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IV Semester B.B.A. Degree Examination, September/October - 2022 KANNADA

ಕನ್ನಡ ಭಾಷಾ ಪಠ್ಯ (CBCS Scheme Freshers)

Time: 3 Hours

Maximum Marks: 70

L ಐದು ಪ್ರಶ್ನೆಗಳಿಗೆ ನಾಲ್ಕು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ.

 $(5 \times 2 = 10)$

- 1) ರಾತ್ರಿಯಲ್ಲಿ ಬೆಳಕು ಪಡೆಯುವುದು ಹೇಗೆ ?
- 2) ಬುದ್ಧನು ಬಜಾರಿನಲ್ಲಿ ಯಾರ ಜೊತೆ ಕುಳಿತಿದ್ದನು ?
- 3) ಕಾರವಾರದ ನೈಸರ್ಗಿಕ ಬಂದರಿನ ಬಗ್ಗೆ ತಿಳಿಸಿ.
- 4) ತನ್ನ ಅಂಗಡಿಯಲ್ಲಿರುವ ವಸ್ತುಗಳ ಬಗ್ಗೆ ಶೆಟ್ಟಿ ಏನೆಂದು ಹೇಳಿಕೊಂಡಿದ್ದಾನೆ ?
- 5) ಗೌಡರ ಮಗನು ಆಸ್ಪತ್ರೆ ಸೇರಲು ಕಾರಣವೇನು ?
- 6) ಬೋರಮ್ಮ ಉರಗಮ್ಮನಿಗೆ ಏನು ಹೇಳಿದಳು ?
- 7) ಅಕ್ಷರ ಎಂದರೇನು ?
- 8) ಬಳ್ಳಿ ದೃಢವಾಗುವುದು ಯಾವಾಗ ?

II. ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಹತ್ತು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ.

 $(4 \times 5 = 20)$

- 1) ಮುದ್ದಳ್ಳಿ ಶಾಲೆಯ ಬಗ್ಗೆ ಬರೆಯಿರಿ.
- 2) ಗುಡಿ ಸಂಸ್ಕೃತಿಯನ್ನು ಪರಿಚಯಿಸಿ.
- 3) ನಿರೂಪಕರು ಕಲ್ಲಂಗಡಿ ಹಣ್ಣಿನವನಿಗೆ ಹಣ ಹಿಂತಿರುಗಿಸಿದ ಸಂದರ್ಭ
- 4) ಸಹ್ಯಾದ್ರಿಯ ರುದ್ರರಮಣೀಯ ಸೌಂದರ್ಯದ ವರ್ಣನೆ.
- 5) ಹಸಿವಿನ ತೀವ್ರತೆಯನ್ನು 'ಅಕ್ಷರ, ಅನ್ನ, ಅನ್ಯಾಯ' ಲೇಖನದ ಹಿನ್ನಲೆಯಲ್ಲಿ ಬರೆಯಿರಿ.
- 6) ಚೆನ್ನಮ್ಮನಿಗೆ ನ್ಯಾಯ ದೊರಕಿದ ಬಗೆ.

III. **ಮೂರು** ಪ್ರಶ್ನೆಗಳಿಗೆ ಇಪ್ಪತ್ತು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ.

 $(3\times10=30)$

- 1) 'ಬಜಾರಿನಲ್ಲಿ ಬುದ್ಧ' ಕವನದ ಭಾವಾರ್ಥವನ್ನು ಬರೆಯಿರಿ.
- 2) ಕರಕುಶಲ ಕಲೆಗಳ ಮೇಲೆ ಜಾಗತೀಕರಣದ ಪರಿಣಾಮಗಳನ್ನು ವಿವರಿಸಿ.
- 3) ಅಗಸರ ಅಣ್ಣಮ್ಮೆ ಯಾರು ? ಆಕೆಯನ್ನು ಪರಿಚಯಿಸಿ.
- 4) ನಿರೂಪಕರು ತಾವು ಕಂಡ ಕಾರವಾರವನ್ನು ಹೇಗೆ ವರ್ಣಿಸಿದ್ದಾರೆ ? ವಿವರಿಸಿ.
- 5) 'ತಾಯಿ' ಕಥೆಯ ಆಶಯವನ್ನು ಬರೆಯಿರಿ.

