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BBABMC 311/BBMBMC 311

**Credit Based V Semester B.B.A./B.B.M. Degree Examination, April 2021
(2012 Scheme)
EXPORT MANAGEMENT**

Time : 3 Hours

Max. Marks : 120

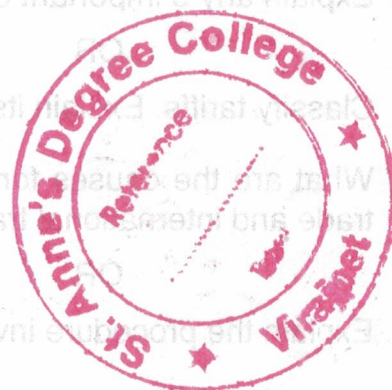
- Instructions :**
- 1) Section – A : Answer in **one** or **two** sentences **each**.
 - 2) Section – B : Answer in **not more than two** pages **each**.
 - 3) Section – C : Answer in **not more than six** pages **each**.

**SECTION – A
(2 Marks each)**

Answer **any ten** of the following :

(2×10=20)

1. a) What is devaluation ?
- b) Name the two accounts of balance of payment.
- c) Define 100% EOU.
- d) Expand ITPO.
- e) What is Bill of Lading ?
- f) Who is clearing agent ?
- g) Give the meaning of direct exporting ?
- h) What is free trade area ?
- i) Define dumping.
- j) What is tariff ?
- k) Expand FEMA.
- l) What is mates receipt ?



**SECTION – B
(8 marks each)**

Answer **any five** of the following questions :

(8×5=40)

2. Differentiate between balance of trade and balance of payment.
3. What are the objectives of state trading corporations of India ?

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4. Explain the principles of export management.
5. Write a note on letter of credit.
6. Briefly explain the types of trading blocks.
7. Explain the objectives of European Unions.
8. What are the features of FEMA ?



SECTION - C
(20 marks each)

(20×3=60)

9. What is export finance ? Explain sources of export finance.

OR

Explain the methods of correcting disequilibrium in the balance of payment.

10. Explain any 5 important export promotion agencies in India.

OR

Classify tariffs. Explain its effects.

11. What are the causes for international trade ? Differentiate between internal trade and international trade.

OR

Explain the procedure involved in an export operation.

SECTION - B
(8 marks each)

(8×2=16)

Answer any five of the following questions :

1. Differentiate between balance of trade and balance of payment.
2. What are the objectives of state trading corporations of India ?

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**BBABMC 315/BBMBMC 315****Credit Based V Semester B.B.A./B.B.M. Degree Examination, April 2021
(2012 Scheme) (Elective)****HUMAN RESOURCE MANAGEMENT – I
Human Resource Development**

Time : 3 Hours

Max. Marks : 120

**SECTION – A
(2 marks each)**

Answer any ten questions from the following :

(10×2=20)

1. a) What is mentoring ?
- b) What is "Quality Circle" ?
- c) State any two important differences between training and development.
- d) What do you mean by "Refresher Training" ?
- e) What is employee empowerment ?
- f) Write any two limitations of performance appraisal.
- g) Define "Human Resource Audit".
- h) State any two uses of HR records.
- i) What is resistance to change ?
- j) What is "Moonlighting" ?
- k) What is peer appraisal ?
- l) What is employee counseling ?

**SECTION – B
(8 marks each)**

Answer any five questions from the following :

(5×8=40)

2. Describe the significance of HRD in the modern enterprises.
3. Explain the advantages of performance appraisal.





- 4. Explain the principles or guidelines to make effective training programme.
- 5. What are the objectives of HR audit ?
- 6. What is HR record ? Mention any ten important types of HR records.
- 7. Briefly explain the causes responsible for organisational changes.
- 8. What are the objectives of executive development ?



**SECTION – C
(20 marks each)**

Answer the following questions subject to internal choice :

- 9. Define "Human Resource Development". Briefly explain any six important techniques of human resource development.

OR

Explain the important methods of employee training, pointing out the merits and demerits of each.

- 10. What do you mean by performance appraisal ? Explain the process of performance appraisal.

OR

Explain the causes for resistance to change. Suggest effective measures to minimise resistance to change.

- 11. a) What is "Human Resource Accounting" ? Explain the advantages of human resource accounting. 10
- b) Vaishnavi Motors Ltd., Pune, one of the leading car manufacturing companies, is planning to robotise its manufacturing process by 2022. The present manpower of the company consist of 400 senior engineers in the manufacturing department and 175 junior engineers in service and maintenance department. Robotisation will result in restructuring the organisation; as a result of which 50% of the senior engineers and 15% of the service engineers may have to be terminated.

