

CP-7878

Sub. Code

11T

B.B.A. DEGREE EXAMINATION, NOVEMBER 2017.

International Business

வணிக கடிதங்கள்

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

பகுதி அ

(10 × 2 = 20)

எல்லா வினாக்களுக்கும் விடையளிக்க.

1. வணிக மடலின் கட்டமைப்பு யாவை?
2. வணக்கவுரை என்றால் என்ன?
3. ஆணையுருக்கள் என்றால் என்ன?
4. முகமைக் கடிதங்கள் விளக்குக.
5. சரக்காணை மறுப்பிற்கான காரணங்களைக் கூறுக.
6. நாணய மாற்றுக் கடிதம் என்றால் என்ன?
7. போக்குவரத்துக் கடிதம் என்றால் என்ன?
8. நிறுமக் கூட்டம் என்றால் என்ன?
9. வாணிக அறிக்கையின் வகைகளைக் கூறுக.
10. சந்தை அறிக்கை பற்றிக் கூறுக.

பகுதி ஆ

(5 × 5 = 25)

அனைத்து வினாக்களுக்கும் விடையளி.

11. (அ) வணிகக் கடிதத்தின் இயல்புகள் யாவை?

(அல்லது)

(ஆ) முனைவு கடிதம் எழுதும் போது கருத்தில் கொள்ள வேண்டியவை யாவை?

12. (அ) சரக்காணை மறுப்பிற்கான காரணங்களை விவரி.

(அல்லது)

(ஆ) புதிய இடத்திற்கு தொழிலை துவங்குவது பற்றி கடிதம் வரைக.

13. (அ) முகமை வழங்கக் கேட்டு மல்லிகை அண்ட் கோ-விற்கு விண்ணப்பம் செய்க.

(அல்லது)

(ஆ) அரசுடனான கடிதம் போக்குவரத்து என்றால் என்ன? அவற்றின் பிரிவுகளைக் கூறுக.

14. (அ) கடல் காப்பீட்டின் வகைகள் யாவை?

(அல்லது)

(ஆ) நிகழ்ச்சிக் குறிப்பின் பொதுவான உள்ளடக்கம் யாது?

15. (அ) ஒரு வங்கியர், மற்றொரு வங்கியருக்கும் இடையே ஏற்படும் கடிதப் போக்குவரத்தை விவரி.

(அல்லது)

(ஆ) கடன் விண்ணப்பம் நிராகரிக்கப்பட்டதை அறிவிக்கும் மடல் வரைக.

பகுதி இ

(3 × 10 = 30)

ஏதேனும் மூன்று வினாக்களுக்கு விடையளி.

16. (அ) விசாரணைக் கடிதம் என்றால் என்ன? விசாரணைக் கடிதத்திற்கான பதில் எவ்வாறு அமைய வேண்டும்?

(அல்லது)

- (ஆ) சரக்கு அனுப்புவதில் ஏற்பட்ட கால தாமதத்திற்கு வருத்தம் தெரிவித்து ஒரு கடிதம் வரைக.

17. (அ) நிலுவைத் தொகை கடந்த நான்கு மாதங்களாக பாக்கி உள் நிலையில் அதனை முற்றிலும் செலுத்தக் கோரி சற்றே கடினமாக ஒரு கடிதம் வரைக.

(அல்லது)

- (ஆ) நடைபெறவிருக்கும் ஆண்டு கூட்டத்தின் அறிவிப்பு மடல் வரைக.

18. (அ) ஒரு நிறுவனத்தின் இளநிலை கணக்காளர் பணிக்கு ஒரு விண்ணப்பக் கடிதம் எழுதுக.

(அல்லது)

- (ஆ) ஒரு நிறுவன இயக்குநரின் கூட்ட நடைமுறை பொறுப்புக்களை விவரி.

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11H

B.B.A. DEGREE EXAMINATION, NOVEMBER 2017

International Business

HINDI – I STORY, NOVEL, GRAMMAR AND
TRANSLATION – I

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

सभी प्रश्नों के उत्तर संक्षेप में लिखिए।

1. 'बेनीमाधव सिंह' का संक्षिप्त परिचय दीजिए।
2. कौन किस के लिए क्या प्रायश्चित्त करता है?
3. लहनासिंह ने नकली लपटन को कैसे पहचाना?
4. पाँच मिनट के मुलाकात में बाबू जी और गोपाल की बीच में क्या बातें हुईं?
5. 'मतई' का संक्षिप्त परिचय दीजिए।
6. 'भुवनमोहन सिन्हा' किस विभाग में काम करते थे?
7. 'बाबू भालचंद्रा सिन्हा' के रूप - रंग कैसे थे?
8. 'रुकमणी' का संक्षिप्त परिचय दीजिए।

