the merits of oral interview.

Part C (3 × 10 = 30)

Answer the following questions.

16. (a) What are the principles of oral presentations?

Or

(b) Discuss the principles of effective listening.

2 **CP–9504**

17. (a) What are the significance of Body language?

            Or

    (b) What are the various interview skills? Explain.

18. (a) Explain the modern forms of Communication.

            Or

    (b) How will you prepare and present the report in conferences?

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3   CP–9504

CP–9505

Sub. Code
96231

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018.

Third Semester

International Business

HUMAN RESOURCE MANAGEMENT

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   State the objectives of HRM.

2.   Mention the qualifications of HR manager.

3.   Write any two benefits HRP.

4.   Define placement.

5.   What is human capital?

6.   Define training.

7.   State the purpose of training.

8.   Define demotion.

9.   What is 360 degree appraisal?

10.   State the importance of objectives.

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the operative functions of HRM.

    Or

    (b) Describe the objectives of HRM.

12. (a) Discuss the benefits of training.

    Or

    (b) State the problems involved in placement.

13. (a) Write a short note on the purpose of induction.

    Or

    (b) Give a note on HRM strategies.

14. (a) Explain promotion policy with suitable example.

    Or

    (b) Describe the causes of demotion.

15. (a) Write a note on job evaluation

    Or

    (b) Discuss the principles of performance appraisal.

2   **CP–9505**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on role and qualities of HR manager.

Or

(b) Discuss the methods of recruitment.

17. (a) Explain selection process.

Or

(b) Narrate on on-the-job and off-the-job training methods.

18. (a) Critically analyse the recent techniques of wage fixation.

Or

(b) Explain modern methods of performance appraisal.

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3 **CP–9505**

CP–9506

Sub. Code
96232

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

International Business

MARKETING MANAGEMENT

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What do you mean by market?

2. What is a brand?

3. Who is a consumer?

4. Differentiate need with want.

5. What do you mean by target market?

6. What is USP?

7. What is skimming pricing?

8. What do you mean by publicity?

9. What is organized retailing?

10. What do you mean by direct marketing?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a)   Discuss the nature of marketing.

          Or

    (b)   Detail the impact of emotional benefits in marketing.

12. (a)   Explain the various elements of marketing mix.

          Or

    (b)   Give a brief note on segmenting.

13. (a)   Detail the various types of positioning.

          Or

    (b)   Discuss how targeting plays a key role in enhancing the marketing program.

14. (a)   Explain the stages of developing new product.

          Or

    (b)   Detail the bases of market segmentation.

15. (a)   Discuss the different pricing strategies adopted while introducing a new product into the market.

          Or

    (b)   Discuss the significance of personal selling.

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a)   Detail the importance of marketing.

          Or

    (b)   Explain the five marketing concepts.

2   **CP–9506**

17. (a) What is market differentiation? Detail its need.

Or

(b) Detail the novel marketing strategies for a service firm of your own choice.

18. (a) Explain the various promotion mix that are commonly used for FMCG.

Or

(b) Detail the significance of personal selling and direct marketing.

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CP–9506

CP–9507	Sub. Code 96233

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

International Business

FINANCIAL MANAGEMENT

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is financial management?

2.   What is cost of capital?

3.   What is operating leverage?

4.   What is EPS?

5.   What is NPV?

6.   What is capital budgeting?

7.   What is working capital management?

8.   What is operating cycle?

9.   What is dividend?

10.   What is capital structure?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the goals of financial management? Discuss them in brief.

Or

(b) A company expects a dividend of Re. 1.00 per share next year and is expected to grow at 6% per year perpetually Determine the cost of equity capital, assuming the market price per share is Rs. 25.

12. (a) The operating and cost data of ABC Ltd. are:

Sales   Rs. 20,00,000

Variable cost Rs. 14,00,000

Fixed cost   Rs. 4,00,000 (including 15% interest on Rs. 10,00,000)

Calculate its operating, financial and combined leverages.

Or

(b) Define cash flow statement and what are its uses?

13. (a) Detail the need and significance of capital budgeting.

Or

(b) Determine the discounted payback period NPV, PI for a project which requires a cash outlay of Rs. 10,000 and generates cash inflows of Rs. 2,000, Rs. 4,000, Rs. 3,000 and Rs. 2,000 in the first, second, third and fourth year respectively.

