

KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)

[Re-accredited by NAAC with 'A' Grade 3.64 CGPA-(3rd Cycle)]

Coimbatore – 641 029



DEPARTMENT OF BBA CA

QUESTION BANKS

SUBJECTS

S.No	Name of the Subject
1.	Business Communication
2.	Business Economics
3.	Business Law
4.	Cost And Management Accounting
5.	Entrepreneurial Development And Project Management
6.	Financial Management
7.	Global Business Management
8.	Human Resources Management
9.	Internet & Web Page Designing
10.	Introduction To Information Technology
11.	Investment And Portfolio Management
12.	Management Information System
13.	Marketing Management
14.	Marketing Of Services
15.	Principles Of Financial Accounting
16.	Principles Of Management And Organisational Behaviour
17.	Production And Materials Management
18.	Relational Database Management System
19.	Research Methods For Management
20.	Visual Basic

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College of Excellence(UGC)

COIMBATORE – 641 029



DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

TITLE OF THE PAPER: C.P.4- BUSINESS COMMUNICATION
SUBJECT CODE: 18UBA204

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Assitant Professor & Head

Section A**UNIT - I**

1. The most important goal of business communication is _____.
a) favorable relationship between sender and receiver b) organizational goodwill
c) receiver response d) receiver understanding
2. Downward communication from _____ to _____.
a) upper to lower b) lower to upper c) horizontal d) diagonal
3. Horizontal communication takes place between _____.
a) superior to subordinate b) subordinate to superior
c) employees with same status d) none of these
4. Appeals and representations are used in _____ communication.
a) horizontal b) downward c) upward d) grapevine
5. The study of communication through touch is _____.
a) chronemics b) haptics c) proxemics d) semantics
6. The following is (are) non-verbal communication
a) facial expression b) appearance c) posture d) all of the above
7. The handshake that conveys confidence is _____.
a) limp b) firm c) loose d) double
8. Communication is the task of imparting _____.
a) training b) information c) knowledge d) message
9. As per Newman and Summer Communication is the Exchange of
a) facts b) opinion c) emotions d) all the above
10. Which of the following terms best describes the grapevine as a communication pattern?
a) diagonal b) informal c) serial d) verbal
11. Which of these is the external sounds present in the channels of communication?
a) Noise b) Semantic problems c) Cultural barriers d) Over communication
12. Which of these should not be avoided for effective communication?
a) Noise b) Planning c) Semantic problems d) Wrong assumptions
13. _____ are problems arising from expression.
a) Cultural barriers b) Semantic problems
c) Wrong assumptions d) Selecting perception
14. _____ means to impart understanding of the message.
a) Encoding b) Receiver c) Decoding d) Feedback
15. When is the communication process complete?
a) When the sender transmits the message b) When the message enters the channel
c) When the message leaves the channel d) When the receiver understands the message.
16. _____ is the first enemy of communication.
a) Noise b) Clarity c) Politeness d) Completeness
17. Which of these must be avoided for effective communication?
a) Sharing of activity b) Listening c) Ambiguity d) Politeness
18. The following is(are) the most effective ways of communication.
a) verbal b) non verbal c) written d) all the above
19. Goals help us to _____.
a) communicate b) work c) success d) motivate
20. An effective oral presentation process follows _____ steps.
a) 3 b) 4 c) 5 d) 6

UNIT- II

21. The formal greeting with which a business letter begins is called _____.
a) reference b) subject c) salutation d) body copy
22. The following is the permanent records for business
a) business letters b) ledgers c) production reports d) all of the above
23. Body of a letter is divided into ____ parts.
a) 1 b) 2 c) 3 d) 4
24. The ____ body of the presentation should be broken into short and clear units
a) main b) middle c) upper d) lower
25. The _____ of business letter is called layout.
a) body b) content c) pattern d) all the above
26. When a group agrees to support and commit to the decision of the group, they have reached
a) a consensus b) a census c) a solution d) an analysis
27. Business letter produce immediate effect because they are:
a) interesting b) brief c) formal d) informal
28. The envelope indicated that there was, _____ but in fact there was only a letter inside
a) an enclosure b) a sender c) a salutation d) an indent
29. Form letters are also known as:
a) circular letters b) formal letters c) bad news letters d) persuasive sales letters
30. Our address and phone number are shown on our _____
a) letterhead b) snailmail c) postage d) salutation
31. Contents of offers and quotation are _____
a) details of product b) pleasing tone
c) request for price d) request for traders information
32. Types of meeting are
a) annual general meeting b) planning meeting c) leading meeting d) none of the above
33. Steps for creating agenda
a) send an e-mail b) ask participants requesting an agenda item
c) both (a) and (b) d) none of the above
34. Where is the name of the company inviting mentioned in an invitation of quotation?
a) Top left corner b) Bottom left corner c) Top right corner d) Bottom right corner
35. Where is the courteous leave-taking mentioned in an invitation of quotation?
a) Top left b) Bottom right c) Top right d) Bottom left
36. Where is the name of the company placing the order mentioned?
a) Top left corner b) Top right corner c) Bottom left corner d) Bottom right corner
37. Where is the date mentioned in the letter when an order is placed?
a) With the address of the company placing the order b) Below the address of the seller
c) After the salutation d) Along with the leave-taking
38. Which of these should not be mentioned in a letter while placing an order?
a) Date b) Address of seller c) Age of owner d) Leave taking
39. Which of these is mentioned in a letter when an order is placed?
a) Age of the owner b) Nationality of the owner c) Health of the owner d) Mode of payment
40. Which of these is not mentioned in a letter of complaint?
a) Problems in the supply of goods b) Shortcomings in the supply of goods
c) Features in the supply of goods d) Fault in the supply of goods

UNIT-III

41. The letter should be based on____
a) I attitude b) you attitude c) we attitude d) my attitude
42. The reimbursement of expenses is generally made by the ____
a)principal b)agent c) subordinate d)owner
43. List of items of business to be considered at a meeting is called as ____
a) agenda b) dividend c) prospectus d) reports
44. Minutes of a meeting are usually prepared by ____
a) secretary b) chairman c) shareholder d) laymen
45. ____reports are related to a single occasion or situation.
a) special b) periodic c) informal d) formal
46. A collection letter is associate with ____
a) debtors b) creditors c) company d) customers.
47. A report given by a secretary to the Marketing Director may be called as ____
a) formal b) informal c) oral d) personal
48. ____is done by drawing a list of the items of business to be transacted at the meeting.
a) minutes b) resolution c)invitation d)agenda
49. The minute books are the ____book of the company.
a) subsidiary b) statutory c) obligatory d)secondary
50. The official record of the proceeding of a meeting is called ____
a) minutes b) notice c) both 1 & 2 d) notes
51. A tender is advertised in ____
a) newspapers b) business environment c) domestic markets d) sellers
52. Which of these is not mentioned in a tender?
a) Date b) Notice number c) Sign d) Designation
53. Where is the designation of the authority giving the tender mentioned?
a) Top center b) Bottom left c) Bottom right d) Top left
54. Which of these is mentioned in a tender?
a) Notice number b) Signature c) Address of the tenderer d) Courteous leave-taking
55. Where is the address of the company complaining mentioned?
a) Top left corner b) Top right corner c) Bottom left corner d) Bottom right corner
56. Where is the date mentioned in a minutes?
a) Top left b) Top right c) Bottom left d) Bottom right
57. Which of these details are not mentioned in minutes?
a) Venue of the meeting b) Date of the meeting
c) Name of the chairman d) Age of the chairman
58. Where is the signature of the Secretary mentioned in minutes?
a) Top left b) Top right c) Bottom left d) Bottom right
59. Which of these are the most common type of business letters?
a) Letters of application b) Letters of enquiry
c) Letters of order d) Letters of adjustment
60. Which of these is not a type of letters of enquiry?
a) General enquiries b) Personal enquiries
c) Sales related enquiries d) Status enquiries

UNIT-IV

61. Reports from the subordinates to the superiors take the form of
 a) upward communication b) downward communication
 c) face-to-face communication d) visual communication
62. Pictures, slides, films fall under
 a) body languages b) audio-visual communication
 c) reporting d) visual communication
63. Realizing the potential of the self is part of the
 a) communication development b) language development
 c) skill development d) personality development
64. Interpretation of data is followed by ____
 a) recommendation b) suggestion c) conclusions d) complaint
65. Statutory Report is ____
 a) an informal report b) not having legal sanction
 c) always a statistical report d) Formal report
66. A report prepared and presented according to the form and procedure laid down law is called a ____
 a) law report b) procedure report c) company report d) statutory report.
67. A report is a basic management tool used in ____
 a) personality development b) decision making
 c) individual development d) Self motivation
68. Press reports refers to ____
 a) reports in newspapers b) reports through letters
 c) oral communication d) written communication
69. Which of these is usually written in a form of a memorandum?
 a) Informal reports b) Formal reports c) Professional reports d) Business reports
70. Which of these is not a formal report?
 a) Informational b) Informal c) Interpretative d) Routine
71. Into which of these types are formal reports not classified?
 a) Informational b) Interpretative c) Oral d) Routine
72. Which of these reports provide information without any evaluation?
 a) Informational b) Interpretative c) Routine d) Progress
73. _____ report provides rational findings.
 a) Informative b) Interpretative c) Routine d) Progress
- Interpretative reports are also known as _____
 a) recommendation reports b) routine reports c) progress reports d) informal reports
74. Which of these reports are written for recording information?
 a) Informational b) Interpretative c) Routine d) Recommendation
75. Which of these are not mentioned in a progress report?
 a) Name of project b) Right choice of instruments
 c) Nature of work d) Amount of work left
76. In which of these reports an equipment is inspected?
 a) Progress report b) Laboratory report c) Inspection report d) Inventory report
77. Which of these is not a parameter of a report?
 a) Ability to acquire additional information b) Quality of additional information acquired
 c) Ability to arrive at subjective evaluation d) Ability to provide worthwhile recommendations

78. Which of these reports is raised annually?

- a) Inventory reports b) Confidential reports c) Laboratory reports d) Inspection reports

79. Which of these is not a part of a report?

- a) Front matter b) Gender c) Front cover d) Title page

80. Which of these is written like a business letter?

- a) Introductory letter b) Covering letter c) Informal letter d) Personal letter

UNIT-V

81. A memo is an example for

- a) internal communication b) external communication
c) lateral communication d) Written communication

82. On the _____ it is possible to get immediate feedback

- a) letter b) telephone c) e-mail d) fax

83. _____ may be less important for small business

- a) letter-writing b) telephone c) e-mail d) fax

84. _____ is a more powerful agent of persuasion and control.

- a) speaker b) receiver c) speech d) decoder

85. All the media available can be broadly classified into _____ groups.

- a) two b) three c) four d) five

86. Audio-Visual communication is most suitable for mass _____ and mass _____

- a) publicity & education b) policies & political
c) save & store d) Education & political

87. _____ is the information or ideas the sender wants to give the receiver

- a) input b) channel c) message d) output

88. The value mail e-mail, video conferencing etc some of the _____ based media of communication.

- a) computer b) traditional c) science d) rules

89. A circular is a form of _____

- a) oral communication b) face-to-face communication
c) group communication d) visual communication

90. Circular letter is meant for _____

- a) communication b) personal communication
c) secret communication d) Informal communication

91. Amazon is a best example of _____ site.

- a) entertainment b) E-commerce c) social networking d) blogging

92. Facebook, MySpace and Bebo are all examples of what type of service?

- a) E-learning b) Social networking c) Web portal d) Wiki

93. Twitter is an example of what type of service?

- a) Blogging b) Programming c) Gaming d) Microblogging

94. In relation to mobile digital devices, what does the term 'app' mean?

- a) An abbreviation of 'Apple', the technology corporation.
b) An application designed to run on the Apple iPhone.
c) An application designed to run on the Apple iPod.
d) An application designed to run on a mobile device.

95. WordPress, Typepad and Expression Engine can all be used for what? (There is more than one correct answer.)

- a) Blogging b) Word processing c) Content management d) Peer-to-peer file sharing
96. What is the dress code for a normal cultural event?
 a) Formal wear b) Party wear c) Home wear d) Beach wear
97. Which of these points need not be considered for a debate?
 a) Availability of precise information b) Age of opponent
 c) Fluency in language d) Body language
98. Which of these are to be avoided in a debate?
 a) Fights b) Listening c) Taking notes d) Using rhetoric
99. Which of these is not a type of speech?
 a) Informative b) Personal c) Persuasive d) Special occasion
100. Which of these is not a type of speech?
 a) Informative speech b) Persuasive speech
 c) Special occasion speech d) Mock trial

Section B

UNIT – I

1. Explain the meaning of business communication?
2. Outline the difference between communication and business communication.
3. What are the means of modes of communication?
4. Differentiate between verbal and non-verbal communication.
5. State the different types of non-verbal communication.
6. Explain the advantage of oral communication.
7. What are the two different types of communication?
8. Explain the methods of communication.
9. Can you explain Communication and its importance ?
10. What is the idea about principles of communication.

UNIT-II

11. Draft any one format of business letter?
12. What is the main effect of quotations.
13. Draft a format of letter of complaint.
14. Can you explain the term execution of order.
15. What are the essential features of a business order?
16. What are the advantages of providing an order form?
17. What should the seller check in an order?
18. What are the circumstances under which an order gets rejected?
19. What is an adjustment letter?
20. Why do companies grant adjustment even if the buyer is at fault?

UNIT-III

21. Write your idea about Status enquiries letter?
22. Write short notes on tender process.
21. Why do companies write collection letters?
22. What should be the first communication to a buyer on credit?
23. Why do sellers make status enquiries?
24. Why should status enquiry letters be treated as confidential correspondence.
25. What are the guidelines to be followed in drafting a status enquiry letter.