IV. ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಹತ್ತು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ. (ಓದು ಪಠ್ಯ)

 $(2 \times 5 = 10)$

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- 1) ಮಳೆ ಬಾರದ ಕಾರಣ ಜನರು ಪಡುತ್ತಿರುವ ಬವಣೆಯನ್ನು ಚಿತ್ರಿಸಿ.
- 2) ನಿರೂಪಕಿ ಬೇರೊಬ್ಬ ದಂತವೈದ್ಯರ ಬಳಿ ಹೋಗಲು ಕಾರಣವೇನು ? ವಿವರಿಸಿ.
- 3) 'ಕೊಲ್ಲದಿರಿ ಜೀವಿಗಳನ್ನು' ಎಂದು ಕವಿ ಹೇಳಲು ಕಾರಣವೇನು ? 💉
- 4) 'ಅನ್ವರ್' ನಿರೂಪಕರ ಶಿಷ್ಯನಾದ ಬಗೆಯನ್ನು ಕುರಿತು ಬರೆಯಿರಿ.

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IV Semester B.B.A./B.B.A.M./B.H.M./M.T.A. Degree Examination, September/October - 2022 HINDI

Novel (Upanyas) Prativeda lekhan, Translation (CBCS Semester Scheme 2019 onwards)

Paper: IV

Time: 3 Hours Maximum Marks: 70

I. निम्नलिखित प्रश्नों के उत्तर एक वाक्य या शब्द में लिखिए।

 $(10 \times 1 = 10)$

- 1) 'शेषयात्रा' उपन्यास के उपन्यासकार कौन है?
- 2) जयंत किस रेस्टोरेंट में काम करते थे?
- 3) दिव्या का भाई कौन है?
- 4) अनु को बड़ी ग्लैमरस कौन लगती थी?
- 5) प्रणव की पुरानी सहपाठिनी का नाम क्या है?
- 6) अनु के पति का पूरानाम लिखिए।
- 7) 'शेष-यात्रा' उपन्यास में देवकन्या किसे कहा गया है?
- 8) कीरत के पति कौन है?
- 9) प्रणव की परमानेंट गर्लफ्रेंड कहाँ रहती थी?
- 10) डग्लस को किस प्रकार का कैंसर था?

II. किन्हीं दो प्रश्नों के उत्तर लिखिए।

 $(2 \times 12 = 24)$

- 1) 'शेष-यात्रा'- उपन्यास का सारांश लिखिए।
- 2) अनु और प्रणव का चरित्र-चित्रण कीजिए।
- 'शेष यात्रा' उपन्यास एक मानव की संघर्षशील कहानी है स्पष्ट कीजिए।

III. निम्न किन्हीं दो विषयों पर टिप्पणी लिखिए।

 $(2 \times 8 = 16)$

- 1) चंद्रिका
- 2) अनुदेवी
- 3) सखी सम्मेलन
- 4) दीपांकर

[P.T.O.



IV. किसी एक विषय पर प्रतिवेदन लिखिए।

 $(1 \times 10 = 10)$

1) कर्नाटक में राष्ट्रीय 'नई शिक्षा नीति २०२० लागू हो गया हैं, क्रियान्वयन में राज्य सरकार द्वारा किए गए गतिविधियों पर एक प्रतिवेदन लिखिए।

(अथवा)

2) आपके महाविद्यालय में आयोजित 'रक्तदान शिबिर' पर एक प्रतिवेदन लेखन लिखिए।

V. हिन्दी में अनुवाद कीजिए:

 $(1 \times 10 = 10)$

'Where there is a will there is way' is an old and true saying He who determines to do a thing by that determination over comes the abstracts and half secures its fulfilment. It is so in all fields of life. at school at college or in the world. Difficulties disappear an answering resolution. History is proof that people who had great will power, achieved success in their life. It stands as proof that no matter how hard things got, these people did not stop from getting their way.