14. (a) Discuss the advantages of working capital.

Or

CP–9507

(b)   From the following information, you are required to forecast their working capital requirement.

Projected Annual sales   Rs. 65,00,000

Percentage of net profit on cost of sales   25%

Average credit period allowed to debtors 10 weeks

Average credit period allowed by   4 weeks
creditors

Average stock carrying (in terms   8 weeks
of sales requirement)

   Add 10% to computed figures to allow for contingencies.

15.   (a)   Discuss the factors which influence the dividend policy of a firm.

Or

(b)   Explain the importance of the capital structure.

Part C   (3 × 10 = 30)

Answer **all** questions.

16.   (a)   Explain the main functions of financial manager.

Or

(b)   A company issues 10% irredeemable debentures of Rs. 1,00,000. The company is in the 55% tax bracket. Calculate the cost of debt (before as well as after tax) if the debentures the cost of debt (before as well as after tax) if the debentures are issued at (i) par (ii) 10% discount (iii) 10% premium.

3   **CP–9507**

17. (a) Calculate the average rate of return for project and Y from the following:

	Project X	Project Y
Investment	Rs. 30,000	Rs. 40,000
Net profit for year 1	6,000	12,000
2	6,000	10,000
3	4,000	8,000
4	4,000	6,000
5	–	4,000

Or

(b) Explain the various factors influencing working capital.

18. (a) Detail the different forms of dividend.

Or

(b) Critically examine one various methods of evaluating capital budgeting proposals. Discuss their advantages and disadvantages.

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CP–9507

CP–9508

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

International Business

FUNDAMENTALS OF FOREIGN TRADE

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is international business?

2.   What is franchising?

3.   What do you mean by micro environment of a business?

4.   What is exchange rate?

5.   Mention the objectives of SAFTA.

6.   What is Euro?

7.   What are horizontal strategic alliances?

8.   State any two merits of outsourcing of services in international business.

9.   What are patents?

10. What is Foreign Portfolio Investment?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Examine the nature of international business.

Or

(b) Bring out the advantages of exporting as a mode of entry in to international business.

12. (a) As an international marketer how would you assess the global environment of business?

Or

(b) 'Economic conditions of a country are the important determinants of business strategies'- Explain.

13. (a) What is NAFTA? What are its activities?

Or

(b) Bring out the objectives of SAPTA.

14. (a) What are the disadvantages of joint ventures in international business?

Or

(b) What are the points to be kept in mind by an international marketer for making a workable cross culture alliance?

15. (a) Emphasise the need for regulating international business transactions in a country like India.

Or

(b) What are the rules of taxation meant for foreign income of Indian companies?

2   **CP–9508**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the benefits of international business.

Or

(b) Describe the different stages of internationalisation of business.

17. (a) Explain the different components of international business environment.

Or

(b) Examine the role of ASEAN in the promotion of economic integration among member countries.

18. (a) Explain the traditional and emerging reasons for forming strategic alliances in international business.

Or

(b) Explain any five regulations governing international business transactions in India.

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3

CP–9508

CP–9509

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

International Business

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define data.

2. What are the limitations of statistics?

3. What do you mean by arithmetic mean?

4. Define mode.

5. Discuss the importance of time series analysis in business?

6. Define Secular trend in a time series?

7. What do you mean by bivariate analysis?

8. Define Spearmen's Rank correlation

9. Define regression.

10. When linear regression is used?

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Explain classification and its types?

Or

(b) What do you mean by tabulation and its objectives?

12. (a) Calculate Median for the following data :

Class interval :	0 – 10	10 – 20	20 – 30	30 – 40	40 – 50	50 – 60	60 – 70
Frequency :	7	18	34	50	35	20	6

Or

(b) Discuss about the qualities of good measures of central tendency?

13. (a) The sale of a commodity in tonnes varied from January 2009 to December 2009 in the following manner

280   300   280   280   270   240

230   230   220   200   210   200

Fit a trend line by the method of semi-averages.

Or

(b) What are the components of time Series? Explain.