26. Why should bank letters have completeness as a feature?
27. Why should bank letters have correctness as an important feature?
28. Which type of letters in bank correspondence be called internal communication?
29. Which type of letters in bank correspondence be called external communication?
30. How to prepare agenda and minutes?

UNIT IV

31. Classify reports on the basis of length.
32. How can short reports be classified?
33. What is a letter type report?
34. Mention the different kinds of reports?
35. What is routine report?
36. What are memorandum reports?
37. What is a project report?
38. What are the types of reports generally prepared in an office?
39. What is the format of application of appointment?
40. What are the main features of appointment order?

UNIT V

41. What are the two most vital areas on which business in modern times depends?
42. How does IT help and enhance modern communication?
43. Write note on short speeches.
44. What is called memo?
45. Explain the essential content of the circular.
46. Define the term notice.
47. What are the various communication media?
48. What are the merits of various devices?
49. Explain the features of various devices?
50. Explain overall internal communication.

Section C

UNIT – I

1. Why is recognising common barriers to effective communication so important?
2. Illustrate the communication process with the help of a diagram.
3. What is meant by communication failure? Explain various communication barriers and suggest way to overcome them.
4. Explain the different types of communication flow. State what factors govern the flow the communication in an organization.
5. What is your opinion the types of Communication.

6. Write your opinion about attributes of effective communication.
7. Can you discuss about methods of Communication.
8. How would you differentiate the 7C's of Business communication?
9. How would you explain the Barriers of communication.
10. Can you make a differences between formal & informal communication.

UNIT II

11. Write a letter of complaint to demand for an immediate replacement or a full refund.
12. What do you think about types of business enquires and draft a format of business enquiry?
13. Elaborate the settlement of accounts format of letter with example.
14. Discuss about offer and quotation and draft any one format.
15. Write short notes on: (i) Claims Letter and (ii) Adjustment Letter
16. When do firms write enquiry letters?
17. State the guidelines to be followed while writing status enquiry letters.
18. Write a letter enquiring the credit status of a prospective client who wants a credit sale from you.
19. How will you make a quotation exact and precise?
20. You are the manager of a college. Make an order to a stationery dealer for the stationery requirements of your college.

UNIT III

21. What are the features of collection letters?
22. What are the duties of a collection department?
23. Discuss the statement "Collect the accounts, but keep the customer".
24. What guidelines should be kept in mind to write a collection letter.
25. Can you identify the various parties involved in bank correspondence?
26. Explain the steps for writing letter to the editor.
27. What does discharging of the shareholders and the members of the board of directors from liability mean?
28. How does the proposal on the remuneration to the members of the board of directors compare to the remuneration paid in previous years?
29. Write a letter to a banker asking extension of time for repayment of loan instalment.
30. Write a letter to a Bank Manager for getting an overdraft facility for your business concern.

UNIT IV

31. What are the different features of a short report?
32. What are the guidelines to be observed while writing a report?
33. What should the introduction of a report contain?
34. Discuss the points you would consider a preparing reports
35. List out the merits of timely reports in business letters.
36. Why are reports essential for governance and management?
37. Describe the different features of the prefatorial section of a long report.
38. Give a lay-out of a memorandum report.
39. What are informational and analytic reports?
40. Discuss how a long report should be prepared with a stress on its lay-out?

UNIT V

41. What factors should be considered seriously before opting for high-tech communication?
42. What are the obstacles to the adoption of high-tech communication?
43. How is e-mail useful to business?
44. Write down the merits and demerits of internal communication.
45. What types of content should share in social media?
46. Explain the merits and demerits of social media.
47. How often should post in social media?
48. what's the best time to post in social media and how do get more followers?
49. Discuss, should pay for social media advertising?
50. Explain the features of (i)short speech (ii) memo (iii) Circular and notice

ANSWER KEY

1	d	21	c	41	b	61	a	81	a
2	a	22	a	42	c	62	b	82	b
3	c	23	c	43	c	63	d	83	a
4	c	24	a	44	d	64	b	84	a
5	b	25	c	45	a	65	a	85	c
6	d	26	a	46	a	66	a	86	a
7	b	27	d	47	a	67	a	87	a
8	b	28	a	48	d	68	b	88	c
9	d	29	d	49	b	69	a	89	a
10	b	30	a	50	a	70	b	90	a
11	a	31	d	51	a	71	c	91	b
12	b	32	a	52	c	72	a	92	b
13	b	33	c	53	c	73	b	93	d
14	c	34	c	54	a	74	c	94	d
15	d	35	b	55	b	75	b	95	a
16	a	36	b	56	c	76	c	96	a
17	c	37	a	57	d	77	c	97	b
18	c	38	c	58	d	78	b	98	a
19	a	39	d	59	b	79	b	99	b
20	a	40	c	60	b	80	a	100	d

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

TITLE OF THE PAPER: Allied.B.1.BUSINESS ECONOMICS

SUBJECT CODE: 16UBA3A3

PREPARED BY: Mrs.S.Manjula Devi, Assistant Professor

Section A**UNIT - I**

1. Marketing Management is the.....of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value
a) Art b) Science c) Art and science d) None of the above.
2. Marketers operate in which marketplaces
a) Consumer and business b) Global and non-profit c) a & b both d) None of the above
3. "Better products, Better value, Better living"• is the mission statement of which company
a) VICCO b) HUL c) P&G d) NIRMA
4. Marketing people have..... types of entities
a) four b) Eight c) ten d) two
5. In the tourism industry, Kerala is marketed as
a) God's own country b) Heritage city c) Orange city d) Mango city
6. In marketing, is the focal point
a) Profit b) Sales c) Customer d) All of the above
7. The brand choice is heavily influenced by reference group in which stage of Product life cycle?
a) Introduction b) Growth c) Maturity d) Decline
8. Adoption rate will be higher and faster if the product has
a) Lower price b) Greater utility c) Compatibility with society d) All of the above
9. refer to the basic necessities of human beings which are related to their inherent characters
a) Need b) Demand c) Wants d) Willpower
- 10..... is the king of the market
a) Producer b) Wholesaler c) Retailer d) Consumer
11. "Market includes both place and region in which buyer and seller are in free competition with one another" is the definition given by
a) Kotler b) Pyle c) Cundiff & Still d) McNair
12. is perception of product excellence by customers
a) Quantity b) Quality c) Cost d) Exchange

- 13..... is the first step in the process of marketing
a) Purchasing b) Selling c) Buying d) Packaging
- 14.....and buying are complementary to each other
a) Purchasing b) Selling c) Buying d) Packaging
- 15..... of the concern directly affects the profit element & therefore, its successful functioning
a) Pricing b) Pricing Policy c) Risk-Bearing d) Grading
- 16..... States that the sellers should focus on improving the quality of their products
a) Product Concept b)Pricing Concept c) Selling Concept d) Modern Concept
17. The factors or forces are collectively called
- a) Marketing Environment b) Marketing Effort
c) Marketing Management d)Marketing Concept
18. The refers to the factors existing outside the marketing firm
a) External Marketing Environment b) Internal Marketing Environment
c) Micro Environment d) Macro Environment
19.concept has crept into marketing literature as an alternative to the marketing concept
a) Social Responsibilities b) Social Forces
c) Socio-Cultural d) Social Environment
20. Marketing Provides maximum satisfaction of
- a) Profits b) Human Wants c) Both (a) & (b) d) None of the above

UNIT – II

- 21..... is a desire for a commodity
a) Needs b) Demand c) Will Power d) Willingness
- 22.In economics, mere desire should not be called as
- a) Needs b) Demand c) Will Power d) Willingness
- 23.The desire should be backed by necessary
- a) Needs b) Demand c) Money d) Willingness
24. Is a table or statement showing how much of a commodity is demanded
a) Demand Schedule b)Demand Curve c)Commodity d) Quantity demand
25. Demand depends upon the Of the commodity
a) Needs b) Demand c) Willingness d) Utility

26. Demand is a
- a) Goods b) Flow concept c) Service d) None of these
27. Giffen goods is named after.....
- a) Sir Robert Giffen b) Marshall c) Adam d) Kotler
28. Consumer behavior consists of human that go in making purchasing decisions
- a) Behaviour b) Code of conduct c) Character d) Tradition
29. Demand related to price of the commodity is called
- a) Price demand b) Income demand c) Cross-demand d) None of these
30. Demand related to income of the commodity is called
- a) Price demand b) Income demand c) Cross-demand d) None of these
31. Demand of a commodity related to the price of other commodities....
- a) Price demand b) Income demand c) Cross-demand d) None of these
32. Income demand is classified into types
- a) 3 b) 2 c) 1 d) None of these
33. The elasticity of demand shows
- a) Extent of response b) Rate of change c) quantum d) change in price
34. Perfectly inelastic demand is opposite to
- a) Perfectly elastic demand b) Unitary elastic demand
- c) Relatively inelastic demand d) None of these
35. Demand for a commodity refers to
- a) Need for the commodity
- b) Desire for the commodity
- c) Amount of the commodity demanded at a particular price and at a particular time
- d) Quantity demanded of that commodity
36. Which among the following statement is INCORRECT?
- a) On a linear demand curve, all the five forms of elasticity can be depicted'
- b) If two demand curves are linear and intersecting each other then coefficient of elasticity would be same on different demand curves at the point of intersection.
- c) If two demand curves are linear, and parallel to each other then at a particular price the coefficient of elasticity would be different on different demand curves.

d) The price elasticity of demand is expressed in terms of relative not absolute, changes in Price and quantity demanded'

37. If the demand for a good is inelastic, an increase in its price will cause the total expenditure of the consumers of the good to

- a) Increase b) Decrease c) Remain the same d) Become zero

38. The horizontal demand curve parallel to x-axis implies that the elasticity of demand is

- a) Zero b) Infinite
c) Equal to one d) Greater than zero but less than infinity

39. An individual demand curve slopes downward to the right because of the

- a) Working of the law of diminishing marginal utility
b) substitution effect of decrease in price
c) income effect of fall in Price
d) All of these

40. In the short run, when the output of a firm increases, its average fixed cost?

- a) Remains constant b) Decreases
c) Increases d) First decreases and then rises

UNIT – III

41. Production is used for

- a) Creation of goods & services b) Exchange value c) Utility d) Enterprise

42. Land is defined as a

- a) Primary factor b) Secondary factor c) Restrictions on labour d) All of the mentioned

43. Labour is

- a) Perishable b) Non-perishable c) Active factor d) None of these

44. Capital can be classified into

- a) 2 b) 0 c) 1 d) 3

45. Economies of scale can be classified into types

- a) 2 b) 0 c) 1 d) 3

46. All units of the variable factors are

- a) Homogeneous b) Heterogeneous c) All of these d) None of these
47. How many stages are in law of variable proportions
a) 4 b) 3 c) 2 d) 1
48. How many stages are in law of returns to scale
a) 4 b) 3 c) 2 d) 1
49. Diseconomies of scale can be classified into
a) 4 b) 3 c) 2 d) 1
50. Economies of concentration can be classified into
a) 4 b) 3 c) 2 d) 1
51. Iso-quant analysis can be classified into
a) 4 b) 3 c) 2 d) 1
52. The Cobb-Douglas's production function was proposed by
- a) Adam b) Wicksell c) Kotler d) Pyle
53. Production function can also help in
a) Forward planning b) Planning c) Decision-making d) Executing
54. Accounting cost can also be called as
a) Indirect cost b) Future cost c) Economic cost d) None of the Mentioned
55. Past cost can also be called as
a) Indirect cost b) Future cost c) Economic cost d) None of the Mentioned
56. Incremental cost can also be called as
a) Book Cost b) Out-of-Pocket cost c) Sunk cost d) None of the Mentioned
57. Direct cost are
a) Book Cost b) Out-of-Pocket cost c) Sunk cost d) Traceable costs
58. Future cost is more important for
- a) Book Cost b) Out-of-Pocket cost c) Decision making d) Traceable costs
59. is the payment received from the sale
a) Cash b) Sales c) Costs d) Revenue
60. Are the cost which are incurred by the society in producing commodities.
a) Book Cost b) Social cost c) Sunk cost d) Traceable costs

UNIT – IV

61. The word market is derived from.....

- a) Latin word b) Greek word c) French word d) German word
62. Market is a place where buyers & sellers meet was given by
- a) Samuelson b) Pyle c) Kotler d) Adams
63. There must be a between buyers & sellers
- a) Business b) Communication c) Goods d) Service
64. The is the general purchasing power of a good over other goods
- a) Price b) Value c) Money d) All of the Mentioned
65. The is the value of goods in terms of money
- a) Price b) Value c) Money d) All of the Mentioned
66. Market can be classified into
- a) One b) Two c) Three d) Four
67. Which Contains of One Seller & Large number of buyers?
- a) Duopoly b) Monopoly c) Oligopoly d) None of these
68.may be king without crown.
- a) Oligopolist b) Monopolist c) Duopolist d) None of the Mentioned
69. The term oligopoly is derived from
- a) Latin word b) Greek word c) French word d) German word
70. Oligopoly can be classified into
- a) One b) Two c) Three d) Four
71. Who was the first author to develop formal duopoly
- a) Augustin b) Samuelson c) Pyle d) Adamsmith
72. refers to a market situation where there is only one seller & only one buyer
- a) Monopolistic b) Bilateral Monopoly c) Monopsony d) None of the above
73. Plays an immense role to attain rapid economic development
- a) Pricing b) Policy c) Pricing Policy d) None of the above
74. Pricing policy is governed by how many factors?
- a) One b) Two c) Three d) Four
75. The theory of monopolistic competition was published in the year.....
- a) 1937 b) 1932 c) 1933 d) 1934
76. Under monopoly there is no difference between firm &

a) Market b) Industry c) Shop d) None of the above

77. Under which market there is no selling cost & transport cost ?

a) Perfect competition b) Bilateral Monopoly
c) Monopsony d) None of the above

78. The shape of TFC Curve is

a) Horizontal line b) Downward slopping c) Upward slopping d) U-Shaped

79. Indicate which of the following is variable cost

a) Cost of raw materials b) Cost of machine
c) Interest on capital d) Rent payment for buildings