Suggest steps to implement this organisational change. 10

BBABMC 314/BBMBMC 314

Credit Based V Semester B.B.A./B.B.M. Degree Examination, April 2021
(2012 Scheme)

Paper – I : MARKETING MANAGEMENT (Elective)
Marketing Research

Time : 3 Hours

Max. Marks : 120

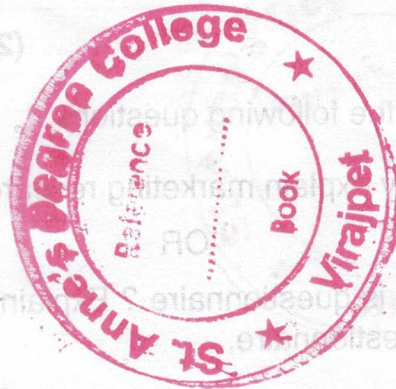
- Instructions :**
- 1) Section – A : Answer in **one** or **two** sentence **each**.
 - 2) Section – B : Answer **not** more than **two** pages **each**.
 - 3) Section – C : Answer in **not** more than **six** pages **each**.

SECTION – A
(Two Marks Each)

1. Answer **any ten** from the following.

(10×2=20)

- a) Define marketing research.
- b) What is desk research ?
- c) What is hypothesis ?
- d) What is pilot study ?
- e) Define sample.
- f) What is marketing information system ?
- g) What is closed ended questions ?
- h) What is buying motives ?
- i) What is undifferentiated marketing ?
- j) What is discretionary income ?
- k) What is government market ?
- l) What is meant by sub-culture ?



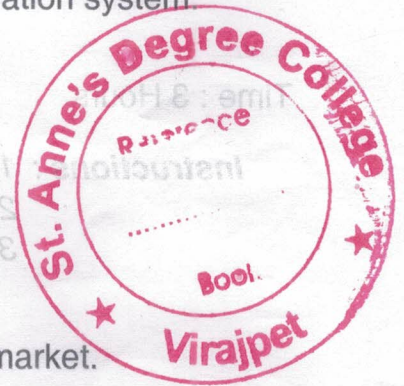


SECTION – B
(Eight Marks Each)

Answer **any five** questions.

(5×8=40)

2. What are the objectives of marketing research ?
3. Distinguish between market research and marketing information system.
4. State the essentials of a good questionnaire.
5. What are the features of consumer behaviour ?
6. Explain the Pavlovian model of consumer behaviour.
7. What are the principles of market segmentation ?
8. Distinguish between consumer market and organizational market.



SECTION – C
(20 Marks Each)

Answer the following questions.

(3×20=60)

9. Briefly explain marketing research process.

OR

What is questionnaire ? Explain the various steps involved in the preparation of questionnaire.

10. Explain the different market targeting strategies with its pros and cons.

OR

Define consumer behaviour. Explain the various factors influencing consumer behaviour.

11. a) Explain the various stages of buying decision process. 10
- b) Case study : 10

Martin Icorp was a company carrying on business in cosmetics and perfumes. They were not following the marketing concept and were catering to a target market which was using their products. In other words, they only concentrated on what they would make and did not bother about changes in preferences of their target market.

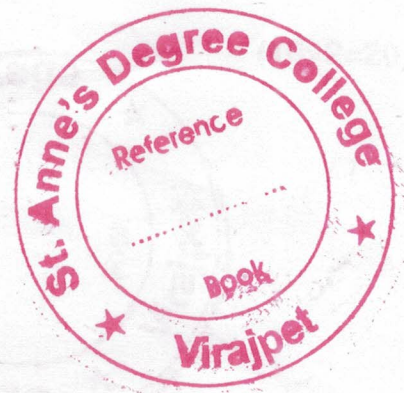


They were later joined by Mr. Srinivas a marketing graduate who advised the company regarding the changing consumer preferences and changes that were necessary to be incorporated in the product. He emphasized upon the income factors and social factors only. He modernised the products to a great extent and invested about 30 lakh on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales.

The assistant manager and product managers were not very happy with the changes and thought that although an effort has been made in the right direction, some important factors concerning consumer behaviour had been neglected.

Questions :

- 1) Do you agree with the assistant and product managers and why ?
- 2) What other factors if any could have been considered ? Elaborate in detail.