14. (a) Data on rainfall and crop production for the past seven years are as follows :

Rainfall in inches :	20	22	24	26	28	30	32
Crop production :	30	35	40	50	60	60	55

Find the correlation coefficient and comment on the relationship.

Or

(b) Define rank Correlation coefficient. Explain it in detail.

2   **CP–9509**

15. (a) Given that overheads expenses and units produced at different plants of a company.

Overhead :	191	170	272	155	280	173	234	116	153	178
Units :	40	42	53	35	42	39	48	30	37	40

Develop the regression equation and predict the overhead with 50 units are produced.

Or

(b) What are the related problems on regression lines and regression coefficient?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) "Statistics is a method of decision-making in the face of uncertainty on the basis of numerical data and calculated risk." Explain with suitable illustrations.

Or

(b) Find out quartile deviation for the following data relating the monthly earnings (in 000 Rs) of 100 vegetables merchants.

Income (in 000 Rs.) :	10 – 12	12 – 14	14 – 16	16 – 18	18 – 20	20 – 22
Frequency No. of Merchants :	10	15	38	20	13	4

3   **CP–9509**

17. (a) Calculate 5-yearly moving average trend for the time series given below :

Year :	1990	1991	1992	1993	1994	1995	1996
Qty :	239	242	238	252	257	250	273
Year :	1997	1998	1999	2000	2001	2002	2003
Qty :	270	268	288	284	282	300	303
Year :	2004	2005	2006	2007	2008	2009	2010
Qty :	298	313	317	309	329	333	327

Or

(b) What do you mean by dispersion? What are the methods of computing dispersion? How does it differ from skewness?

18. (a) Calculate Karl Persons coefficient of correlation between expenditure on advertising and sale from the data given below :

Advertising (expenses Rs.) :	39	65	62	90	82	75	25	98	36	78
Sales (Lakhs Rs.):	47	53	58	86	62	68	60	91	51	84

Or

(b) State the properties of the coefficient of multiple linear correlations.

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4

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CP–9510

Sub. Code
96236

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

International Business

FUNDAMENTALS OF BUSINESS TAX

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is Tax?

2.   Define Income.

3.   Define profession.

4.   What is capital gain?

5.   What is gross total income?

6.   Define Assessment year.

7.   Define Business.

8.   What is meant by dealer?

9.   What is value added tax?

10.   Define service tax.

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Describe the residential status of an individual.

Or

(b) Write the impact of incidence of tax.

12. (a) Madhan submits the following particulars as regards his house property (25% used for own residence, 25% used for own profession. 50% let out for residential purposes)

Standard rent 1,12,000 Rent received for let out portion 48,000 Municipal taxes 12,000 Repairs 24,000 Ground rent 2,400 LIC premium 3,000 Interest on loan 2,400 Income from profession 60,000. Compute Madhans income from house property.

Or

(b) Explain the term perquisites. Mention any six examples of perquisites net liable to tax.

13. (a) What are the ways to calculate total gross income?

Or

(b) Write the steps to calculate a tax liability.

14. (a) Write the basic schemes of CST.

Or

(b) What are the types of customs duty?

15. (a) What are the different stages of VAT?

Or

(b) Write a note on administration service tax.

CP–9510

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain any ten deductions allowable from gross total income U/s 80.

        Or

    (b) Write the difference between Capital and Revenue tax.

17. (a) Mrs.Indu, a resident individual, owns a house in U.S.A. She receives rent @$ 2,000 per month she paid municipal taxes of $ 1,500 during the financial year 2010-11. She also owns a two storied house in Mumbai, ground floor is used for her residence and first floor is let out at a monthly rent of Rs. 10,000. Standard rent for each floor is Rs. 11,000 per month and fair rent is Rs. 10, 000 per month. Municipal taxes paid for the house amounts to Rs. 7,500. Mrs. Indu had constructed the house by taking a loan from a nationalized bank on 20.6.2006. She repaid the loan of Rs. 54,000 including interest of Rs. 24,000. The value of one dollar is to be taken as Rs. 45. Compute total income from house property

        Or

    (b) Explain the short term and long term of capital gain.

18. (a) Discuss the various expenses that are expressly disallowed in the assessment of business income.

        Or

    (b) Detail the sources of Service Tax?

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3   **CP–9510**