9. किन्हीं दो का लिंग बदलिए।
 (a) नौकर (b) तेली
 (c) नर (d) नाना
10. किन्हीं दो का वचन बदलिए।
 (a) आँख (b) लता
 (c) चिड़िया (d) किताब

Part B

(5 × 5 = 25)

सभी प्रश्नों के उत्तर दीजिए।

उत्तर संक्षेप में लिखिए।

11. (a) 'श्रीकंठ सिंह' का संक्षिप्त परिचय दीजिए।
 या
 (b) 'उसने कहा था' इस कहानी में किसने, किससे क्या कहा था?
12. (a) 'भगवतीचरण वर्मा' का संक्षिप्त परिचय दीजिए।
 या
 (b) 'मोहनलाल महतो वियोगी' का संक्षिप्त परिचय दीजिए।
13. (a) एक - वचन से बहुवचन बनाने के नियम क्या - क्या है?
 या
 (b) पुल्लिंग से स्त्रीलिंग बनाने के नियम क्या - क्या है?

14. (a) जियाराम की मृत्यु कैसे हुई?

या

(b) सियाराम किसके साथ भाग गया और क्यों?

15. (a) अंग्रेजी में अनुवाद कीजिए।

कोडैककानल की झील बहुत प्रसिद्ध है। इसके किनारे - किनारे एक अच्छी सड़क बनी हुई है। मौसम में इसपर सदा भीड़ रहती है। झील पर नावें भी चलती हैं। नाव चलाने में बड़ा आनन्द आता है। कोडैककानल में एक वेधशाला है।

या

(b) हमारे देश में पहले अंग्रेजी में अच्छे अच्छे समाचार पत्र निकलते थी। खुशी की बात है, आजकल सभी देशी-भाषाओं में भी अच्छे समाचार-पत्र निकल रहे हैं। हमारे देश में अब प्रजातंत्र कायम हुआ है। इस समय समाचार-पत्र बड़ा उपयोगी सिद्ध हो रहा है।

Part C

(3 × 10 = 30)

सभी प्रश्नों के उत्तर दीजिए।

उत्तर विस्तार से लिखिए।

16. (a) कहानी कला के तत्वों के आधार पर 'बड़े घर की बेटी' कहानी का सारांश लिखिए।

या

(b) 'संज्ञा' किसे कहते हैं? उनके भेदों को उदाहरण सहित समझाइए।

17. (a) 'निर्मला' उपनयास का सारांश लिखिए।

या

(b) अपने हाथों अपने पैरों पर कुल्हाडी मारने की कहावत को तोतारम ने अपने चरित्र से सार्थक किया सिद्ध कीजिए।

18. (a) 'विशेषण' किसे कहते हैं? उनके भेदों को उदाहरण सहित समझाइए।

या

(b) अंग्रेजी में अनुवाद कीजिए।

रबर बहुत लचीला होती है। इसलिए उससे अनेक उपयोगी चीजें बनायी जाती हैं। हम जिस हावाई जहाज़ पर बैठकर आकाश में उड़ते हैं और स्टीमर पर बैठकर हजारों मील समुद्र में यात्रा करते हैं, उस हावाई जहाज़ और स्टीमर को बनाते समय रबर काम में लाया जाता है। रबर की पहिये को पकड़कर हम बिना तैरे घंटों पानी में रह सकते हैं। अब तो रबर ने हमारे जीवन में इतना अधिक स्थान जमा लिया है कि यदि वह न हो, तो हमारे अनेक आवश्यक कार्य बंद हो जाएँ ।

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11F

B.B.A. DEGREE EXAMINATION, NOVEMBER 2017**International Business****Part I — FRENCH****(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

Part A**(10 × 2 = 20)**Answer **all** questions.

1. La Capitale de la France, c'est...?
(The Capital of France is?)
2. Le Louvre est...?
(Louvre is a?)
3. Le drapeau Français est...
(The French Flag is....?)
4. Give the French Words for :
(a) Good Morning and
(b) Good Afternoon
5. Comment tu t'appelles?
6. Comment allez-vous?
7. Les filles dans la classe _____.

8. Les garçons dans la classe _____.
9. Il ya combien de jours dans une semaine?
10. Quels sont les jours de la semaine?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. Complétez avec les verbes à la forme convenable.