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BBABMC 310/BBMBMC 310

**Credit Based V Semester B.B.A./B.B.M. Degree Examination, April 2021
(2012 Scheme)**

PROJECT MANAGEMENT

Time : 3 Hours

Max. Marks : 120

**SECTION – A
(Two marks each)**

Answer **any ten** questions :

(10×2=20)

1. a) What is project risk ?
- b) What is project plan ?
- c) What is technical project ?
- d) What is project audit ?
- e) What is project recruitment ?
- f) What is project network ?
- g) Expand PMIS.
- h) What is project in trouble means ?
- i) What is sectoral project ?
- j) What is project quality control ?
- k) What is project organization ?
- l) What is project communication ? List any two communication aids.

**SECTION – B
(Eight marks each)**

Answer **any five** questions :

(5×8=40)

2. Explain the features of project.
3. Explain the qualities of a project manager.

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BBABMC 310/BBMBMC 310

**Credit Based V Semester B.B.A./B.B.M. Degree Examination, April 2021
(2012 Scheme)**

PROJECT MANAGEMENT

Time : 3 Hours

Max. Marks : 120

**SECTION – A
(Two marks each)**

Answer **any ten** questions :

(10×2=20)

1. a) What is project risk ?
- b) What is project plan ?
- c) What is technical project ?
- d) What is project audit ?
- e) What is project recruitment ?
- f) What is project network ?
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**SECTION – B
(Eight marks each)**

Answer **any five** questions :

(5×8=40)

2. Explain the features of project.
3. Explain the qualities of a project manager.

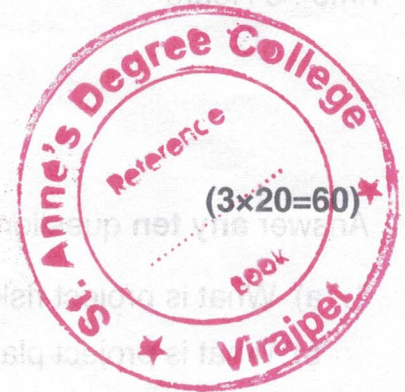
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4. Explain the success factors of project management.
5. Explain different types of project resources.
6. Explain the project evaluation approaches.
7. Explain the functions of project management information system.
8. Explain the reasons for project termination.

SECTION – C
(Twenty marks each)



9. Explain the different types of project.

OR

Explain the steps to create a project plan.

10. Explain the objectives and principles of project management.

OR

Explain the obstacles faced by project management.

11. Explain the project contracting types.

OR

What is project team ? Explain the steps for managing a project team.

SECTION – B
(Eight marks each)

(5x8=40)

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BBABMC 309/BBMBMC 309

Credit Based V Semester B.B.A./B.B.M. Degree Examination, April 2021
(2012 Scheme)

ORGANIZATIONAL BEHAVIOUR

Time : 3 Hours

Max. Marks : 120

- Instructions :**
- 1) Section – A : Answer in **one** or **two** sentences **each**.
 - 2) Section – B : Answer in **not more than 2** pages **each**.
 - 3) Section – C : Answer in **not more than 6** pages **each**.

SECTION – A (2 marks each)

Answer **any ten** questions in **one** or **two** sentences **each**.

1. a) Define organisational behaviour.
- b) Define the term endomorph.
- c) What is an extrovert ?
- d) What is meant by perception ?
- e) Give the meaning of 'attitude'.
- f) What are motivation ?
- g) What do you mean by group cohesiveness ?
- h) Give the meaning of "interest groups".
- i) What do you mean by 'conflict' ?
- j) What is "role ambiguity" ?
- k) Define stress.
- l) What do you mean by counselling ?

SECTION – B (8 marks each)

(5×8=40)

Answer **any five** questions in **not more than 2** pages **each**.

2. Explain the key elements of OB.
3. Explain the physiognomy theory of William Sheldon.



4. Explain the factors affecting perception.
5. Why do people join groups ?
6. Write a note on financial and non-financial incentives used in employee motivation.
7. Explain the various types of power.
8. Write a note on "Johari Window".

SECTION – C (20 marks each)



Answer the following questions in **not more than 6 pages each**.

9. Describe the historical development of OB.

OR

Explain the different stages in perception.

10. Explain Maslow's need hierarchy theory of motivation.

OR

Discuss the nature, components and functions of attitude.

11. Explain the causes of inter-group conflict. Explain the strategies to resolve it.

OR

What are the causes for stress ? What are its consequences ? Explain the strategies to manage stress.