'ಮನಸ್ಸಿದ್ದರೆ ಮಾರ್ಗ' ಎಂಬುದು ಒಂದು ಪುರಾತನ ಹಾಗೂ ಸತ್ಯವಾದ ಉಕ್ತಿ. ಯಾರು ಕೆಲಸ ಮಾಡಲು ದೃಢ ಸಂಕಲ್ಪ ಮಾಡುತ್ತಾನೆಯೋ ಅವನು ತನ್ನ ದೃಢ ನಿಶ್ಚಯದಿಂದ ಆ ಕೆಲಸದಲ್ಲಿರುವ ತೊಂದರೆಗಳನ್ನು ನಿವಾರಿಸುಕೊಂಡು ಅರ್ಧ ಸಫಲತೆಯನ್ನು ಪಡೆಯುತ್ತಾನೆ. ಶಾಲಾ–ಕಾಲೇಜಿನಲ್ಲಿಯೂ ಮತ್ತು ಜೀವನದ ಎಲ್ಲಾ ಕ್ಷೇತ್ರದಲ್ಲಿಯೂ ಈ ಮಾತು ಅನ್ವಯವಾಗುತ್ತದೆ. ದೃಢ ಸಂಕಲ್ಪದ ಮುಂದೆ ಕಷ್ಟಗಳು ಮಾಯವಾಗುತ್ತವೆ. ದೊಡ್ಡ ಆತ್ಮಬಲವನ್ನು ಹೊಂದಿದ ಜನರು ತಮ್ಮ ಜೀವನದಲ್ಲಿ ಯಶಸ್ಸನ್ನು ಸಾಧಿಸುತ್ತಾರೆ ಎಂಬುದಕ್ಕೆ ಇತಿಹಾಸವೇ ಸಾಕ್ಷಿಯಾಗಿದೆ. ಎಷ್ಟೇ ಕಷ್ಟ ಬಂದರೂ ಈ ಜನರು ತಮ್ಮ ದಾರಿ ಹಿಡಿಯುವುದನ್ನು ನಿಲ್ಲಿಸುವುದಿಲ್ಲ ಎಂಬುದಕ್ಕೆ ಸಾಕ್ಷಿಯಾಗಿರುತ್ತಾರೆ.

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IV Semester B.B.A. Degree Examination, September/October - 2022 SANSKRIT

Mahakavikalidasa's Malavikagnimitram, Sanskrit Drama and Dramatic Literature

Paper - IV

(CBCS Scheme Freshers 2019-20 and Onwards)

Tir	me:3	3 Hours				Maximur	n Marks : 70
Ins	Instructions to Candidates:- 1)			Q. No only.	o. I. Should	l be answerd in	Sanskrit
			2)		r questions ada or Eng	s can be answere glish.	ed in sanskrit
I	समी	चीनमुत्तरं चिनुत।	- redita		Maria Contract	1	the graph
	` ಸರಿಂ	ಯಾದ ಉತ್ತರವನ್ನು ಆರಿಸಿ	ಬರೆಯಿರಿ.			OS SEL ON MESSO	and the second
	Che	oose and write the	correct	answei	r.	SER STATE WASH	$(10 \times 1 = 10)$
	1)	मालविकाग्निमित्रे कति अङ्व	काः सन्ति।		and the second	oca citraust	
		अ) षट्	आ) पश्च		इ) सप्त	ई) अष्ट	s na staW
	2)	कालिदासेन कति नाटकानि	विरचितानि?	*			
		अ) त्रीणि	आ) सप्त		इ) हे	ई) चत्वारी	and help i
	3)	'रघुवंशम्' कीदृशं काव्यम्?				1.000 THE 128.60	
		अ) लघुकाव्यम्	आ) नाटक	म्	इ) महाकाव्यम्	ई) गद्यम्	vide at c
	4)	मालविकाग्निमित्रस्य प्रधानरस	ग: क:?				
		अ) वीररस:	आ) हास्य	रस:	इ) श्रृङ्गारस्यः	ई) करूणस्सः	espective (
	5)	गणदास: क:?			0.00	i ingulati s	ON THE S
		अ) नाट्याचार्यः	आ) वैय्या	करण:	इ) नांटककार:	ई) मीमांसक:	

अग्निमित्रस्य ज्येष्ठा पत्नी का?

आ) इरावती

अ) धारिणी

6)

ई) पद्मावती

इ) मालविका

7)	अग्निमित्रस्य	पिता	का?