(Complete with the correct form of verb)

- (a) (i) Il _____ (parler) Français.
 (ii) Nous _____ (habiter) à Delhi.
 (iii) Manuel _____ (aimer) la glace.
 (iv) Vous _____ (habiter) à Doha?
 (v) J' _____ (aimer) la télévision.

Ou

- (b) (i) Ils _____ (aimer) la musique classique.
 (ii) Tu _____ (parler) espagnol?
 (iii) Mon Père _____ (s'appeler) M. Lavigne.
 (iv) J' _____ (habiter) dans cette maison.
 (v) Elles _____ (parler) italien.

12. (a) Décrivez votre Mère en 5-6 lignes.
 (Describe your mother in 5-6 lines).

Ou

- (b) Décrivez votre famille.
 (Describe your Family)

13. Complétez avec les verbes donnés.

(Complete with the verbes given).

- (a) (i) Nous _____ une belle maison (avoir)
 (ii) Tu _____ Français (Parler)
 (iii) Vous _____ américain? (être)
 (iv) Je _____ à l'école (aller)
 (v) Ma cravate _____ marron (être).

Ou

- (b) (i) Jacques et Anne _____ à la campagne (aller)
 (ii) Ils _____ le gâteau (aimer)
 (iii) Elle _____ à la piscine (aller)
 (iv) Il _____ anglais et français (parler)
 (v) Elles _____ une voiture rouge (avoir).

14. Écrivez ces phrases au Pluriel.

(Write these sentences in Plural)

- (a) (i) Le crayon est noir.
 (ii) C'est une robe rouge.
 (iii) La maison est blanche.
 (iv) Le drapeau est vert.
 (v) C'est un chapeau marron.

Ou

- (b) (i) Le bateau est gris.
 (ii) La cravate est grise.
 (iii) C'est un oiseau jaune.
 (iv) L'horloge est rose.
 (v) La fleur est orange.

15. Quelle heure est-il?
(What is the time in French ?)

- (a) (i) 6.00 a.m
(ii) 7.00 a.m
(iii) 8.00 a.m
(iv) 9.00 a.m
(v) 10.00 a.m

Ou

- (b) (i) 2.00 p.m
(ii) 3.00 p.m
(iii) 4.00 p.m
(iv) 5.00 p.m
(v) 6.00 p.m.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write the Alphabets in French.

Ou

- (b) List out any five fruits and any five vegetables in French.

17. Write the numbers in French from :

- (a) 1 to 20

Ou

- (b) 20 to 40.

18. (a) Write the Months of the Year in French.

Ou

- (b) List out any ten colours in French.

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12

B.B.A. DEGREE EXAMINATION, NOVEMBER 2017**International Business****Part II — PROSE AND COMMUNICATION SKILLS****(2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Who were the foreigners who invaded and looted India?
2. State the reasons for the bad sprits of the boss of the lift-man?
3. Why does the manager suspect that the narrator might be a detective?
4. How does Huxley regard time?
5. What did Kali buy for the little children?
6. What are the diseases to which the drug user is susceptible?
7. Fill in the blanks with appropriate tenses.
My mother _____ for Delhi tomorrow. (leave)
She is _____ (play) cricket now.
8. What is passive voice?
9. What is auxiliary verb?
10. Define articles.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) How does Dr. Kalam comment on the evasive nature of Indians?

Or

- (b) What are the ill effects of war on our every day civilities?

12. (a) Write a paragraph on the moral effect that Leacock conveys through "*My Financial Career*".

Or

- (b) Explain cosmic time, giving examples.

13. (a) Describe the circumstances leading to Kali's disillusionment with children.

Or

- (b) What are the dangers of drug abusers?

14. (a) Elucidate the uses of present continuous tense with examples.

Or

- (b) Explain the difference between the simple past and the simple present.

15. (a) What are the two types of articles?

Or

- (b) How are *shall* and *will* used?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What instances of corruption in India are given is given by Kalam?

Or

- (b) Discuss the importance and effects of good manners.
17. (a) How has the factory or an office affected our sense of time?

Or

- (b) What are the different drugs mentioned by Hardin? How do they affect the human brain?
18. (a) Fill in the correct form of the verb.
- (i) Next week I _____ (meet her).
 - (ii) Ram _____ (come) to his house every day.
 - (iii) My sister _____ (clean) her room today.
 - (iv) I don't know why he _____ (kill) her yesterday.
 - (v) Mani _____ (read) this book for the past two hours.
 - (vi) We _____ (discuss) the matter already in detail.
 - (vii) By the time he is thirty five, he _____ (spend) all his money.
 - (viii) If she _____ (play) well, she _____ (win)
 - (ix) My brother _____ (consult) the principal.