80. Which of the following cost curve is “U”shaped?

a) AVC b) MC c) AFC d) AVC

UNIT - V

81. Business Fluctuation causes

a) Seasonal Fluctuation b) Economic Fluctuation
c) Trade Fluctuation d) Cyclical fluctuations

82. Business fluctuation can also be called as.....

a) Trade cycle b) Capitalist economy c) Sweeping fluctuation d) Fluctuations

83. Business cycles are fluctuations in the economic activities of organized communities-given by

a) Wesley Mitchell b) Keynes c) Tinbergen d) Benham

84. Cyclical fluctuation are

a) Curve-like b) Wave-like c) Circle-like d) Random-like

85. One complete period of such oscillation is called a

a) Boom b) Peak c) Cycle d) Wave

86. In business cycles depression follows.....

a) Recovery b) Recession c) Depression d) Prosperity

87. In business cycle Recovery follows

a) Recovery b) Recession c) Depression d) Prosperity

88. In business cycle when prosperity ends, starts

a) Recovery b) Recession c) Depression d) Prosperity

89. The various phases of business cycles are shown by the

- a) Line of cycle b) Growth line c) Expansion d) Prosperity
90. One of the first organizations to investigate the business cycle was
- a) The Federal Reserve System. b) The National Bureau of Economic Research.
c) The Council of Economic Advisors. d) The Brookings Institution.
91. The trough of a business cycle occurs when _____ hits its lowest point
- a) Expansion b) Boom. c) Trough. d) Peak
92. When aggregate economic activity is increasing, the economy is said to be in
- a) An expansion b) A contraction c) A peak. d) A turning point.
93. Peaks and troughs of the business cycle are known collectively as
- a) Volatility b) Turning points. c) Equilibrium points. d) Real business cycle events.
94. Who officially determines whether the economy is in a recession or expansion
- a) The President of the United States b) The U.S. Congress
c) The Federal Reserve Board of Governors d) The National Bureau of Economic Research
95. The tendency of many different economic variables to have regular and predictable patterns across industries over the business cycle is called
- a) Persistence b) Comovement c) Periodicity d) Recurrence.
96. Monopoly means..
- a) Absence of Competition b) Quasi government
c) Private Sector d) All of the mentioned
97. When monopolistic control exists in private sector, it is called as
- a) Pure monopoly b) Private Monopoly c) Simple monopoly d) None of the above
98. may exists rarely in private sector
- a) Pure monopoly b) Private Monopoly c) Simple monopoly d) None of the above
99. The demand for the monopoly product can be split up into
- a) 1 market b) 2 market c) Both A & B d) Different market
100. Price under Perfect competition is determined by the interactions of forces
- a) 1 b) 2 c) 3 d) 5

Section B

UNIT – I

1. Define Business Economics.

2. Explain decision-making.
3. Discuss the term Forward planning.
4. How business economics is related with economies?
5. What are the basic objectives of any business firm.
6. Explain the welfare goal of the firm.
7. Explain the cost of efficiency?
8. What are the assumptions of production possibility curve?
9. Define about welfare goals of the firm
10. Give the diagrammatic representation for PPF Curve?

UNIT – II

11. Define demand.
12. Explain demand curve.
13. What do you mean by demand curve & demand schedule.
14. Explain Giffen Paradox?
15. Discuss about the Veblen effect?
16. What do you mean by demand distinction?
17. When do demand curve shift?
18. When do demand curve slopes downwards.
19. Illustrate the cross-demand.
20. Define law of demand

UNIT – III

21. What do you mean Production?
22. Mention the importance of production in an industry
23. Explain about factors of production?
24. Write about Features of Labour and capital?
25. Define Entrepreneur.
26. Write short note on 3 stages in law of variable proportions.
27. Difference between Law of variable proportions & Law of returns to scale?
28. Write short notes on Iso-quant Analysis?
29. Write short notes on Linear Iso-quants?
30. Define Cost.

UNIT – IV

31. Give the definition & meaning of Market structure?
32. What do you mean by Market?
33. Bring out the features of market?
34. Explain discriminating monopoly?
35. What are the types of monopoly?
36. What do you mean by duopoly?
37. Give some Points about features of monopoly.
38. Diffence between market price and normal price.
39. What is Value & Price?
40. Explain about local market?

UNIT – V

41. What do you mean by Business Cycle?
42. Define Business cycle?
43. Explain cyclical fluctuations.
44. Bring the statement for ROLLBACK Command.
45. What is Boom?
46. Describe about Functions.
47. Write short notes on Recovery?
48. Briefly Explain about the features of oligopoly?
49. Explain about Upward Phase?
50. Explain about Depression?

Section C**UNIT – I**

1. Explain the fundamental concepts of business economics
2. Discuss the relationship of business economics with other disciplines.
3. Examine the concept of efficiency.
4. Discuss the relationship of business economics with nano economic theory.
5. Briefly discuss about Business economics.
6. Explain about Nature of economics.
7. Explain about Scope of economics.

8. Elaborate the economic model and its uses.
9. Discuss about Objectives of business firm
10. Explain the Social responsibility of business.

UNIT – II

11. Explain the reasons behind downward slope of the demand curve?
12. Distinguish between extension and contraction in demand?
13. Briefly explain about the exceptional cases in demand?
14. Explain about the various types of demand
15. Explain about determinants of demand.
16. Elucidate about the Demand with example.
17. What do you mean by Demand schedule
18. What do you mean by law of demand
19. Write short notes on Elasticity of demand.
20. Discuss the methods to measure price elasticity of demand.

UNIT – III

21. What do you mean by factors of production.
22. Write short notes on Production.
23. Define Revenue? And its concepts.
24. What do you mean by Economies of scale.
25. What do you mean by Law of returns to scale.
26. Explain Law of Variable Proportions
27. How to define a indexes for table .
28. Explain the approaches in BEP.
29. Briefly explain about Uses and limitations of BEA
30. Illustrate the Cost concepts.

UNIT – IV

31. Explain the types of market structure?
32. Explain about the Perfect Competition?
33. Discuss in detail about Price & Output determination under Perfect Competition.
35. Discuss in detail about Monopoly,
36. Explain about the Price discriminating monopoly?

37. Explain about the Monopolistic competition?
38. Write a note on Features of monopolistic competition?
39. Explain about Price & Output determination under Monopolistic Competition?
40. Explain about Price & Output determination under Monopoly?

UNIT – V

41. Write short notes on Price determination in oligopoly?
42. Describe about Kinked demand curve.
43. What do you mean Trade cycle?
44. Explain about the features of Trade Cycle?
45. Discuss about the phases of Trade Cycle?
46. Explain about the theories under Business cycle?
47. Analyse the methods of controlling the Trade cycle?
48. Bring out the Consequences of Business Cycle?
49. Illustrate about the equilibrium of firm.
50. How do monetary and physical policy helps to control the trade cycle.

ANSWER KEY

1	B	21	B	41	A	61	A	81	B
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2	C	22	B	42	A	62	A	82	A
3	D	23	C	43	A	63	B	83	A
4	A	24	A	44	D	64	B	84	B
5	A	25	D	45	D	65	A	85	C
6	A	26	B	46	A	66	C	86	B
7	C	27	A	47	B	67	B	87	C
8	C	28	A	48	B	68	B	88	B
9	A	29	A	49	C	69	B	89	A
10	D	30	B	50	A	70	B	90	B
11	B	31	C	51	B	71	A	91	C
12	A	32	C	52	B	72	B	92	A
13	A	33	A	53	C	73	C	93	B
14	C	34	A	54	C	74	B	94	D
15	A	35	C	55	B	75	C	95	B
16	B	36	B	56	C	76	B	96	A
17	A	37	A	57	D	77	A	97	B
18	A	38	B	58	C	78	B	98	A
19	A	39	D	59	D	79	A	99	D
20	C	40	B	60	B	80	C	100	B

KONGUNADU ARTS AND SCIENCE COLLEGE

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

TITLE OF THE PAPER: C.P.14 – BUSINESS LAW
SUBJECT CODE: 16UBA614

PREPARED BY: Mrs.K.Subashini, Associate Professor

Section A

UNIT-1

1. The Indian Contract Act came into force on -----
(a) 15th September, 1872 (b) 1st September, 1872. (c) 1st October, 1872 (d) 15th October, 1872
2. The Indian Contract Act, applies to the -----
(a) Whole of India excluding Jammu & Kashmir.
(b) Whole of India including Jammu & Kashmir
(c) States notified by the Central Government from time to time
(d) None of the above.
3. An agreement consists of reciprocal promises between at least -----
(a) Four parties. (b) Six parties. (c) Three parties. (d) Two parties.
4. Every promise and every set of promise forming the consideration for each other is a/an ----
(a) Contract. (b) Agreement. (c) Offer. (d) Acceptance.
5. Contract is defined as an agreement enforceable by law; vide Section ... of the Indian Contract Act.
(a) Section 2(e) (b) Section 2(f) (c) Section 2(h) (d) Section 2(i)
6. Valid contracts -----
(a) Are made by free consent. (b) Are made by competent parties.
(c) Have lawful consideration and lawful object. (d) all of the above.
7. A contract creates -----
(a) Rights and obligations of the parties to it.
(b) Obligations of the parties to it.
(c) Mutual understanding between the parties to it.
(d) Mutual lawful rights and obligations of the parties to it.
8. In agreements of a purely domestic nature, the intention of the parties to create legal relationship is-----
(a) To be proved to the satisfaction of the court. (b) Presumed to exist.
(c) Required to the extent of consideration. (d) Not relevant at all.
9. ----- is forbidden by law.
(a) Valid contract (b) Illegal agreement
(c) Voidable contract (d) Unenforceable contract
10. A makes a contract with B to beat his business competitor. This is an example of -----
(a) Valid contract. (b) Illegal agreement.
(c) Voidable contract. (d) Unenforceable contract.
11. Which of the following legal statement is incorrect?
(a) An agreement enforceable by law is a contract [Section 2]

- (b) All agreements are contracts [Section 10]
- (c) A proposal when accepted becomes a promise [Section 2]
- (d) Every promise and every set of promise forming the consideration for each other is an agreement [Section 2(e)]

12----- is made by words written.

- (a) Express contract
- (b) Implied contract
- (c) Tacit contract
- (d) Unlawful contract

13. Agreement the meaning of which is uncertain is -----

- (a) Void
- (b) Valid
- (c) Voidable
- (d) Illegal

14. Which of the following relationship raise presumption of positive influence?

- (a) Parent and Child
- (b) Religious/ Spiritual Guru and disciple
- (c) Guardian and Ward
- (d) All of the above

15. Which of the following is false with respect to minor entering a contract?

- (a) An agreement with or by a minor is void ab initio
- (b) A minor can be a beneficiary of a contract
- (c) The contracts involving a minor as a beneficiary may be enforced at the option of the third party
- (d) A minor cannot ratify a contract on attaining majority

16. Drawing cash from ATM, sale by fall of hammer at an auction sale, etc., are example of -----

- (a) Express contract.
- (b) Implied contract.
- (c) Tacit contract.
- (d) Unlawful contract.

17----- is a one-sided contract in which only one party has to perform his promise or obligation.

- (a) Void contract
- (b) Illegal agreement
- (c) Unilateral contract
- (d) Bilateral contract

18. All Contracts is a/an -----

- (a) Offer
- (b) Agreement
- (c) Acceptance
- (d) Transaction

19. A/an ----- is every Promise and every set of promises, forming consideration for each other

- (a) Offer
- (b) Agreement
- (c) Acceptance
- (d) Transaction

20. Every agreement and promise enforceable by law is -----

- (a) Offer
- (b) Contract
- (c) Acceptance
- (d) Consideration

UNIT II

21. What is the purpose behind the enactment of Sale of Goods Act, 1930?

- (a) To define the laws relating to the sale of goods
- (b) To consolidate and amend the laws relating to the sale of goods
- (c) To consolidate, amend and define the laws relating to the sale of goods
- (d) To define and amend the laws relating to the sale of goods

22. Section 2(1) of Sale of Goods Act defines 'buyer' as

- (a) Person who buys goods and service
- (b) Person who agrees to buy goods
- (c) Person who buys or agrees to buy goods
- (d) Person who buys or agrees to buy goods and services

23. Before the enactment of Sale of Goods Act, the provisions regarding Sale of Goods were contained in -----

- (a) Indian Contract Act, 1872
- (b) Indian Registration Act, 1908
- (c) Transfer of Property Act, 1882
- (d) Indian Partnership Act, 1932

24. Which of the following cannot be said to be included in the term "goods" defined under section 2(7) of the Sale of Goods Act, 1930?

- (a) Stock
- (b) Shares
- (c) Growing crops
- (d) Actionable claims

25. Which of the following most appropriately describes the term "sale" as per Sale of Goods Act, 1930?

- (a) A contract whereby seller transfers the property in goods
- (b) A contract whereby seller transfers or agrees to transfer the property in goods to the buyer for a price
- (c) A contract where transfer of the property in goods is to take place at a future time
- (d) A contract where transfer of the property in goods is to take place subject to some condition thereafter to be fulfilled

26. When does an agreement to sell become a sale as per the provisions of Sale of Goods Act, 1930?

- (a) When the seller transfers the property in goods
- (b) When the seller agrees to transfer the property in goods
- (c) When the time elapses or the conditions subject to which the property in the goods is to be transferred are fulfilled
- (d) Agreement to sell is deemed to be sale

27. What can be the subject matter of the contract of sale as per section 6 of Sale of Goods Act?

- (a) Only existing goods owned or possessed by the owner
- (b) Only Future goods
- (c) Existing goods which are neither owned nor possessed by the owner
- (d) Existing goods, owned or possessed by the owner or future goods

28. Where in a contract of sale the seller purports to affect the present sale of the future goods, the contract operates as -----

- (a) A Contract of sale
- (b) An agreement to sell the goods
- (c) A Contract of sale or agreement to sell
- (d) It is not a valid contract

29. In a contract for sale of specific goods, the goods, without the knowledge of seller perished at the time when the contract was made, the contract is-----

- (a) A voidable contract at the instance of seller

- (b) A voidable contract at the instance of buyer
- (c) A voidable contract subject to approval of the civil court
- (d) A void contract

30. Can the agreement be avoided when there is an agreement to sell specific goods but subsequently the goods perish or become so damaged without any fault of the seller or buyer?