BBABMC / BBMBMC312
V semester B.B.A. / B.B.M. Degree Examination
April 2021
Credit Based Semester Scheme (2012 Scheme)
Cost Accounting

Time : 3 Hours

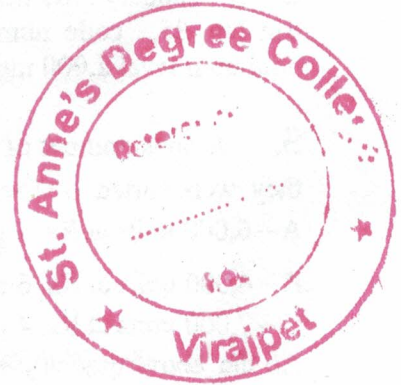
Maximum Marks : 120

Instructions : Support your answer with working notes wherever necessary.

SECTION – A (Two Marks each)

1. Answer any TEN questions from the following : **(10 x 2 = 20)**

- (a) What is the meaning of Idle Time ?
- (b) What do you mean by Job Card ?
- (c) Define Cost Accounting.
- (d) What is time booking ?
- (e) What do you mean by Scrap ?
- (f) What is the meaning of Secondary Distribution ?
- (g) What is meant by Classification and Codification of materials ?
- (h) What is Prime cost ?
- (i) If sales are Rs 4, 40,000, profit is 10 % of total cost, calculate the amount of profit.
- (j) What is the meaning of Machine Hour Rate ?
- (k) Cost of placing an order Rs. 60. Annual carrying cost per unit is 10 % of the inventory. Annual usage 6,000 units. Cost of material per unit Rs. 20. Compute the Economic Ordering Quantity.
- (l) What is meant by Labour Turn Over ?

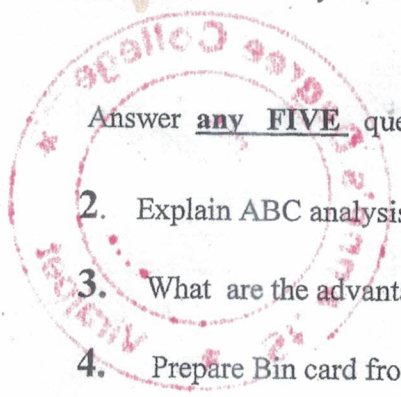


SECTION – B (Eight Marks each)

Answer any FIVE questions from the following : **(5 x 8 = 40)**

- 2.** Explain ABC analysis as a technique of material control.
- 3.** What are the advantages of Cost Accounting to the Management ?
- 4.** Prepare Bin card from the details given below for the month of January 2019.

January 1	Opening balance	3,000 units
2	Issued MR No. 50	1,750 units



5	Purchased GR No. 100	5,000 units
7	Issued MR No. 51	4,000 units
8	Received GR No. 101	8,000 units
10	Issued MR No. 52	9,000 units
18	Returned to stores	250 units
20	Purchased GR No. 102	2,500 units
25	Returned to vendor	2,000 units
27	Issued MR No. 53	1,000 units
30	Purchased GR No. 103	3,000 units

On 28th January, the stock verification office found a shortage of 200 units. Bin No. 35, code number of the material is AX - 53, Maximum level 5,000 units, minimum level 2,000 units, reorder level 3,000 units and reorder quantity 4,000 units.

5. A consignment of mixed grades of raw material was bought for Rs. 80,000. Further they were sorted on the basis of their market price as follows:

A - 6,000 units at Rs. 8 per unit

B - 4,000 units at Rs. 6 per unit

C - 7,000 units at Rs. 4 per unit

All the above grades yield the same percentage of profit. Calculate their purchase rates.

6. Calculate the earnings of Ananth and Sumanth under Taylor's differential piece rate system using the following information.

Standard production : 20 units per hour

Normal time rate : Rs. 50 per hour

Differentials to be applied are :

80 % of the normal piece rate when the efficiency is below the standard and 120 % of the normal piece rate when the efficiency is at or above the standard. In a day of 8 hours Ananth produced 150 units and Sumanth produced 180 units.

7. Compute various stock levels from the following.

(i) Maximum Consumption 200 units per day

(ii) Minimum Consumption 120 units per day

(iii) Normal Consumption 160 units per day

(iv) Reorder period 10-15 days

(v) Reorder quantity 1,600 units

(vi) Normal reorder period 10 days.