Or

- (b) Change the following sentences as directed.
- (i) I lost _____ one rupee note today
(use article)
 - (ii) London is on _____ Thames (use
article)
 - (iii) She cooked the meal for the family (identify
verb)
 - (iv) The committee suggested that Saturdays
should be holidays (identify verb)
 - (v) You were blamed by him. (change into active)
 - (vi) Fruits have been eaten by them(change into
active)
 - (vii) The mouse was killed by the cat. (change into
active)
 - (viii) They can run a race (change into passive)
 - (ix) He had posted the letter(change into passive)
 - (x) Mother Teresa cared for the sick and the poor.
(change into passive)
- _____

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13

B.B.A. DEGREE EXAMINATION, NOVEMBER 2017

International Business

MANAGERIAL ECONOMICS

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Managerial Economics?
2. What do you meant by law of demand?
3. What Consumption?
4. Give the short notes on oligopoly.
5. What is ISO cost?
6. Explain demand forecasting.
7. What are consumer goods?
8. What is law of supply?
9. What is product pricing?
10. Explain Duopoly.

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain the scope of Managerial Economics.

Or

- (b) Discuss the welfare view of economics.

12. (a) What are the different types of Price Elasticity of demand?

Or

- (b) Give the detail notes on forecasting for a new product.

13. (a) What are the objectives of Demand forecasting?

Or

- (b) Briefly discuss the objectives of managerial Economics.

14. (a) Discuss about the cardinal Approach.

Or

- (b) State features of monopolistic market.

15. (a) What are the objectives of Pricing?

Or

- (b) Discuss the scale of production.

Part C $(3 \times 10 = 30)$ Answer **all** questions.

16. (a) What are the assumptions of revealed preference theory of demand?

Or

- (b) Write briefly on indifference curve.

17. (a) What are the factors affecting consumer behavior?

Or

- (b) What are the Types of Elasticity of Demand?

18. (a) Briefly explain the role of Business Economist to Modern business management.

Or

- (b) What are the characteristics of oligopoly?
-

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14

B.B.A. DEGREE EXAMINATION, NOVEMBER 2017

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. What is leadership?
3. Give the short notes on staffing.
4. Define scientific management.
5. What is decision making?
6. What is organization?
7. What is meaning of departmentation?
8. What is meaning of De-centralization?
9. What you understand directing?
10. What you mean by motivation?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss whether management is a science, Art Or Profession.

Or

- (b) How do you resolve the terminological conflict between management and administration?

12. (a) Discuss the Roll of a manager.

Or

- (b) What are the importance of management?

13. (a) Describe the contribution made by the Peter Ducker to management thought.

Or

- (b) What are the principles of F.W. Taylor's scientific management?

14. (a) What are the features of planning?

Or

- (b) Explain Maslow's needs hierarchy theory of motivation.

15. (a) What are the factors that influence decision making?

Or

- (b) Describe types of departmentation.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the function of management.

Or

(b) What are the technique of scientific management?

17. (a) What are the different steps in planning?

Or

(b) Describe the different types of decision.

18. (a) What are the characteristics of sound organization?

Or

(b) Define control. Explain the characteristics of control.

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15

B.B.A. DEGREE EXAMINATION, NOVEMBER 2017

International Business

ACCOUNTING - I

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Accounting.
2. What is double entry systems?
3. Explain Net Profit.
4. What do you meant by Average Due Date?
5. Write short notes on Subsidiary books.
6. What is Error?
7. What is Pass Book?
8. What are Bills of Exchange?
9. Who is Debtors?
10. Give the short notes on Revenue Expenses.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the objectives of accounting?

Or

- (b) Explain the Meaning of
-
- (i) Capital (ii) Liability (iii) Assets.

12. (a) Enter the following transactions in the journal of Hariprasad of Hyderabad.

July 1	Commenced business with cash	1,80,000
2	Deposited in to Bank	55,000
4	Purchased Goods for Cash	22,000
6	Bought goods of Swaminathan	72,000
8	Cash sales	16,200
12	Paid cash for stationery	180
15	Cash Paid for Wages	240

Or

- (b) Distinguish Between Journal and Ledger.

13. (a) Prepare the Purchase Return Book and Sales Return Book from the following Data.