- अ) पुष्यमित्र आ) वसुमित्र
- इ) सङ्गमित्र
- ई) सन्मित्र

माधवसेनस्य अनुजा का? 8)

- अ) मालविका
- आ) धारिणी
- इ) इरावती
- ई) रदनिका

अग्निमित्रः कुत्र मालविकायाः चित्रं दृष्ट्वान्? 9)

- अ) यज्ञशालायां
- आ) चित्रशालायं
- इ) सभायां
- ई) कलाशालायाम्।

10) धारिण्याः वर्णावये भ्राता कः?

- अ) वीरसेन: आ) यज्ञसेन:
- इ) महासेन:
- ई) शक्तिसेन:

एकं विषयमधिकृत्य प्रबन्धमलिखत।

 $(1 \times 10 = 10)$

ಯಾವುದಾದರು ಒಂದು ಪ್ರಶ್ನೆಗೆ ಪ್ರಬಂದಾತ್ಮಕ ಉತ್ತರವನ್ನು ಬರೆಯಿರಿ.

Write an essay on any one of the following.

कालिदासस्य नाटकानि अधिकृत्य प्रबन्धं लिखत।

ಕಾಳಿದಾಸನ ನಾಟಕಗಳನ್ನು ಕುರಿತು ಪ್ರಬಂಧ ಬರೆಯಿರಿ.

Write an essay on the plays of kalidasa.

(अथवा/ಅಥವಾ/OR)*

हरदत्त-गणदासयो: कलहप्रसङ्गं विवृणुत।

∡ ಹರದತ್ತ-ಗಣದಾಸರ ಕಲಹಪ್ರಸಂಗವನ್ನು ವಿವರಿಸಿ.

Write an essay on the conflict between Haradutta and Ganadasa.

III. द्वयो: लघुटिप्पणीं लिखत।

 $(2 \times 5 = 10)$

ಎರಡನ್ನು ಕುರಿತು ಲಘು ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ.

Write short notes on any two.

- 🎶 कालिदास:
- 3) परिव्राजिका
- 28 धारिणी
- 4) विदूषक

 $(2 \times 6 = 12)$

IV. द्वयो: श्लोकयो: अनुवादं कृत्वा विवृणुत। ಯಾವುದಾದರೂ ಎರಡು ಶ್ಲೋಕಗಳನ್ನು ಅನುವಾದಿಸಿ ವಿವರಿಸಿ. Translate and explain any two shlokas.

- पुराणिमत्येव न साधु सर्वं न चापि काव्यं नविमत्यवद्यम्।
 सन्तः परीक्ष्यान्यतरद्भजन्ते मूढः परप्रत्ययनेयबुद्धिः।।
- 2) देवानामिदमामनित मुनयः कान्तं क्रतुं चाक्षुषं क्रिद्रेणोदमुमाकृतव्यातकरे स्वाङ्गे विभक्तं द्विधा। त्रैगुण्योद्भवमत्र लोकचिरतं नानारसं दृश्यते नाट्यं भित्ररूचेर्जनस्य बहुधाप्येकं समाराधनम्।।
- उभाविभनयाचार्यो परस्परजयोद्यतौ।
 त्वां द्रष्टुमिच्छतः साक्षाद्भावाविव शरीरिणौ
- 4) द्वरिनियुक्तपुरूषानुमतप्रवेशः सिंहासनान्तिकचरेण सहोपसर्पन्। तेजोभिरस्य विनिवर्तितदृष्टिपातैर्वाक्याहते पुनिरव प्रतिवारितोऽस्मि॥

V. द्वयोः वाक्ययोः सन्दर्भ विवृणुत।

ಯಾವುದಾದರೂ ಎರಡು ವಾಕ್ಯಗಳನ್ನು ಸಂದರ್ಭಸಹಿತ ವಿವರಿಸಿ.

Annotate any two of the following.

- 1) वर्तमानकवेः कालिदासस्य क्रियायां कथं परिषदो बहुमानः।
- 2) सदृशं खलु बालभावस्य।
- 3) अयमपरः कार्यान्तरसचिवोऽस्मानुपस्थितः।
- 4) देव एव नौ विशेषज्ञ: प्राश्निक:।

 $(2 \times 4 = 08)$



DRAMA AND DRAMATIC LITERATURE

I. प्रबन्धात्मकमुत्तरं लिखत।

 $(1 \times 10 = 10)$

ಪ್ರಬಂಧಾತ್ಮಕವಾದ ಉತ್ತರವನ್ನು ಬರೆಯಿರಿ.