- (a) It can be avoided by the parties
- (b) It can't be avoided by the parties
- (c) It can be avoided only with the approval of Court
- (d) It can be avoided only if there is a contract in this regard between the parties

31. Where there is a contract for the sale of specific or ascertained goods the property in them is transferred to the buyer at the time when the-----

- (a) Parties intend the property in goods to pass
- (b) Contract is entered into
- (c) Price is paid
- (d) Delivery of goods has been made

32. Contract of sale can be-----

- (a) Absolute only
- (b) Conditional only
- (c) Absolute or conditional
- (d) Conditional only with the consent of the buyer

33. Where the transfer of the property in the goods is to take place at a future time or subject to some condition, then such contract is called-----

- (a) An agreement to sell
- (b) A contract to Sale
- (c) Future Contract
- (d) Conditional contract

34. What are the requisites of contract of sale?

- (a) An Offer and delivery of goods
- (b) An Offer to buy or sell goods, for a price and its acceptance
- (c) An Offer, delivery, possession and acceptance
- (d) An Offer, price, delivery and acceptance

35. According to Sale of Goods Act, 1930, 'seller' means a person-----

- (a) Who only agrees to sell the goods
- (b) Who only sells the goods
- (c) Who sells or agrees to sell
- (d) Who transfers the possession of the goods to the other party

36. Where the goods are of perishable nature or where the unpaid seller exercises his right of lien or right of stoppage of goods in transit and gives notice to buyer for payment and buyer does not pay or tender within reasonable time, an unpaid seller may-----

- (a) Resell the goods and can recover the damages from the original buyer
- (b) Cannot resell the goods
- (c) Ask the buyer again to make payment
- (d) Take possession and mark the goods as bad

37----- is termed as consideration in a contract of sale

- (a) Exchange money (b) Barter money (c) Price (d) Reward

38. When the buyer chooses to treat a breach of a condition as a breach of warranty, then the buyer may-----

- (a) Repudiate the contract
(b) Reject the goods
(c) Ask for indemnification
(d) Set up against the seller the breach of warranty in diminution or extinction of the price or can sue the seller for damages

39. When the price is not determined in the contract or agreed between the parties, the buyer shall pay the seller

- (a) A fair price
(b) A reasonable price
(c) Market price
(d) Average price

40. In case of breach of condition, the breach gives rise to:

- (a) Claim for damages
(b) Rejection of goods
(c) A right to repudiate the contract
(d) A right of indemnification

UNIT III

41. The term company is defined under which sec of the Act-----

- (a) Section 2 (4) (b) Section 4 (2) (c) Section 3 (1) (d) Section 1 (3)

42. Property of the company belongs to -----

- (a) Company (b) Share holders (c) Members (d) Promoters

43. Which company shares can be freely transferable -----

- (a) Private Company (b) Public Company
(c) Both (a) & (b) (d) None of the above

44. Minimum number of members in case of public company -----

- (a) 1 (b) 2 (c) 5 (d) 7

45. Minimum number of members in case of private company is -----

- (a) 1 (b) 2 (c) 3 (d) 5

46. Maximum no. of members in case of private company is-----

- (a) 50 (b) 100 (c) 150 (d) 200

47. Maximum no of members in case of public company is -----

- (a) 1 (b) Unlimited (c) 50 (d) 100

48. How many months did the company can continue its business u/s 45 -----
(a) 1 (b) 2 (c) 5 (d) 6
49. Minimum subscription should be received within -----days
(a) 130 (b) 125 (c) 120 (d) 135
50. If minimum subscription is not received application money should be refunded within---days
(a) 20 (b) 25 (c) 30 (d) 10
51. Liability of a member in case of a private company is -----
(a) Limited (b) Unlimited (c) Both (a)or(b) (d) None of the above
52. Maximum no. of persons in case of partnership banking business-----
(a) 10 (b) 20(c) 30 (d) 5
53. Minimum paid up share capital in case of a private company is -----
(a) 1Lakh (b) 2Lakhs (c) 3Lakhs (d) 4 Lakhs
54. Minimum paid up share capital in case of a public company is-----
(a) 1Lakh (b) 3Lakhs (c) 5Lakhs (d) 7 Lakhs
55. Minimum number of Directors in case of a public company is-----
(a) 1 (b) 2 (c) 3 (d) 4
56. Minimum number of Directors in case of private company is -----
(a) 1 (b) 2 (c) 3 (d) 4
57. Age limit of Directors in case of public company is-----
(a) 65 (b) 70(c) 75 (d) 80
58. Age limit of Directors in case of private company is -----
(a) 65 (b) 70 (c) 75 (d) No limit
59. The company's nationality is decided by its -----
(a) Shareholders (b) Registered office
(c) Place at books of accounts are kept (d) None of the above
60. The liability of members if company is limited by guarantee -----
(a) Unpaid value of shares (b) Guarantee amount
(c) Unlimited liability (d) none of the above

UNIT IV

61. Collective name under which business carries on is called -----
(a) Firm name (b) Consignment (c) Joint venture (d) Company
62. All partners are entitled to share -----

- (a) Profits equally (b) Capital (c) Debts (d) properties
63. A minor is entitled the benefits of -----
(a) Director (b) Firm (c) Partners (d) Company
64. Where partnership is not for a fixed period of time, it is known as -----
(a) Particular partnership (b) Partnership at will (c) Joint venture (d) Agency
65. Partners who takes part in business of firm is called -----
(a) Sleeping partner (b) Minor partner (c) Nominal partner (d) Active partner
66. Partner by holding out is governed by Sec -----
(a) 28 (b) 30 (c) 35 (d) 27
67. Law dealing with partnership is contained in -----
(a) 1932 (b) 1956 (c) 1881 (d) 1872
68. Number of persons a firm carrying on business other than banking -----
(a) 2 and 12 (b) 2 and 15 (c) 2 and 20 (d) 2 and 10
69. True test of partnership is -----
(a) Firm (b) Consignment (c) Joint venture (d) Mutual agency
70. Partnership arises by way of ----- only
(a) Agreement (b) Contract (c) Promise (d) Pledge
71. A share in a partnership be transferred like any other -----
(a) Profits (b) Capital (c) Debts (d) Properties
72. Under the Act Maximum number of partnership is -----
(a) 12 (b) 25 (c) 20 (d) 50
73. Law of partnership in India was earlier contained in -----
(a) Chapter X (b) Chapter XI (c) Chapter XII (d) Chapter IX
74. Partnership agreement may be in form of -----
(a) Express (b) Implied (c) Express or implied (d) None of the above
75. Partnership is relation between -----
(a) Friends (b) Agents (c) Partners (d) Directors
76. Each of partners is principal as well as an -----
(a) Friend (b) Agent (c) Boss (d) Director
77. Partnership of particular adventure or undertaking -----
(a) Particular partnership (b) Partnership at will (c) Joint venture (d) Agency

78. Sharing of profit is -----

- (a) Equally (b) Capital ratio (c) Rate of interest (d) Agreed ratio

79. The Partnership Act, 1932 came into force on -----

- (a) 1.10.1932 (b) 1.11.1932 (c) 1.1.1932 (d) 1.12.1932

80. The Partnership Act, 1932 deals with -----

- (a) Partnership business (b) Consignment (c) Joint venture (d) Company

UNIT V

81. Who is primarily liable on a cheque -----?

- (a) Drawer (b) Paying banker
(c) Collection banker (d) everybody who touches the cheque

82. The effect of a crossing a cheque is -----

- (a) The payee can obtain payment only through a bank account
(b) The payee is compelled to open an account
(c) The payee will have to endorse the cheque to a bank
(d) None

83. A cheque crossed as 'Payees a/c only' is direction to-----

- (a) The payee not to negotiate the cheque
(b) The paying banker to ensure that the proceeds of the cheque are credited to the payees a/c only.
(c) The collecting banker to ensure that the proceeds of the cheques are collected for the account of the payee only
(d) None of the above

84. The provisions contained in section 138 of the negotiable instruments act 1881 shall -----

- (a) Be attracted whether the cheques is ante-dated or post-dated provided it is presented within 3 months of the date of cheques or the period of validity, whichever, is earlier
(b) Not be attracted if the cheques is ante-dated
(c) Not be attracted if the cheques is post-dated
(d) All of the above

85. Which of the following does not constitute 'payment in due course?'

- (a) Payment of a post-dated cheque
(b) Payment of a crossed cheque across the counter
(c) Payment of a cheques the payment of which has been countermanded
(d) All of the above

86. Truncation of cheques means-----

- (a) Scanning of the cheques and transmission of electronic image instead of physical cheque in the clearing cycle
(b) Debiting of drawer's account through internet
(c) Both of the above

(d) None of the above

87. Who can file a criminal case against the drawer of a dishonored cheque?

- (a) The payee (b) The holder in due course
(c) Both of the above (d) The paying banker

88. The drawer of a Cheque is always a-----

- (a) Bank (b) Company (c) Firm (d) Customer

89. A cheque is considered as stale when it has been in circulation for-----

- (a) More than forty eight hours
(b) More than one year
(c) More than six months unless otherwise specified
(d) More than three months

90. Where the signature of the drawer of a Cheque is not genuine, such a Cheque is called-----

- (a) Post dated cheque (b) Stale cheque (c) Forged cheque (d) All of the above

91. A Negotiable Instrument is -----

- (a) Promissory note (b) Cheque (c) Bills of exchange (d) All the above

92. How many total sections are there in the Negotiable Instruments Act?

- (a) 146 (b) 147 (c) 148 (d) 149

93. Which section of Negotiable Instruments Act deals with Promissory Note?

- (a) 4 (b) 5 (c) 6 (d) 7

94. In which section bill of exchange is dealt with in Negotiable Instruments Act?

- (a) 4 (b) 5 (c) 6 (d) 7

95. What does Section 6 deal with in Negotiable Instruments Act?

- (a) Promissory note (b) Cheque (c) Bills of exchange (d) All the above

96. Which section in Negotiable Instruments Act deals with Negotiable Instruments?

- (a) 14 (b) 47 (c) 18 (d) 13

97. Drawee is defined in which section of Negotiable Instruments Act -----

- (a) 6 (b) 7 (c) 8 (d) 9

98. Which section of Negotiable Instruments Act deals with Dishonour by non-payment?

- (a) 96 (b) 97 (c) 92 (d) 99

99. Which section of Negotiable Instruments Act deals with Cheque crossed generally?

- (a) 146 (b) 123 (c) 118 (d) 149

100. Which section of Negotiable Instruments Act deals with Presumptions as to Negotiable Instruments?

- (a) 146 (b) 123 (c) 118 (d) 149

Section B

UNIT – I

1. What is contract?
2. What are the rules regarding offer?
3. “All contracts are agreements but all agreement is not contract” discuss?
4. What are the rules regarding minors agreements?
5. Define consent and when is consent said to be free?
6. Define acceptances and state the legal rules for acceptance.
7. Tabulate the difference is fallen fraud and misrepresentation.
8. What do you mean by voidable contract and illegal contract?
9. What are the essentials of contract?
10. Mention type of contract according to performance?

UNIT – II

11. Define the expression “auction sale”
12. Define “Damping”
13. Define an unpaid seller. Write a note on his rights.
14. “The right of stoppage in transit is an extension of the right of lien”- comment
15. Define the term “auction sale”, and state the legal rules regarding the same
16. State briefly the law governing the sale of goods.
17. Distinguish between the right of lien and stoppage of goods.
18. What is the effect of sub-sale or pledge on unpaid seller’s right of lien and stoppage in transit?
19. Write a short note on unpaid seller’s right against the goods when the ownership of the goods is transferred to the buyer.
20. How a contract of sale is made? State the necessary formalities of such a contract briefly.

UNIT – III

21. What are the features of a company?
22. Mention the types of company meetings.
23. Compare Memorandum of Association and Articles of Association
24. Can you differentiate the Indian company and foreign company?
25. List out the stages in formation of a company.
26. Write short note on Allotment of shares.
27. What is winding up of a company?
28. Give the role of a company secretary.
29. What are the rules regarding the appointment of a company director?
30. What is the use of certificate of incorporation?

UNIT – IV

31. What are the essential of partnership?
32. What are the duties of an agent?

33. What are the implied conditions?
34. What are the essential of a contract of agency?
35. What are the contents of partnership deed?
36. What are kinds of agent?
37. Examine the difference modes of dissolution of firm?
38. State the rights and duties of partner?
39. What are the liabilities of partner?
40. State the various types of partner?

UNIT – V

41. What is Negotiable Instruments?
42. What are the characteristics of Negotiable Instruments?
43. Bring out the features of a cheque.
44. Bring out the features of a promissory note.
45. Bring out the features of Bills of exchange.
46. Describe the concept of Accommodation bill.
47. Write a note on Endorsement.
48. Explain the term crossing.
49. What are the parties to bill of exchange?
50. What is the difference between time and demand bill?