2016		
Aug 1	Purchased goods returned to Senthil	205
4	Received goods returned by Natarajan	300
6	Goods Returned to Kannan	500
8	Sales Returned of Rs. 1,250 by Mathavan	
12	Damaged goods returned by Murali	1,120
14	Outward Returns to Kanagasabai	275
18	Returned inferior goods to Sankar	890
19	Selvan returned goods to us	1,330

Or

- (b) Correct the following errors found in the books of Mr. Dhandapani.
- (i) A sales of Rs. 400 to Boddy & co., was wrongly credited to their account.
 - (ii) A purchase of Rs. 134 had been posted to the creditor's account as Rs. 120
 - (iii) The total of returns inward book for December had been cast Rs. 200 short.
 - (iv) A cheque for Rs 400 received from Sandhya had been dishonored and was posted to the debit of "Allowance Account".
14. (a) On 1.1.1999, Jayanthy sold goods to Devi on credit for Rs. 2,000 and drew a bill on Devi for Rs. 2,000 for 3 month after date. Devi accepted it on 3.1.1999 and returned in to Jayanthy. On murthy, the bill was duly honored by Devi. Pass Journal entries in the book of both the parties.

Or

- (b) From the following information available from the books and records of X & co., prepare Bank Reconciliation Statement:

	Bank a/c (No 1) Dr.	Bank a/c (No 2) Cr.
Balance the end of month	50,000	1,80,000
Cheque issued but not presented at the end of the month	39,300	21,500
Cheque deposited for collection not cleared till the end of the month	-	47,500
Interest not adjusted in cash book		2,500
Cheque issued against a/c No. 2 wrong deposited by bank to a/c No. 1	-	1,800

15. (a) Prepare A/C for Ngesh in respect of the following transaction with Basha:

2014		Rs.
Sep. 16	Goods sold to Basha	400
		(due 1 st Oct)
Oct. 1	Cash received from Basha	180
Oct. 21	Goods purchased from Basha	1000
		(due 1 st Dec)
Nov. 1	Paid to Basha	660
Dec. 1	Paid to Basha	600
Dec. 10	Goods purchased from Basha	1000
		(due 1 st Jan)
2015		
Jan. 1	Paid Basha	1,200
Jan. 9	Goods sold to Basha	40
		(due 1 st Feb)

The account is to be Prepared up to 1st Feb.
calculate interest @ 6%.

Or

- (b) A firm occurred at the premises of a trade on 31.5.1994 destroying a great part of his goods. His stock at 1.1.94 was Rs. 60,000. The value of stock salvaged was Rs. 13,500. The gross profit on sales was 30% and sales amounted to Rs. 1,53,000 from January to Date of fire, while for the same Period the purchases amounted to Rs. 1,30,500. Prepare a statement of claim.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) From the following Trail Balance of Thiru. Rehman as on 31st March 2005, Prepare Trading and Profit & Loss a/c and Balance sheet taking in to account the adjustment:

Debit Balances	Rs.	Credit Balances	Rs.
Land and Building	42,000	Capital	62,000
Machinery	20,000	Sales	98,780
Stock 1.4.2005	5,760	Return Outwards	500
Patents	7,500	Sundry creditors	6,300
Sundry debtors	14,500	Bills Payable	9,000
Purchases	40,675		
Cash in Hand	540		
Cash at bank	2630		
Return Inwards	680		
Wages	8,480		
Fuel & Power	4,730		
Carriage on Sales	3,200		
Carriage on			
Purchases	2,040		
Salaries	15,000		
General Expenses	3,000		
Insurance	600		
Drawings	5,245		
Total	<u>1,76,580</u>	Total	<u>1,76,580</u>

Adjustment

- (i) Stock on 31.3.2005
- (ii) Salary outstanding Rs. 1,500
- (iii) Insurance prepaid Rs. 150
- (iv) Depreciate machinery @10% and patent @ 20%
- (v) Create a Provision of 2% on debtors for bad debt

Or

- (b) What are the Accounting Concepts and Conventions?

17. (a) Prepare of Receipt and Payment A/C and Balance sheet. From income and expenditure account of Sundry Samsad for the year 1991-9002 is as follows:

	Rs.		Rs.
To Salaries	9,500	By subscription	15,000
To General Expenses	1,000	By Entrance fees	500
To Audit fee	500	By contribution for	
To secretary's honorarium	1,500	annual dinner	2,000
To printing & stationery	900	By profit on Annual	
To Annual Dinner Expenses	3,000	Sports meet	1,000
To Bank charges	300		
To Depreciation on:			
Sorts Equipment	600		
To surplus	1,200		
	18,500		18,500

This account has been prepared after the following adjustment.