Write an essay on the following.

संस्कृतसाहित्ये नाटकानां वैशिष्टयम् वर्णयत।

ಸಂಸ್ಕೃತ ಸಾಹಿತ್ಯದಲ್ಲಿ ನಾಟಕಗಳ ವೈಶಿಷ್ಟವನ್ನು ವರ್ಣಿಸಿ.

Describe the greatness of dramas in sanskrit dramatic literature.

(अथवा/ಅಥವಾ/OR)

भासस्य देश-काल कृतिमधिकृत्य प्रबन्धं लिखत।

ಭಾಸನ ದೇಶ-ಕಾಲ-ಕೃತಿಗಳನ್ನು ಕುರಿತು ಪ್ರಬಂಧವನ್ನು ಬರೆಯಿರಿ.

Write an essay on the life-data and works of Bhasa.

II. द्वयो: लघुटिप्पणीं लिखत।

 $(2 \times 5 = 10)$

ಯಾವುದಾದರೂ ಎರಡನ್ನು ಕುರಿತು ಲಘು ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ. Write short notes on any two of the following.

- 1) टि. गणपतिशास्त्री 3) श्रीहर्षः
- 2) नान्दी 4) प्रस्तावना/स्थापना

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IV Semester B.B.A. Degree Examination, September/October - 2022 BANKING LAW AND OPERATION

(CBCS Scheme (2019 - F)

Paper: 4.4

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

Answers should be written completely in English.

SECTION-A

Answer any Five questions. Each question carries Two marks.

 $(5 \times 2 = 10)$

- 1. a) What is general Lien?
 - b) What is Holder for value?
 - c) What is Material Alteration?
 - d) Expand RTGS and MICR.
 - e) Who is a Minor?
 - f) What is Garnishee order?
 - g) What is Non Performing Assets?

SECTION-B

Answer any Three questions. Each question carries Five marks.

 $(3 \times 5 = 15)$

- 2. State the advantages of Electronic banking System.
- 3. Briefly explain the types of Crossing.
- 4. What are the Precautions to be taken by a banker while opening the Account in the name of Joint stock Company?
- 5. State the Duties of Collecting banker.

SECTION-C

Answer any Three questions. Each question carries Fifteen marks. (3×15=45)

- Explain the various general relationship between Banker and Customer. 6.
- Explain the principles of Bank lending. 7.
- 8. Write short notes on
 - Internet Banking . a)
 - ATM b)

Manager Man Manager Manager Manager Manager Manager Ma

- Credit cards. c)
- State the Circumstances for dishonour of Cheque. 9.

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IV Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION Business Research Methods

(CBCS Scheme Fresh+Repeaters)

Paper: 4.2

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

Answer should be written in English only.

SECTION-A

Answer any Five sub-questions. Each sub-question carries Two marks.

 $(5 \times 2 = 10)$

- 1. a) Mention any two objectives of Research.
 - b) Define Business Research.
 - c) What are the measures of central tendency?
 - d) What is Primary Data?
 - e) What are the characteristics of a good sample?
 - f) What do you mean by coding?
 - g) What is the meaning of census?
 - h) What is Tabulation?

SECTION-B

Answer any Three questions. Each question carries Five marks.

 $(3 \times 5 = 15)$

- 2. Explain objectives of Research?
- 3. What do you mean by sample? What are the characteristics of a good sample.
- 4. Represent the following data by using a histogram and a frequency polygon.

X	F
0-10	12
10-20	25
20-40	44
40-60	36
60-90	30

5. Five dice are rolled 200 times with 2, 4 or 6 termed as success what is the expected proportion of success? If proportion of success is 0.45, test at 1% level of significance whether the die are unbiased.

SECTION-C

Answer any Three questions. Each question carries Fifteen marks.

 $(3 \times 15 = 45)$

- 6. What do you mean by research design? Explain the types of research design?
- 7. Write a short note on
 - a. Questionnaire.
 - b. Tabulation.
 - c. F-test.
- 8. Describe the Research Process in detail?
- 9. Explain in detail the Non probability sampling techniques?

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IV Semester B.B.A. Degree Examination, September/October - 2022 BUSINESS ADMINISTRATION

Corporate Communication Skills - II

(CBCS Scheme)

Paper: 4.2

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

Answers should be written in English.