Section C**UNIT – I**

1. Mention the types of quasi contract?
2. Define consideration is consideration necessary for contract?
3. Explain the kinds of offer?
4. Who are the person in competent to make a contract by status?
5. State the various remedies available to the aggrieved party for breach of contract?
6. Explain the classification of contract in detail.
7. Discuss about the legal laws relating to offer.
8. State the lapse of offer in detail.
9. What are the types of damages?
10. Explain any five contracts with an example.

UNIT – II

11. What do mean by delivery of goods?
12. Explain the kinds of delivery of goods.
13. What are the rules as to delivery of goods?
14. List out the right and duties of the buyer.
15. Define “sale” and “Agreement to sell”?
16. Define goods. What are the different classes of goods?
17. What are the essentials of a valid sale?
18. Distinguish between sale and agreement to sell.
19. What is meant by price and earnest money?
20. Discuss the effects of destruction of goods.

UNIT – III

21. State the different types of a company.
22. What are the procedures regarding the incorporation of a company?
23. What are the requisites of a valid meeting?
24. Give the importance of prospectus.
25. Write a note on quorum of a meeting.
26. What are the proxies?
27. Briefly discuss the minutes of a meeting.
28. Discuss the types of resolution.
29. Define the term Doctrine of Ultra Virus.
30. Explain the powers of director.

UNIT – IV

31. What is implied authority of partner?
32. What do you mean by dissolution of a firm? Discuss the different modes of dissolution?
33. Discuss the rights and liabilities of a partner on dissolution of a firm?
34. How are accounts settled between partners after the dissolution of partnership?
35. What are the documents to be enclosed with registration?
36. State the duties and rights of a partner.
37. Differentiate the company and partnership firm.
38. Who can be a partner?
39. Explain the types of partners.
40. Discuss the kinds of partnership.

UNIT – V

41. What are the essentials of a valid endorsement?
42. Describe the the types of endorsement.
43. How do you classify the crossing?
44. Explain the rights and duties of a paying banker.
45. What do you understand dishonor of a cheque?
46. Explain the various benefits of cheque.
47. What is difference between the bills and promissory note?
48. Discuss about the different types of negotiable instruments..
49. What are essential elements of a negotiable instruments
50. Briefly explain the types of Hundis.

ANSWER KEY

1	b	21	d	41	c	61	a	81	a
2	a	22	c	42	a	62	a	82	a
3	d	23	a	43	a	63	b	83	c
4	b	24	d	44	d	64	b	84	a

5	c	25	b	45	b	65	d	85	d
6	d	26	c	46	a	66	a	86	a
7	b	27	d	47	b	67	a	87	c
8	a	28	b	48	d	68	c	88	d
9	b	29	d	49	c	69	d	89	d
10	b	30	a	50	d	70	a	90	c
11	b	31	d	51	c	71	d	91	d
12	a	32	c	52	a	72	c	92	b
13	a	33	a	53	a	73	b	93	a
14	d	34	c	54	c	74	c	94	b
15	c	35	c	55	c	75	c	95	b
16	b	36	a	56	b	76	b	96	d
17	c	37	c	57	a	77	a	97	b
18	b	38	d	58	d	78	d	98	c
19	b	39	b	59	b	79	a	99	b
20	b	40	c	60	b	80	a	100	c

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

TITLE OF THE PAPER: COST AND MANAGEMENT ACCOUNTING

SUBJECT CODE: 16UBA512

PREPARED BY: Mrs.K.Subashini, Associste Professor

Section A**UNIT - I**

1-Cost estimation include(s) the following expenditure(s)

- a) Pattern making
- b) Tool making
- c) Selling expenses
- d) all of the above

2-To calculate the probable cost of the product, knowledge of following factors involves

- a) Production time required
- b) Use of previous estimates of comparable parts
- c) Effect of change in facilities on costing rates
- d) All of the above

3-Cost accounting is a specialized branch of accounting which deals with

- a) classification, recording, allocation and control of costs
- b) classification, processing, allocation and directing
- c) classification, recording, planning and control of costs
- d) classification, recording, allocation and directing

4-Expenditure incurred on material, labour, machinery, production and inspection are summed up to find the

- a) Total cost of product
- b) Selling price of product
- c) Factory cost of product
- d) None of the above

5-Which of the following calculate the actual cost of product

- a) Cost estimation
- b) Costing
- c) Both (A) and (B)

d) None of the above

6-The cost data provide invaluable information for taking the following managerial decision(s)

- a) To make or buy
- b) To own or hire fixed asset
- c) Determining the expansion or contraction policy
- d) All of the above

7. The method of unit costing is adopted by

- a) Transport services
- b) Steel industry
- c) Mines
- d) Bicycle industry

8. Which costing is a type of job costing.

- a) Multiple
- b) Operating
- c) Unit
- d) Batch

9. The following is cost of direct materials

- a) Freight charges
- b) Grease
- c) Coolant
- d) Cotton waste

10. The following is cost of indirect materials

- a) Lubricating oil
- b) Octroi
- c) Import duties
- d) Insurance

11. The payment made to the following is cost of direct labour.
- a) Machinist
 - b) Supervisor
 - c) Inspector
 - d) Sweeper
12. The payment made to the following is cost of indirect labour.
- a) Time keeper
 - b) Welder
 - c) Moulder
 - d) Turner
13. Cost of preparing drawings for the manufacture of a particular product is
- a) Cost of direct labour
 - b) Cost of indirect labour
 - c) Direct expenses
 - d) Indirect expenses
14. The following is also known as overhead costs or on costs.
- a) Cost of direct labour
 - b) Cost of indirect labour
 - c) Direct expenses
 - d) Indirect expenses
15. The following is (are) the indirect labour cost(s)
- a) Wages paid to storekeeper
 - b) Salary of works manager
 - c) Wages paid to gatekeeper
 - d) All of the above

16. Labour Efficiency Standards are decided by considering following factor(s)
- Records of past performance
 - Time & Motion Study
 - Trial Runs
 - All of the above
17. Balance sheet indicates the financial status of the business
- For a day
 - For a month
 - For a year
 - at given period
18. Which do not give the returns during the same period during which they are paid for
- Intangible assets
 - Fixed assets
 - Both (A) and (B)
 - None of the above
19. Following is (are) called the element(s) of Cost
- Material
 - Labour
 - Expenses
 - All of the above
20. The cause(s) of idle time can be analyzed as
- Administrative causes
 - Productive causes
 - Economic causes
 - All of the above

UNIT – II

21. Which of the following is not an inventory?

- a) Machines
- b) Raw material
- c) Finished products
- d) Consumable tools

22. The following classes of costs are usually involved in inventory decisions except

- a) Cost of ordering
- b) Carrying cost
- c) Cost of shortages
- d) Machining cost

23. The cost of insurance and taxes are included in

- a) Cost of ordering
- b) Set up cost
- c) Inventory carrying cost
- d) Cost of shortages

24. 'Buffer stock' is the level of stock

- a) Half of the actual stock
- b) At which the ordering process should start
- c) Minimum stock level below which actual stock should not fall
- d) Maximum stock in inventory

25. The minimum stock level is calculated as

- a) $\text{Reorder level} - (\text{Normal consumption} \times \text{Normal delivery time})$
- b) $\text{Reorder level} + (\text{Normal consumption} \times \text{Normal delivery time})$
- c) $(\text{Reorder level} + \text{Normal consumption}) \times \text{Normal delivery time}$
- d) $(\text{Reorder level} + \text{Normal consumption}) / \text{Normal delivery time}$

26. Which of the following is true for Inventory control?

- a) Economic order quantity has minimum total cost per order
- b) Inventory carrying costs increases with quantity per order
- c) Ordering cost decreases with lo size
- d) All of the above

27.The time period between placing an order its receipt in stock is known as

- a) Lead time
- b) Carrying time
- c) Shortage time
- d) Over time

28.Re-ordering level is calculated as

- a) Maximum consumption rate x Maximum re-order period
- b) Minimum consumption rate x Minimum re-order period
- c) Maximum consumption rate x Minimum re-order period
- d) Minimum consumption rate x Maximum re-order period

29.Average stock level can be calculated as

- a) Minimum stock level + $\frac{1}{2}$ of Re-order level
- b) Maximum stock level + $\frac{1}{2}$ of Re-order level
- c) Minimum stock level + $\frac{1}{3}$ of Re-order level
- d) Maximum stock level + $\frac{1}{3}$ of Re-order level

30.The Economic Order Quantity (EOQ) is calculated as

- a) $(2D*S/h)^{1/2}$
- b) $(DS*/h)^{1/2}$
- c) $(D*S/2h)^{1/2}$
- d) $(D*S/3h)^{1/2}$

Where, D=Annual demand (units), S=Cost per order, h=Annual carrying cost per unit

31. The order cost per order of an inventory is Rs. 400 with an annual carrying cost of Rs. 10 per unit. The Economic Order Quantity (EOQ) for an annual demand of 2000 units is

- a) 400
- b) 440
- c) 480
- d) 500

32. A method for organizing and manipulating a data buffer, where oldest (first) entry, or 'head of queue, is processed first is termed as

- a) First-in first-out logic
- b) last-in last-out logic
- c) first-in last-out logic
- d) last-in first-out logic

33. A method where youngest entry or 'top of stack is processed first is termed as

- a) first-in first-out logic
- b) last-in last-out logic
- c) first-in last-out logic
- d) last-in first-out logic

34. All of the following are the methods of inventory costing except

- a) FIFO b) LIFO c) AVCO d) stock take

35. Which of the following departments is generally responsible for inventory management:

- a) Stores Department
- b) Purchase Department
- c) Finance Department
- d) Sale Department

36. What is the level of stock between the minimum level and nil stock called :

- a) Ordering level
- b) Danger level
- c) Safety level
- d) Maximum level

37. Under the Halsey wage plan, a worker is paid?

- a) At a time rate higher than the usual rate
- b) According to his efficiency
- c) At a double rate for overtime
- d) Normal wages plus bonus

38. Comparing Rowan and Halsey Premium plans, it is seen that when the time saved?

- a) Rowan plan allows more wages to a worker than Halsey plan
- b) Rowan plan allows fewer wages to a worker than Halsey plan
- c) Rowan and Halsey plan allow equal wages to a worker
- d) None of above

39. In which of the following incentive plans of wage payment, wage on time basis are not guaranteed?

- a) Halsey plan
- b) Rowan plan
- c) Taylor's differential piece rate system
- d) Halsey wire Plan

40. Which of the following is / are time based incentive wage plan?

- a) Halsey Premium Plan
- b) Halsey Weir Premium Plan
- c) Rowan Premium Plan
- d) All of the given options

UNIT – III

41. As per Accounting Standard-3, Cash Flow is classified into

- a) Operating activities and investing activities
- b) Investing activities and financing activities
- c) Operating activities and financing activities
- d) Operating activities, financing activities and investing activities

42. Cash Flow Statement is also known as

- a) Statement of Changes in Financial Position on Cash basis
- b) Statement accounting for variation in cash
- c) Both a and b
- d) None of the above.

43. The objectives of Cash Flow Statement are

- A) Analysis of cash position
- B) Short-term cash planning
- C) Evaluation of liquidity
- D) Comparison of operating Performance

- a) Both A and B
- b) Both A and C
- c) Both B and D
- d) A, B, C, D

44. In cash flow statement, the item of interest is shown in

- A) Operating Activities
- B) Financing Activities
- C) Investing Activities

- a) Both A and B
- b) Both A and C

- c) Both B and C
- d) A, B, C

45. Cash Flow Statement is based upon

- a) Cash basis of accounting
- b) Accrual basis of accounting
- c) Credit basis of accounting
- d) None of the above

46. Which of the following statements are false?

- A) Cash Flow Statement is helpful in the formation of policies.
- B) Cash Flow Statement is useful for external analysis
- C) Cash Flow Statement is helpful in estimating future cash flow

- a) Both A and B
- b) Both A and C
- c) Both B and C
- d) None of the above

47. Which of the following statements are true?

- A) Cash flow reveals only the inflow of cash
- B) Cash flow reveals only the outflow of cash
- C) Cash flow is a substitute for income statement
- D) Cash flow statement is not a replacement of funds flow statement.

- a) Only A
- b) Only B
- c) Both B and C
- d) Only D

48. Which of the following are applications of funds?

- a) Payment of dividend on share capital
- b) Payment of tax
- c) Increase in working capital
- d) All of above

49. Which of the following are treated as long term investments?

- a) Non-current investments
- b) Trade Investments
- c) Sinking fund investments
- d) All of the above

50. Provision of taxation is treated as

- a) As a current liability
- b) As an appropriation of profits
- c) Either a or b
- d) None of the above

51. As per accounting standard AS3, provision for taxation should be treated as

- a) As a current liability
- b) As an appropriation of profits
- c) Either a or b
- d) None of the above

52. Which of the following statement is true?

- a) If the amount of good will increases during current year, the difference is treated as purchase of goodwill.
- b) If the amount of good will decreases during current year, It will treated as written off.

- c) Both a and b
- d) None of the above

53. In the context of Funds Flow Analysis, the word “funds” is used to define

- a) Net Working capital
- b) Total current assets-Total current liabilities
- c) Both a and b
- d) None of the above.