	1.4.91	31.3.92
Subscription outstanding	1,200	1,500
Subscription in advance	900	540
Salaries outstanding	800	900

General expenses of current year including insurance prepaid to the extent of Rs. Audit fee for 1991-1992 is yet unpaid. During 1991-1992 audit fee for 1990-1991 was paid amounting to Rs. 400. Bank loan on 31.3.91 was Rs. 4,000 and yet to be paid.

The samsad owned a freehold lease of ground value at Rs. 20,000. The samsad had sports equipment on 1.4.91 valued at Rs. 5,200. On 31st March 1992 cash in hand amounted to Rs. 3,200.

Prepare the Receipts and Payment a/c for the year 1991-92 and Balance sheet as at 31.3.1992.

Or

- (b) Raghul sends goods on 1.1.99 to patuadi on consignment basis to be sold at 10% commission on sales. Patuadi accepted a bill of Rs. 1,00,000 drawn by Raghul for a 4 months on the same date. Raghul discounted the bill with his banker @ 15% p.a on 4.2.99. Raghul incurred Rs. 30,000 by way of Fright and other expenses where as expenses of patuadi were Rs. 20,000 out of which 60% were non-recurring. Patuadi sent the final balance of Rs. 2,85,000 to Raghul on 31.3.99 along with an account sales. The gross profit margin is 25% and 10% of goods remained unsound with patuadi. You are required to prepare the necessary ledger accounts in the books of both the parties.

18. (a) A second hand machine was purchased on 1.1.90 for Rs. 30,000 and repair charges amounted to Rs. 6,000. It was installed at a cost of Rs. 4,000. On 1st July 1991, another machine was purchased for Rs. 26,000 on 1st July 1992 the first machine was sold for Rs. 30,000. On the same day, one more machine was bought Rs. 25,000. On 31.12.1992, the machine bought on 1st July 1991 was sold for Rs. 23,000. Accounts are closed every year on 31st December. Depreciation is written off at 15% per annum. Prepare the Machinery A/c by original cost method for 3 years ending 31.12.92.

Or

(b) A head office invoices goods to its branch at cost price. The branch is permitted to incur petty expenses and maintain petty cash balance of Rs. 1,000 on the imprest system. It is also permitted to buy furniture of the value of Rs. 2,000.

	Rs.		Rs.
Stock (1.1.93)	41,000	Cash purchases by the branch	
Debtors (1.1.93)	12,500	(with H.O permission)	12,500
Petty cash (1.1.93)	1,000	Payment to creditors	45,000
Creditors (1.1.93)	10,000	Closing balance of creditors a/c	27,500
Rent upto (31.3.93)	250	Payment by H.O	
Goods sent to branch	75,000	Rent for one year	
Credit sales	40,000	(paid on 1.4.93)	1,200
Cash sales	75,000	Salaries	6,000
Cash received from debtors	45,000	Insurance	750
Allowances	50	(paid upto 31.3.94)	
Discount	100	Payment by Branch	
Bad debt	150	Furniture	2,000
		Petty Expenses	250
		Stock on (3 1.12.93)	1,00,000

Prepare Branch A/C In the Books of Head office.

CP-7885

Sub. Code

17

B.B.A. DEGREE EXAMINATION, NOVEMBER 2017

International Business

BUSINESS COMMUNICATION — I

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define communication.
2. Explain the formal communication.
3. Meaning of Audience analysis.
4. Write a short note on seminar.
5. What is mean by self development?
6. What is Fax?
7. Short note on group discussion.
8. What is mean by collection letter?
9. Write the short note report writing.
10. What is message?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the advantages of formal communication.

Or

- (b) Explain in detail Verbal and Non verbal communication.

12. (a) Discuss the role of effective business communication.

Or

- (b) Describe with suitable specimen, the different parts of business letter.

13. (a) What are the merits of Group Discussion?

Or

- (b) What are the advantages of written communication?

14. (a) What is the layout of Collection letter?

Or

- (b) What are the preliminary arrangements of a seminar?

15. (a) What are the essential parts of committee report?

Or

- (b) What are the advantages of interview?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Enumerate the principles of communication.

Or

(b) Explain the different types of communication.

17. (a) What you mean by business letter? Describe the qualities of Business letter.

Or

(b) What are the different types of Reports?

18. (a) Discuss the methods of Modern communication.

Or

(b) What are various media of communication us for public relation?