SECTION - A

Answer any Five of the following questions. Each question carries 2 marks. (5×2=10)

- 1. a) What is emotional intelligence.
 - b) What is corporate communication.
 - c) Give the meaning of crisis management.
 - d) What is digital marketing.
 - e) What is an agenda.
 - f) What is stress.
 - g) State any two qualities of a leader.

SECTION - B

Answer any Three of the following. Each question carries 5 marks.

 $(3 \times 5 = 15)$

- 2. Draft a circular informing the employees of Omega India Pvt Ltd bout revision of Basic salary by 10% and HRA by 5% with effect from next month.
- 3. What is press release? Draft a press release for inaugural of a new jewellery outlet in bengaluru.
- 4. What is meno? When it is used? Discuss its advantages.



- 5. Write a short note on:
 - a) Body language.
 - b) Social media.

SECTION-C

Answer any Three of the following. Each question carries 15 marks.

 $(3 \times 15 = 45)$

- 6. Explain the various types of corporate communication?
- 7. Write short notes on the following.
 - a) Corporate Identity.
 - b) Electronic meetings.
 - c) Minutes.
- 8. What is Report writing? Explain the steps in report writing? Draft a report regarding drop in sales of phones of Nokia.
- 9. What is Corporate Communication? Explain the Characteristics and Importance of Corporate Communication.

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IV Semester B.B.A. Degree Examination, September/October - 2022 BUSINESS ADMINISTRATION

Entrepreneurship Development

Paper: 4.5

(CBCS Scheme (F)+(R))

Time: 3 Hours Maximum Marks: 70

Instructions to Candidates:

Answer all questions in English only.

SECTION-A

I. Answer any Five questions. Each carrying Two marks.

 $(5 \times 2 = 10)$

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- 1. a. What is Entrepreneurship?
 - b. What is tiny industry?
 - c. What is feasibility report?
 - d. What do you mean by industrial estate?
 - e. Who is a spontaneous entrepreneur?
 - f. Expand: IFCI, AWAKE.
 - g. Mention any two successful women entrepreneurs.

SECTION-B

II. Answer any Three questions each carrying Five marks.

 $(3 \times 5 = 15)$

- 2. Briefly explain the qualities of an entrepreneur.
- 3. Give the difference between small and large scale business units.
- 4. What are the advantages of Industrial estate?
- 5. Explain the importance of SIDBI in providing financial assistance for entrepreneurs.

P.T.O.

(2) SECTION-C

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 $(3 \times 15 = 45)$

- III. Answer any Three questions carrying Fifteen marks.
 - 6. Who is an Entrepreneur? Explain in detail the types of entrepreneurs.
 - 7. What is Business plan? Explain the importance of business plan.
 - 8. Discuss the steps involved in starting a business venture.
 - 9. Discuss the various problems encountered by women entrepreneurs in India.

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IV Semester B.B.A. Degree Examination, September/October - 2022 BUSINESS ADMINISTRATION

Customer Relationship Management (CBCS Scheme Regular Freshers)

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

Answer should be written in English only.

SECTION-A

Answer any Five each question carries two marks.

 $(5 \times 2 = 10)$

- 1. a. What do you mean by sales profit?
 - b. Give the meaning of electronic fund transfer.
 - c. Define data mining concept.
 - d. Mention any two benefits of event base marketing.
 - e. What is relationship management?
 - f. Define channel optimization.
 - g. What is resetting the CRM strategy?

SECTION-B

Answer any Three of the following. Each question carries Five marks.

 $(3 \times 5 = 15)$

- 2. Briefly explain the factors that affect customer loyalty.
- 3. Discuss the process of dealing with customer complaint.
- 4. Explain the importance of Relationship marketing.
- 5. What are the features of Enterprise Resource planning.

SECTION-C

Answer any Three of the following questions. Each question carries 15 marks.(3×15=45)

- **6.** Explain the benefits of effective supply chain management.
- 7. Briefly explain the objectives and benefits of data collection.
- 8. Explain the principles of good customer service.
- 9. Explain the working towards enhancing customer satisfaction.



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IV Semester B.B.A. Degree Examination, September/October - 2022 BUSINESS ADMINISTRATION

Management Accounting

(CBCS Scheme -Freshers & Repeaters 2019)

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

Answers should be written in English only.