54. Which of the following is/are examples of Funds Flow Statement?

- A) Collection of debtors
- B) Shares issued for cash
- C) Shares issued against the purchase of machinery
- D) Shares issued for property

- a) A and B
- b) A and C
- c) A and D
- d) A, B, C and D

55. Which of the following statement/s are true about movement of funds?

- A) Funds flow in a transaction between current assets and fixed assets.
- B) Funds flow in a transaction between current asset and capital
- C) Funds flow in a transaction between fixed assets and current liabilities
- D) Funds flow in a transaction between current liabilities and capital

- a) A and B
- b) A and C
- c) A and D
- d) A, B, C and D

56. Which of the following transactions will result in inflow of funds?

- A) Issue of debentures
- B) Conversion of debentures into equity shares
- C) Redemption of long term loan
- D) Creation of General Reserve

- a) Only A
- b) Only D
- c) A and D
- d) A, B, C and D

57. Which of the following are current assets?

- A) Fixed investments
- B) Trade Payables
- C) Short-term loans and advances
- D) Furniture

- a) Only A
- b) Only B
- c) Only C
- d) A, B, C and D

58. Which of the following are Non-current assets?

- a) Land, Building and plant
- b) Leasehold property
- c) Computer software
- d) All of the above

59. Bond, debentures and term loans falls under:

- a) Current assets

- b) Non-current assets
- c) Non-current liabilities
- d) Current liabilities

60. Funds flow statements are prepared so as to

- a) To identify the changes in working capital
- b) To identify reasons behind change in working capital
- c) To know the item-wise outflow of funds during given period
- d) All of the above

UNIT – IV

61. The term management accounting was first coined in

- a) 1960
- b) 1950
- c) 1945
- d) 1955

62. Management accounting is

- A) Subjective
- B) Objective

- a) Only A
- b) Only B
- c) Both A and B
- d) None of the above

63. The use of management accounting is

- a) Optional
- b) Compulsory
- c) Legally obligatory
- d) Compulsory to some and optional to others

64. The management accounting can be stated an extension of

- A) Cost Accounting
- B) Financial Accounting
- C) Responsibility Accounting

- a) Both A and B
- b) Both A and C
- c) Both B and C
- d) A, B, C

65. Which of the following is true about management accounting?

- A) Management accounting is associated with presentation of accounting data.
- B) Management accounting is extremely sensitive to investors needs.

- a) Only A
- b) Only B
- c) Both A and B
- d) None of the above

66. Management accounting assists the management

- a) Only in control
- b) Only in direction
- c) Only in planning
- d) In planning, direction and control

67. Which of the following are tools of management accounting?

- A) Decision accounting
- B) Standard costing
- C) Budgetary control
- D) Human Resources Accounting

- a) A, B and D
- b) A, C and D
- c) A, B and C
- d) A, B , C, D

68. Management accounting is related with

- a) The problem of choice making
- b) Recording of transactions
- c) Cause and effect relationships

- a) A and B
- b) B and C
- c) A and C
- d) All are false

69. Management accountancy is a structure for

- a) Costing
- b) Accounting
- c) Decision making
- d) Management

70. Who coined the concept of management accounting?

- a) R.N Anthony
- b) James H. Bliss
- c) J. Batty
- d) American Accounting Association

71. Management accounting deals with

- a) Quantitative information
- b) Qualitative information

- c) Both a and b
- d) None of the above

72. Management accounting highlights staff relationship with top management as well as other personnel.

- a) True
- b) False
- c) sometimes true
- d) sometimes false

73. The definition 'Management Accounting is the presentation of accounting information in such a way as to assist management in the creation of policy and the day-to-day operation of an undertaking.'

- a) Anglo-American Council on Productivity
- b) AICPA
- c) Robert N. Anthony
- d) All of the above

74. In financial statement analysis, sales is taken as 100% in case of

- a) Common-size income statement
- b) Common-size statement
- c) Trend analysis
- d) Ratio analysis

75. A production budget is based on

- a) Cash Budget
- b) Purchase Budget
- c) Sales Budget
- d) Overhead Budget

76. Which budget is for different levels of activity.

- a) Master Budget
- b) Flexible Budget
- c) Capital Expenditure Budget
- d) Cash Budget

77. Plant utilization budget and Manufacturing overhead budgets are types of

- a. Production budget
- b. Sales budget
- c. Cost budget
- d. None of the above

78. R&D budget and Capital expenditure budget are examples of

- a. Short-term budget
- b. Current budget
- c. Long-term budget
- d. None of the above

79. A budgeting process which demands each manager to justify his entire budget in detail from beginning is

- a. Functional budget
- b. Master budget
- c. Zero base budgeting
- d. None of the above

80. Match the columns

A) Activity Ratio ----- i) $(\text{Actual hours worked} / \text{Budgeted hours}) * 100$

B) Capacity Ratio ----- ii) $(\text{Standard hours of actual production} / \text{Actual hours worked}) * 100$

C) Efficiency Ratio ----- iii) $(\text{Standard hours for actual output} / \text{Budgeted hours}) * 100$

- a. A-ii, B-iii, C-i
- b. A-i, B-ii, C-iii
- c. A-iii, B-i, C-ii
- d. None of the above

UNIT - V

81. When the concept of ratio is defined in respected to the items shown in the financial statements, it is termed as

- a) Accounting ratio
- b) Financial ratio
- c) Costing ratio
- d) None of the above

82. The definition, “The term accounting ratio is used to describe significant relationship which exist between figures shown in a balance sheet, in a profit and loss account, in a budgetary control system or in a any part of the accounting organization” is given by

- a) Biramn and Dribin
- b) Lord Keynes
- c) J. Betty
- d) None of the above.

83. The relationship between two financial variables can be expressed in:

- a) Pure ratio
- b) Percentage
- c) Rate or time
- d) Either of the above

84. Liquidity ratios are expressed in

- a) Pure ratio form
- b) Percentage
- c) Rate or time
- d) None of the above

85. Which of the following statements are true about Ratio Analysis?

- A) Ratio analysis is useful in financial analysis.
- B) Ratio analysis is helpful in communication and coordination
- C) Ratio Analysis is not helpful in identifying weak spots of the business.

D) Ratio Analysis is helpful in financial planning and forecasting.

- a) A, B and D
- b) A, C and D
- c) A, B and C
- d) A, B , C, D

86. The ratio analysis is helpful to management in taking several decisions, but as a mechanical substitute for judgment and thinking, it is worse than useless.

- a) True
- b) False
- c) both a and b
- d) either a or b

87. Profit for the objective of calculating a ratio may be taken as

- a) Profit before tax but after interest
- b) Profit before interest and tax
- c) Profit after interest and tax
- d) All of the above

88. Which of the following are limitations of ratio analysis?

- A) Ratio analysis may result in false results if variations in price levels are not considered.
- B) Ratio analysis ignores qualitative factors
- C) Ratio Analysis ignores quantitative factors
- D) Ratio Analysis is historical analysis.

- a) A, B and D

- b) A, C and D
- c) A, B and C
- d) A, B , C, D

89. Which ratio is considered as safe margin of solvency?

- a) Liquid ratio
- b) Quick ratio
- c) Current ratio
- d) None of the above

90. The ideal level of current ratio is

- a) 4:2
- b) 2:1
- c) Both a and b
- d) None of the above

91. Current ratio is stated as a crude ratio because

- a) It measures only the quantity of current assets
- b) It measures only the quality of current assets
- c) Both a and b
- d) Offerings dimension

92. Liquid ratio is also known as

- a) Quick ratio
- b) Acid test ratio
- c) Working capital ratio
- d) Stock turnover ratio

- a) A and B
- b) A and C
- c) B and C

d) C and D

93. Stock is considered as a liquid asset as anytime it can be converted into cash immediately.

- a) Yes
- b) No
- c) both a and b
- d) neither a or b

94. The ideal level of liquid ratio is

- a) 3:3
- b) 4:4
- c) 5:5
- d) All of the above

95. Debt-equity ratio is a sub-part of

- a) Short-term solvency ratio
- b) Long-term solvency ratio
- c) Debtors turnover ratio
- d) None of the above

96. The term 'Financial Statement' covers

- a) Profit & Loss Statement
- b) Balance sheet and Profit & Loss Statement appropriation account
- c) Profit & Loss Statement and Balance sheet
- d) All of above are false

97. The form of balance sheet is

- a) Vertical
- b) Horizontal
- c) Horizontal and vertical

d) Horizontal or vertical

98. The term current asset doesn't cover

- a) Car
- b) Debtors
- c) Stock
- d) Prepaid expenses

99. P&L statement is also known as

- a) Statement of operations
- b) Statement of income
- c) Statement of earnings
- d) All of the above

100. Which of the following is true about financial statements?

- A) Financial statement gives a summary of accounts.
- B) Financial statements can be stated as recorded facts.

- a) Only A
- b) Only B
- c) Both A and B
- d) None of the above

Section B

UNIT I

1. What are elements of cost?
2. Compare Financial accounting and Cost accounting.
3. List out the objectives of cost accounting.
4. Describe the classification of cost.
5. Write a short note on Cost, Costing, Cost accounting and Cost accountancy.

6. How are Tenders and Quotations prepared?
7. What are the essentials of a good costing system?
8. Calculate work cost:

Factory expenses Rs 700

Office expenses Rs 300

Selling expenses Rs 900

Material consumed Rs 3400

9. Calculate the raw material consumed from the following details:

Raw material purchased Rs 80000

Sale of material scrap Rs 1000

Opening stock of material Rs 12000

Closing stock of material Rs 21000

10. Prepare a cost sheet:

Material consumed Rs 30000

Wages Rs 60000

Works overhead is charged at 40% of prime cost

Office overhead is taken at 20% on work cost.

Units sold and produced are 180 units @ Rs 1200 each.

UNIT II

11. Distinguish between FIFO and LIFO.
12. What do you mean by Material control?
13. Write a note on EOQ.
14. Find the Economic Order Quantity from the following data:

Actual consumption	18,000 units (per annum)
Cost per unit	Rs. 1.50
Cost of placing order and processing the delivery	Rs. 12 per order
Inventory carrying cost	20% of unit value.

15. Calculate the reorder level.

Maximum consumption = 300 units per day

Minimum consumption = 200 units per day

Re order period = 8 to 10 days.

16. 40 hours is taken by a worker to do job for which time allowed is 50 hours. Rs. 1.25 per hour is his daily rate. Calculate the works cost of the job under the following methods of payment of wages: (i) Time rate; (ii) Piece rate; (iii) Halsey plan & (iv) Rowan plan.

17. Calculate the total earnings of a worker & the effectively rate of labour wages per hour where payment of bonus is under

(a) the Halsey (50%) scheme &

(b) the Rowan scheme from the below mentioned particulars:

Basic wage rate per hour – Rs.10.80,

Time allowed for the job – 48 hours,

Actual time taken – 36 hours.

18. What is standard costing?

19. Calculate Labour turnover under Replacement method and Separation method:

Number of employees replaced = 1000

Average number of employees = 8000

Employees left during the year = 750

20. Calculate the normal and overtime wages payable to a workman.

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

Normal working hours 8 hours per day

Normal rate Rs 2 per hour

Overtime rate Double the usual rate

UNIT – III

21. The comparative balance sheet of Icelands Ltd. as at 31st December, 2007 and 2008 are as under: Prepare schedule showing changes in working capital.

Liabilities	2007 Rs.	2008 Rs.	Assets	2007 Rs.	2008 Rs.
Share capital	10,00,000	1300000	Building at	7,50,000	11,50,000
Share premium	-	20000	cost	8,75,000	11,25,000
P & L A/c	2,00,000	230000	Machinery		
5% debentures	5,00,000	600000	(Less		
Creditors	3,00,000	400000	depreciation)	1,00,000	1,00,000
Prov. for Taxation	1,00,000	300000	Investments	2,25,000	2,45,000
Proposed dividend	50,000	100000	Stock	75,000	90,000
			debtors	1,25,000	2,40,000
			Bank balance		
TOTAL	21,50,000	29,50,000	TOTAL	21,50,000	29,50,000

22. Differentiate Fund Flow Statement and Cash Flow Statement

23. Calculate Funds from operation

Net income Rs 65000

Provision for bad debts Rs 2000

Loss on sale of furniture Rs 3000

Depreciation Rs 10000

Rent Rs 1000

Salary Rs 2500

Profit on sale of machinery Rs 5000.

24. Prepare cash flow statement.

Liabilities	1999	2000	Assets	1999	2000
Share capital	400000	500000	Cash	60000	94000
Creditors	140000	90000	Debtors	240000	230000
Profit & loss a/c	20000	46000	Stock	160000	180000

			Land	100000	132000
	560000	636000		560000	636000

25. What are some examples of operating activities?

26. What are some examples of Financing activities?

27. What are some examples of investing activities?

28. Following information is available from the books of Standard Company Ltd.:

Particulars	2015	2016
Profit during the year		250000
Income received in advance	500	600
Prepaid expenses	1600	1400
Debtors	80000	95000
Bills receivable	25000	20000
Creditors	45000	40000
Bills payable	13000	15000
Outstanding expenses	2500	2000
Accrued income	1500	1200

Calculate cash flow from operations.

29. The Delta Company uses indirect method to prepare its statement of cash flows. The list of various activities performed by the company during the year 2014 is given below, find out the type of activity.

Purchase of treasury stock

Purchase or sale of investment.

Sale of equipment at a loss

Increase in accounts payable

Retirement of bonds

Issue of shares

Increase in inventory

Loan from bank

Increase in accounts receivable

30. Give the format of statement showing the changes in working capital.

UNIT – IV

31. Calculate the trend percentages for the following, taking the year 1999 as the base year.

Particulars	1999	2000	2001	2002	2003
Sales	500000	600000	650000	700000	800000
Cost of sales	400000	440000	500000	520000	560000

(OR)

32. The following are the balance sheet of X Ltd Ltd. for the years ending 31st December, 2001 and 2002.

Liabilities	2001	2002	Assets	2001	2002
Equity share Capital	400	400	Land & Building	400	370
Preference share capital	300	300	Plant & Machinery	400	410
Reserves	200	245	Stock	200	300
8% Debentures	100	150	Debtors	200	300
Bills payable	50	75	Cash	100	140
Creditors	250	350			
	1300	1520		1300	1520

Prepare a Common – Size Balance sheet of the company and study its financial position.