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8. In Shabari Engineering Co. there are three production departments P₁, P₂ and P₃ and two service departments M and N. As per primary distribution summary, the overheads of these departments are :-

P₁ - Rs. 40,000 M - Rs 22,500
 P₂ - Rs. 50,000 N - Rs 10,000
 P₃ - Rs. 20,000

The cost service departments are to be redistributed as follows.

	P ₁	P ₂	P ₃	M	N
M	30	40	20	-	10
N	30	30	20	20	-

Prepare a statement showing distribution of the service departments expenses to production departments under simultaneous equation method.

SECTION – C (Twenty Marks each)

Answer any THREE questions from the following : (3 x 20 = 60)

9. From the following information write up stores ledger card in the prescribed form using FIFO method.

2019 September 1	Opening balance 40 units at Rs. 5.60
Sept. 4	Issued 14 units
Sept. 6	Received from vendor 80 units @ Rs. 5.75 per unit
Sept. 7	Issued 42 units
Sept. 10	Return to vendor 10 units
Sept. 11	Issued 15 units
Sept. 13	Issued 20 units
Sept. 15	Received from vendor 75 units @ Rs. 6.10 per unit
Sept. 16	Shortage found in stock taking 6 units
Sept. 17	Issued 30 units
Sept. 19	Received replacement from vendor 10 units at Rs 5.75 per unit
Sept. 20	Return from department 8 units
Sept. 22	Transfer from Job 182 to 187 5 units
Sept. 26	Issued 34 units
Sept. 30	Excess found on verification 5 units

10.

(a) Calculate the normal and overtime wages payable to the workman from the following data:

Days	Hours worked
Monday	8
Tuesday	10
Wednesday	9
Thursday	11
Friday	9
Saturday	4

Normal working hours per day is 8 hours. Normal time rate is Rs. 100 per hour. Over time is paid up to 9 hours in a day at single rate and over 9 hours at double rate. Or up to 48 hours in a week at single rate and over 48 hours in a week at double rate whichever is more beneficial to the worker is paid.

(8 marks)

(b) Following details are given for the month of March 2019.

Employee	Worker A	Worker B
Time allowed (hours per 100 units)	35	40
Wage rate per unit (Rs.)	2	3
Hourly rate (Rs.)	7	8
Actual time taken	50 hours	48 hours
Actual units produced	200	150

Compute the earnings of the workers under

- Time rate
- Piece rate
- Halsey plan
- Rowan plan

(12 marks)

11. Ananda Ltd. Furnishes the following for the month of August 2019.

Rs.		Rs.	
Stock on 1st August 2019:		Store expenses	
Materials	15,000	Material handling	6,500
W-I-P	14,000	Loss on sale of furniture	2,500
Purchases	97,000	Rectification cost of defectives	250
Direct wages	96,000	Coal, gas, water	3,800
Factory supplies	8,000	Audit fees	12,400
Trade magazines	1,600	Goodwill written off	3,000
Mangers salary	16,600	Underwriting commission	2,000
Depreciation on furniture	1,800	Donations	1,000
Debenture interest	4,500	Legal charges	5,000
			1,000

Sales (15,000 units)	3,15, 000	Samples	2,500
Finished stock insurance	2,400	Packing	1,600
Delivery van expenses	3,500	Stock on 31st August 2019:	
Sales office expenses	2,800	W-I-P	15,200
Showroom expenses	2,200	Finished stock (Units)	1,000

Prepare cost sheet showing various elements of cost and profit .

12. Deckon Enterprise collects overhead expenses under three production centres A, B and C and two service centres X and Y. Following expenses are extracted from their accounts.

Rent and rates	50,000	General lighting	9,000
Power	15,000	Indirect wages	20,000
Welfare expenses	22,000	Depreciation on machine	80,000
Other expenses	44,000		

The following additional details are available.

Departments	A	B	C	X	Y
Floor space (sq mtrs)	200	300	250	200	50
Light points	20	30	20	20	10
Direct wages (Rs)	60,000	40,000	60,000	30,000	10,000
Machine H. P.	100	60	80	5	5
Cost of machines (Rs)	24,000	32,000	40,000	2,000	2,000
Number of employees	25	30	35	12	8

The expenses of service departments are charged on a percentage basis as follows:

	A	B	C	X	Y
X	20 %	30 %	40 %	-	10 %
Y	40 %	20 %	20 %	20 %	-

Prepare primary distribution summary and secondary distribution summary by adopting repeated distribution method.