SECTION-A

I. Answer any Five.

 $(5 \times 2 = 10)$

- 1. a. Define management accounting.
 - b. What do you mean by ratio analysis.
 - c. What is meant by cash flow statement?
 - d. What is contribution.
 - e. What is angle of incidence.
 - f. What is a cash budget.
 - g. What is Budgeting.

SECTION-B

II. Answer any Three.

 $(3 \times 5 = 15)$

- 2. Write the difference between financial accounting and management accounting.
- 3. 'X' Ltd has a current ratio of 4:5:1 and a quick ratio of 3:1. If its inventory is Rs. 60,000. Find out the total current assets and total current liabilities.

P.T.O.

4. Calculate cash from operating activities from the following:

		dentical as to all A.A.	31st March
		202	2021
Profit and loss acco	ount	60,000	65,000
Debtors		85,000	48,000
Bills receivable		40,000	81,000
General Reserve		1,72,000	2,07,000
Wages outstanding		26,000	8,000
Salaries prepaid		8,000	10,000
Goodwill		* 70,000	60,000
What is the actual sa	ales?		
Fixed cost	Rs. 8,000		
Profit earned	Rs. 2,000		
Break even sales	Rs. 40,000		

SECTION-C

III. Answer any Three.

5.

 $(3 \times 15 = 45)$

- 6. From the information given below, calcuate the following ratio's.
 - a. Quick ratio.
 - b. Stock turnover ratio.
 - c. Debt equity ratio.
 - d. Return on investment

Further information:

Current assets	Rs. 5,00,000
Opening stock	Rs. 50,00,000
Closing stock	Rs. 1,50,000
Cost of goods sold	Rs. 12,00,000
Gross profit	Rs. 2,00,000
Indirect expenses	Rs. 20,000
Equity share capital	Rs. 7,00,000
10% prof share capital	Rs. 3,00,000
12% Debentures	Rs. 2,00,000
Current liabilities	Rs. 2,00,000
General Reserve	Rs. 1,00,000



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1.	The following details are available from a company

Assets	31-12-2020	31-12-2021
Cash	9,000	7,800
Debtors	14,900	17,700
Stock	49,200	42,700
Land	20,000	30,000
Goodwill	10,000	5,000
	1,03,100	1,03,200
Liabilities	31-12-2020	31-12-2021
Share capital	70,000	74,000
Debentures	12,000	6,000
Reserve for doubtful debts	700	800
Trade creditors	10,360	11,840
Profit and loss A/c	10,040	10,560
	1,03,100	1,03,200

In addition, you are given

- a. Dividend paid total Rs. 3,500.
- b. Land purchased for Rs. 10,000.
- c. Amount provided for amortisation of goodwill Rs. 5,000.
- d. Debentures paid off Rs. 6,000, prepare cashflow statement.

8. The sales turnover and project during 2 years were as follows.

Year	Sales	Profit
2020	14,00,000	1,50,000
2021	16,00,000	2,00,000

You are required to calculate:

- a. P/V ratio.
- b. BEP for sales.
- c. Sales required to earn a profit Rs. 4,00,000.
- d. Profit when sales are Rs. 12,00,000.

9. From the following budget data of a toy manufacturing company at the end of April, May and June 2022.

(4)

Month	Sales	Purchase	Wages-	Misc.
February	1,20,000	84,000	10,000	7,000
March	1,30,000	1,00,000	12,000	8,000
April	80,000	. 1,04,000	8,000	6,000
May	1,16,000	1,06,000	10,000	12,000
June	88,000	80,000	8,000	6,000

Additional information:

- a. Sales: 30% realised in the month of sales, discount allowed 3%. Balance realized equally in 2 subsequent months.
- b. Purchases: These are paid in the month following the month of supply.
- c. Wage: 20% paid in arrears following month.
- d. Miscellaneous: Paid a month in arrears.
- e. Expense rent: Rs. 2,000 per month paid quarterly in advance due in April.
- f. Income tax: First installment of advance tax Rs. 25,000 due and before 15th june.
- g. Income from investments: Rs. 5,000 received quarterly in April, July Etc.
- h. Cash in hand: Rs. 10,000 an 1st April 2022 prepare cash budget.