33. Prepare Sales Budget.

Sales	(in units)
January	50000
February	40000
March	60000
Selling price	Rs 100 per unit
Target of First Quarter 2004:	

Sales units	Increase by 20%
Selling price	Increase by 10%

34. A Company at present operating at 80% capacity produces and sells 40000 units.

Particulars	Per unit (Rs)
Direct material	15
Direct labour	10
Factory overhead (30% Fixed)	5
Office expenses (60% variable)	3
Selling expenses (50% fixed)	2
Selling price	45

Prepare budget at 100% capacity.

35. From the following income statement of Day Dreaming Co.Ltd., for the year ending 2005 and 2006, prepare the comparative income statement.

Particulars	2005	2006
Net Sales	900	1,050
Cost of goods sold	650	850
Administrative Expenses	40	40
Selling Expenses	20	20
Net profit	190	140

36. From the income

following statement of a

company, prepare the trend analysis:

	2010	2009	2008	2007	2006
Net sales	35,119	30,990	31,944	28,857	24,088
Operating income	8,449	8,231	8,446	7,252	6,308

37. What is analysis and interpretation?

38. Write a note on Trend analysis.
39. Distinguish between fixed and flexible budget.
40. Explain cash budget with examples.

UNIT – V

41. Find out i) Current assets ii) Current liabilities and iii) Inventory

Current ratio = 3.5

Liquid ratio = 2.5

Working capital = Rs 100000

42. Find out i) Operating ratio ii) Operating profit ratio

Sales Rs 2000000

Gross profit Rs 800000

Office expenses Rs 60000

Selling expenses Rs 40000

Finance expenses Rs 30000

Loss on sale of plant Rs 4000

Interest on investment Rs 5000

Net profit Rs 671000

43. Ascertain closing debtors.

Total sales Rs 4000000

Cash sales Rs 400000

Debtors' collection period 60 days (360 days per year)

Closing bills receivable Rs 10000

44. Explain how accounting ratios are classified.

45. From the following details of a trader you are required to calculate:

(i) Purchase for the year.

(ii) Rate of stock turnover

(iii) Percentage of Gross profit to turnover

Sales \$	33,984	Stock at the close at cost price	1814
Sales Returns	380	G.P. for the year	8068
Stock at the beginning at cost price	1378		

46. Calculate stock turnover ratio from the following information:

Opening stock	8,000
Purchases	4,84,000
Sales	6,40,000
Gross Profit Rate – 25% on Sales.	

47. Calculate the operating Ratio from the following figures.

Items	(\$ in Lakhs)
Sales	17874
Sales Returns	4
Other Incomes	53
Cost of Sales	15440
Administration and Selling Exp.	1843
Depreciation	63
Interest Expenses (Non- operating)	456

48. Write about the uses and significance of Ratio analysis

49. Compute the materials usage variance from the following information:

Standard material cost per unit

Material A — 2 pieces @ Rs. 10=20 (Material A 2,050 pieces)

Material B — 3 pieces @ Rs. 20 =60 (Material B 2,980 pieces)

Units completed 1,000

50. Calculate Overhead Cost Variances.

Budgeted hours for month of March = 180 hours

Standard rate of article produced per hour = 50units

Budgeted fixed overhead = Rs 27, 000

Actual Production = 9, 2000 units

Actual hours for Production = 175 hours

Actual fixed Overhead Costs = Rs 28, 000

Section C

UNIT – I

1. Explain the scope of cost accounting in detail.
2. Briefly explain the different methods of costing
3. Bring out the difference between Cost accounting and Management accounting.
4. Draw the sample cost sheet with imaginary figures.
5. “Installation of costing system is important”- How?
6. What are the difficulties faced in Installation of costing system?
7. The following information has been obtained from the records of Narmatha Corporation Ltd for the period from January 1 to June 30, 2003. Prepare Cost Sheet.

Particulars	1. 1.2003	30.6.2003
Cost of Raw Materials	30,000	25,000
Cost of Work in Progress	12,000	15,000
Cost of Stock of finished Goods	60,000	55,000
Transactions during six months are :		
Purchase of Raw Materials	1,50,000	
Wages Paid	3,30,000	
Factory-Overheads	92,000	
Administration Overheads	60,000	
Selling and Distribution Overhead	30,000	
Sales	12,50,000.	

8. Prepare a statement of cost:

	1.1.2009	31.12.2009		
Stock of material	40000	50000		
Stock of finished goods	100000	150000		
Stock of work in progress	10000	14000		
Particulars	Amt	Particulars	Amt	
Indirect labour	50000	Salary	100000	
Lubricants	10000	Power	30000	
Insurance of plant	3000	Direct labour	300000	
Purchase of material	400000	Depreciation on machine	50000	
Sales commission	60000	Factory rent	60000	
Salesman salary	100000	Property tax	11000	
Carriage outward	20000	Sales	1200000	

9. Discuss about the Importance of cost accounting

10. Calculate work cost.

Materials Rs 60000
 Labour Rs 40000
 Direct expenses Rs 10000
 Factory overheads Rs 50000
 Work in progress:
 Opening stock Rs 10000
 Closing stock Rs 8000

UNIT – II

11. The following information regarding receipts and issues of material A has been obtained from store records of a concern. Prepare stores ledger account under FIFO and LIFO method.

2007			
Jan.	1	Balance	500 units
"	2	Issued S.R. No. 101	100 units
"	5	Received G.R. No. 51	200 units
"	7	Issued S.R. No. 111	240 units
"	10	Returned to Stores S.C. No. 10	20 units
"	12	Received G.R. No. 57	150 units
"	15	Issued S.R. No. 121	210 units
"	18	Received G.R. No. 60	330 units
"	20	Returned to vendor M.D. No. 184	30 units
"	25	Received G.R. No. 63	50 units
"	30	Issued S.R. No. 131	100 units

12. P. Ltd. uses three types of materials A, B & C for production of X, the final product. The relevant monthly data for the components are as given below:

	A	B	C
Normal usage	200 units	150 units	180 units
Minimum usage	100 "	100 "	90 "
Maximum usage	300 "	250 "	270 "
Reorder Quantity	750 "	900 "	720 "
Reorder period (in month)	2 to 3	3 to 4	2 to 3

Calculate for each component:

- Re-order level
- Minimum level
- Maximum level
- Average stock level

13. Use the following information to calculate the value of inventory on hand on Mar 31 and cost of goods sold during March in FIFO periodic inventory system and under FIFO perpetual inventory system.

Mar 1	Beginning Inventory	68 units @ Rs15.00 per unit
5	Purchase	140 units @ Rs 15.50 per unit
9	Issue	94 units
11	Purchase	40 units @ Rs 16.00 per unit
16	Purchase	78 units @ Rs 16.50 per unit
20	Issue	116 units

29 Issue 62 units @

14. Use LIFO on the following information to calculate the value of ending inventory and the cost of goods sold of March.

Mar 1	Beginning Inventory	60 units @ Rs15.00
5	Purchase	140 units @ Rs 15.50
14	Issue	190 units
27	Purchase	70 units @ Rs 16.00
29	Issue	30 units

15. From the details prepare stores ledger under simple average method.

2010 Dec 1	Opening Balance	400 kg @ Rs 1.25
5	Received	200 kg @ Rs 1.30
8	Issued	480 kg
10	Issued	40 kg
15	Received	320 kg @ Rs 1.35
18	Issued	200 kg
20	Received	400 kg @ Rs 1.40
25	Issued	160 kg
28	Issued	240 kg

Shortage of 40 kg on 16.12.2010 & another shortage of 40 kg on 26.12.2010 is found by the stock verifier.

16. From the following data, Calculate Labour Turnover.

Number of employees at the beginning	200
Number of employees at the end	240
Number of employees resigned	20
Number of employees discharged	5
Number of employees replaced	18

17. Calculate Labour cost:

1. Basic pay Rs 5 per day

2. Dearness allowance 25 paise for every point over 100 cost of living. Present cost of living index 800 points
3. Leave salary 5% of 1 & 2
4. Employer contribution to PF 8% OF 1 & 2
5. Employer contribution to ESI 5% OF 1 & 2
6. Normal working days in a month 25 days of 8 hours each

18. a) Calculate the wages payable to a workman:

Days	Hours worked
Monday	8
Tuesday	12
Wednesday	10
Thursday	10
Friday	9
Saturday	4
Total	53

Normal working hours – 8 hrs per day: on Saturday 4 hrs.

Normal rate Rs 2 per hour.

Overtime rate – upto 9 hrs in a day at single rate and over 9 hrs in a day at double rate.

19. Calculate the earnings of three workers A, B and C under Merrick's Multiple piece rate system.

Standard production per day 150 units

Normal piece rate Rs 0.50 per unit

Production :

A – 120 Units B – 140 Units C – 160 Units

20. Find out the different stock levels:

Normal consumption 600 units per day

Maximum consumption 840 units per day

Minimum consumption 480 units per day

Reorder quantity	7200 units
Reorder period	8 to 12 days

UNIT – III

21. From the following information of XYZ Ltd., prepare a statement showing changes in working capital position along with funds flow statement:

Particulars	(₹)	
	31st December Previous year	31st December Current year
Current assets	1,35,000	1,27,200
Investments	15,000	21,400
Land	9,000	9,000
Plant and machinery	81,000	1,05,000
(Accumulated depreciation)	(24,000)	(26,000)
Patents	16,200	12,600
Total assets	<u>2,32,200</u>	<u>2,49,200</u>
Current liabilities	24,600	34,800
12% Debentures	43,400	-
14% Debentures	-	39,000
Equity share capital	90,000	1,00,000
Reserve for future losses on investments	6,000	3,600
Retained earnings	68,200	71,800
Total liabilities and capital	<u>2,32,200</u>	<u>2,49,200</u>

22. The following are the summaries of the balance sheets of the Bharat Vijay Ltd. as on 31-12-02 and 31-12-03.

Liabilities	2002	2003	Assets	2002	2003
	Rs.	Rs.		Rs.	Rs.
Share capital	3,00,000	4,00,000	Buildings	1,20,000	2,50,000
Debentures	2,00,000	2,50,000	Machinery	3,00,000	2,60,000
Profit & Loss A/c	40,000	60,000	Stock	90,000	80,000
Creditors	70,000	80,000	Debtors	1,40,000	2,40,000
Bank overdraft	25,000	25,000	Prepaid expenses	15,000	25,000
Provision for Taxation	30,000	40,000			
TOTAL	6,65,000	8,55,000	TOTAL	6,65,000	8,55,000

The following additional information is obtained:

1. The net profit for the year was Rs. 40,000 after charging depreciation.
2. During the year depreciation charged was Rs. 30,000 on building and Rs. 40,000 on machinery.
3. The company purchased during the year buildings worth Rs. 1, 60,000.
4. Dividend paid during the year amounted to Rs. 20,000.

From the above information, prepare a statement of sources and application of funds for the year 2003.

23. From the following balance sheets of XYZ Co. Ltd., prepare funds flow statement:

		(₹ '000)			
Liabilities	2015	2016	Assets	2015	2016
Equity share capital	600	800	Goodwill	230	180
Preference capital	300	200	Land and buildings	400	340
General reserve	80	140	Plant and machinery	160	400
Profit and loss a/c	60	96	Debtors	320	400
Proposed dividend	84	100	Stock	154	218
Creditors	110	166	Bills receivable	40	60
Bills payable	40	32	Cash	30	20
Tax provision	80	100	Bank	20	16
	1,354	1,634		1,354	1,634

Additional Information:

- (i) Proposed dividend made during 2015 has been paid during 2016.
- (ii) Depreciation – (a) Rs.20,000 on plant and machinery, and (b) Rs.40,000 on land and buildings.
- (iii) Interim dividend has been paid Rs.40,000 in 2016.
- (iv) Income-tax Rs.70,000 has been paid during 2016.

24. The comparative Balance sheets of a company for the two years were as follows:

Liabilities	1988	1989	Assets	1988	1989
	Rs	Rs		Rs	Rs
Capital	1,50,000	1,75,000	Land & Buildings	1,10,000	1,50,000

Loan from bank	1,60,000	1,00,000	Machinery	2,00,000	1,40,000
Creditors	90,000	1,00,000	Stock	50,000	45,000
Bills payable	50,000	40,000	Debtors	70,000	80,000
Loan from IFC	----	25,000	Cash	20,000	25,000
	4,50,000	4,40,000		4,50,000	4,40,000

Additional Information:

Net profit for the year 1989 amounted to Rs.60,000. During the year a machine costing Rs.25,000(accumulated depreciation Rs,10,000)was sold for Rs.13,000.The provision for depreciation against machinery as on 31-12-88 was Rs.50,000 and on 31-12-89 Rs.85,000.You are required to prepare a cash Flow statement.

25. The following are the summarised balance sheets of M/s .Krishna Ltd. as on 31.12.1999 and 2000.

Liabilities

	1999	2000
.		
10% preference shares	1,00,000	1,10,000
Equity Shares	2,20,000	2,50,000
Share premium	20,000	26,000
Profit & Loss A I c	1,04,000	1,34,000
12% debentures	70,000	64,000
Creditors	38,000	46,000
Bills Payable	5,000	4,000
Provision for tax	10,000	12,000
Dividend Payable	<u>7,000</u>	<u>8,000</u>
	<u>5,74,000</u>	<u>6,54,000</u>

Assets

1999

2000

Machinery	2,00,000	2,30,000
Buildings	1,50,000	1,76,000
Land	18,000	18,000
Cash	42,000	32,000
Debtors	38,000	38,000
Bills receivable	42,000	62,000
Stock	<u>84,000</u>	<u>98,000</u>
	<u>5,74,000</u>	<u>6,54,000</u>

You are required to prepare a statement of sources and application of funds.

26. From the following balance sheets, prepare schedule of changes in working capital.

Liabilities	Dec 1980	Dec1981	Assets	Dec1980	Dec1981
Share capital	2,00,000	2,50,000	Cash	30,000	47,000
Creditors	70,000	45,000	Debtors	1,20,000	1,15,000
Retained } Earnings	10,000	23,000	Land	50,000	66,000
	2,80,000	3,18,000	Stock	80,000	90,000
				2,80,000	3,18,000

27. The following are the summarized balance sheets of X Ltd., as on 31 December 1999 and 2000.

Liabilities	31st Dec.		Assets	31., Dec.	
	1999	2000		1999	2000
Redeemable preference			Fixed Assets	41,000	40,000
Shares		10,000	Less: Depreciation	11,000	15,000
Equity shares	40,000	40,000			
General Reserve	2,000	2,000			

Profit and loss A/c	1,000	1,200		30,000	25,000
Debtors	6,000	7,000	Debtors	20,000	24,000
Creditors	12,000	11,000	Stock	30,000	35,000
Provision for Tax	3,000	4,200	Prepaid exp.	300	500
Proposed dividend	5,000	5,800	Cash	1,200	3,500
Banal overdraft	12,500	6,800			
	81,500	88,000		81,500	88,000

You are required to prepare:

1. A statement showing changes in the working capital
2. A statement of sources and application of funds.

28. From the following balance sheets, prepare a statement showing changes in working capital during 1995.

Balance sheet of Pioneer Ltd as on 31 December.

Liabilities	1994	1995
Share capital	5,00,000	6,00,000
Reserves	1,50,000	1,80,000
P.L. A/c		
Debtors	40,000	65,000
Creditors for goods	3,00,000	2,50,000
Provision for income tax	<u>60,000</u>	<u>80,000</u>
	<u>12, 20,000</u>	<u>13, 35,000</u>
Assets	1994	1995
Fixed assets	10,00,000	11,20,000
Less : Depreciation	<u>3,70,000</u>	<u>4,60,000</u>
	<u>6,30,000</u>	<u>6,60,000</u>
Stock	2,40,000	3,70,000
Book debts	2,50,000	2,30,000

Cash in hand and at Bank Balance	80,000	60,000
Preliminary Expenses	<u>20,000</u>	<u>15,000</u>
	<u>12,20,000</u>	<u>13,35,000</u>

29. Explain an importance of working capital in detail.

30. Prepare a cash flow statement using direct method.

- (a) Cash sales for the year were Rs.10,00,000 and sales on account Rs.12,00,000.
- (b) Payments on accounts payable for inventory totalled Rs.7,80,000.
- (c) Collection against accounts receivable were Rs.7,60,000.
- (d) Rent paid in cash Rs.2,20,000, outstanding rent being Rs.20,000.
- (e) 4,00,000 Equity shares of Rs.10 par value were issued for Rs.48,00,000.
- (f) Equipment was purchased for cash Rs.16,80,000.
- (g) Dividend amounting to Rs.10,00,000 was declared, but yet to be paid.
- (h) Rs.4,00,000 of dividends declared in the previous year were paid.

UNIT – IV

31. From the following Income Statement of X Ltd. Prepare a Comparative statement and interpret the result:

(Amount in lakhs rupees) For the year ended 31st March

Particulars	2000		2001	
Net sales		1,370		1,442
Cost of Goods Sold		838		926
Gross profit		532		516
Operating Expenses:				
Administrative Expenses	94		92	
Selling Expenses	188	282	182	274
Operating profit		250		242

Add: Other Income – Dividend		44		50
		294		292
Less: Other Deductions- Interest Paid		44		44
Net profit before tax		250		248
Less: Income-tax		124		124
Net Profit after tax		126		124

32. Prepare a cash budget for the three months ended 30th September 2014 based on the following information:

Cash at bank on 1st July, 2014 Rs. 25,000

Monthly salaries and wages (estimated) Rs. 10,000

Interest payable in August, 2014 Rs. 5,000

Estimated	June	July	August	September
	Rs.	Rs.	Rs.	Rs.
Cash sales (actual)	1,20,000	1,40,000	1,52,000	1,21,000
Credit sales	1,00,000	80,000	1,40,000	1,20,000
Purchases	1,60,000	1,70,000	2,40,000	1,80,000
Other expenses	18,000	20,000	22,000	21,000

Credit sales are collected 50% in the month of sale and 50% in the month following.

10% of the purchases are in cash and balance is paid in next month.

33. Prepare Production Budget and Production Cost Budget

Particulars	Opening stock (1.1.2000)	Closing stock (31.12.2000)
Finished goods	1200 units	1600 units
Raw material A	5000kg	4800kg
Raw material B	2000kg	3100kg

(a) Budgeted sales for the month-7000 units

(b) Raw material required producing one unit-A 4kg at Rs.8per kg:

B-2kg at Rs.25per kg

34. From the following forecast of income and expenditure, prepare a cash budget for the months January to April, 2011.

Year	Months	Sales (Credit)	Purchases (Credit)	Wages	Manufacturing Expenses	Administrative Expenses	Selling Expenses
2010	Nov	30,000	15,000	3,000	1,150	1,060	500
	Dec	35,000	20,000	3,200	1,225	1,040	550
2011	Jan	25,000	15,000	2,500	990	1,100	600
	Feb	30,000	20,000	3,000	1,050	1,150	620
	March	35,000	22,500	2,400	1,100	1,220	570
	April	40,000	25,000	2,600	1,200	1,180	710

Additional information is as follows:

1. The customers are allowed a credit period of 2 months.
2. A dividend of Rs 10,000 is payable in April.
3. Capital expenditure to be incurred: Plant purchased on 15th January for 15,000; a Building has been purchased on 1st March and the payments are to be made in monthly installments of Rs 2,000 each.
4. The creditors are allowing a credit of 2 months.
5. Wages are paid on the 1st of the next month.
6. Lag in payment of other expenses is one month.

35. For the production of 10000 units of a product, the following are the budgeted expenses:

	\$ (per unit)
Direct material	30
Direct Labour	15
Variable overhead	12.50
Fixed overhead (\$ 75000)	7.50
Variable expenses (direct)	2.50

Selling expenses (10% fixed)	7.50
Administration expenses (\$ 25000 rigid for all production levels)	2.50
Distribution expenses (20% fixed)	<u>2.50</u>
Total cost of sale per unit	<u>80.00</u>

Prepare a budget for production of 12000, 14000 & 16000 units showing distinctly marginal cost & total cost.

36. Write about the management accounting tools and techniques

37. The following are the Balance Sheets of Harsha Ltd. as on March 31, 2006 and March 31, 2007. Prepare comparative financial statement.

Liabilities	2006	2007	Assets	2006	2007
Equity capital	1,00,000	1,65,000	Fixed Assets	1,20,000	1,75,000
Preference Capital	50,000	75,000	Stock	20,000	25,000
Reserves	10,000	15,000	Debtors	50,000	62,500
Profit and loss Account	7,500	10,000	Bills Receivable	10,000	30,000
Bank Overdraft	25,000	25,000	Prepaid Expenses	5,000	6,000
Creditors	20,000	25,000	Cash at Bank	20,000	26,500
Provision for taxation	10,000	12,500	Cash in Hand	5,000	15,000
Proposed Dividend	7,500	12,500			
	2,30,000	3,40,000		2,30,000	3,40,000

38. Prepare common size statement:

Particulars	2005	2006
Equity Share Capital	600	600

6% Preference Share Capital	500	500
Reserves	400	445
Debenture	300	350
Bills Payable	250	275
Creditors	150	200
Tax Payable	150	200
Total Liabilities	2,350	2,570
Land	300	300
Buildings	500	470
Plant	400	470
Furniture	300	340
Stock	400	500
Cash	450	490
Total Assets	2,350	2,570

39. Prepare a Flexible budget for overheads on the basis of the following data. Ascertain the overhead rates at 50%

Variable overheads: At 60% capacity (Rs)

Indirect Material 6,000

Labour 18,000

Electricity: (40% Fixed & 60% variable) 30,000

Repairs: (80% fixed & 20% Variable) 3,000

Fixed overheads:

Depreciation 16,500

Insurance 4,500

Salaries 15,000

40. Write about the importance of budgetary control.

UNIT – V

41. Explain the merits and demerits of ratio analysis.

42 From the following information make out a statement of proprietors funds.

Current ratio = 2.5

Liquid ratio = 1.5

Proprietary ratio (fixed assets/ proprietary funds) = 0.75

Working capital = Rs 60000

Bank overdraft = Rs 10000

Reserve & surplus = Rs 40000

43. A company purchases goods both on cash as well as on credit terms. The following particulars are obtained from the books.

	Rs.
Total purchases	3,00,000
Cash purchases	30,000
Purchase returns	51,000
Creditors at the end	1,05,000
Bills payable at the end	60,000
Reserve for discount on creditors	8,000

Calculate average payment period.

44. Calculate the average collection period from the following:

	Rs.
Total sales for the year 1987	1,00,000
Cash sales for the year 1987	20,000
Debtors as on 1-1-1987	10,000
Debtors as on 31-12-1987	15,000
Bills receivable as on 1-1-1987	7,500
Bills receivable as on 31-12-1987	12,500

45. Following are the ratios to trading activities National Traders Ltd:

Debtor's velocity	3 months
Stock velocity	8 months
Creditor's velocity	2 months
Gross profit ratio	25%

Gross profit for the year ended 31st Dec, 1988 amounted to Rs.4,00,000. Closing stock of the year is Rs.10,000 above the opening stock. B/R amount to Rs.25,000 & B/P to Rs.10,000.

Find out: (i) Sales (ii) Sundry debtors (iii) Closing Stock (iv) Sundry Creditors.

46. From the data calculate:

- (i) Gross Profit Ratio (ii) Net Profit Ratio (iii) Return on Total Assets
(iv) Inventory Turnover (v) Working Capital Turnover (vi) Net worth to Debt

Sales	25,20,000	Other Current Assets	7,60,000
Cost of sale	19,20,000	Fixed Assets	14,40,000
Net profit	3,60,000	Net worth	15,00,000
Inventory	8,00,000	Debt.	9,00,000
Current Liabilities	6,00,000		

47. Perfect Ltd. gives the following Balance sheet. You are required to compute the following ratios.

- (a) Liquid Ratio
(b) Solvency Ratio
(c) Debt-Equity Ratio
(d) Stock of Working Capital Ratio

Balance Sheet		\$	\$
Equity share capital	1500000	Fixed Assets	1400000
Reserve fund	100000	Stock	500000
6% Debentures	300000	Debtors	200000
Overdraft	100000	Cash	100000

2200000**2200000**

48. Calculate the following ratios from the balance sheet given below :

- (i) Debt – Equity Ratio (ii) Liquidity Ratio
 (iii) Fixed Assets to Current Assets (iv) Fixed Assets Turnover

Balance Sheet

Liabilities		Assets	
Equity shares of \$ 10 each	1,00,000	Goodwill	60000
Reserves	20,000	Fixed Assets	140000
P.L. A/c	30,000	Stock	30000
Secured loan	80,000	Sundry Debtors	30000
Sundry creditors	50,000	Advances	10000
Provision for taxation	<u>20,000</u>	Cash Balance	<u>10000</u>
	3,00,000		300000

49. The Balance sheet of Naronath & Co. as on 31.12.2000 shows as follows:

Liabilities		Assets	
	\$		\$
Equity capital	1,00,000	Fixed Assets	1,80,000
15% Preference shares	50,000	Stores	25,000
12% Debentures	50,000	Debtors	55,000
Retained Earnings	20,000	Bills Receivable	3,000
Creditors	<u>45,000</u>	Bank	<u>2,000</u>
	2,65,000		2,65,000

Comment on the financial position of the Company i. e., Debt – Equity Ratio, Fixed Assets Ratio, Current Ratio, and Liquidity.

50. From the following Balance sheet and Income statement find out the following ratios;

- (a) Gross profit ratio
 (b) Return on assets
 (c) Return on equity
 (d) Net profit ratio

Income Statement	
Rs. In Lakhs	
Gross sales	1,000
Less: Cost of goods sold	600

Gross profit	400
Less: Depreciation	20
Interest	10
	30

Profit before taxes	370
Less: Taxes at 50%	185
Profit after taxes	185

Balance sheet

Liabilities	Rs. In Lakhs		Rs. In Lakhs
Share capital	200	Plant & Machinery	200
Creditors	100	Cash	100
	300		300

ANSWER KEY

1	d	21	a	41	d	61	b	81	a
2	d	22	d	42	c	62	a	82	c
3	a	23	c	43	d	63	a	83	d
4	c	24	c	44	c	64	d	84	a
5	b	25	a	45	a	65	a	85	a
6	d	26	d	46	d	66	d	86	a
7	c	27	a	47	d	67	c	87	d
8	d	28	a	48	d	68	c	88	a
9	a	29	a	49	d	69	c	89	c
10	a	30	a	50	c	70	b	90	c
11	a	31	a	51	b	71	c	91	a
12	a	32	a	52	c	72	b	92	a
13	c	33	d	53	c	73	a	93	b
14	d	34	d	54	a	74	b	94	a
15	d	35	a	55	d	75	b	95	b
16	d	36	b	56	a	76	b	96	b
17	c	37	d	57	c	77	c	97	d
18	c	38	a	58	d	78	c	98	a
19	d	39	c	59	c	79	c	99	b
20	d	40	d	60	d	80	c	100	c

KONGUNADU ARTS AND SCIENCE COLLEGE

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

TITLE OF THE PAPER:

Elective Paper 1 - ENTREPRENEURIAL DEVELOPMENT AND PROJECT
MANAGEMENT

SUBJECT CODE: 16UBA5E1

PREPARED BY: Mrs.K.Sudha, Assistant Professor

KONGUNADU ARTS AND SCIENCE COLLEGE

**DEPARTMENT OF BUSINESS ADMINISTRATION
WITH COMPUTER APPLICATIONS**

Section A

UNIT - I

1. Who applied the word entrepreneur to business for the first time.
a) Robert Owen b) Joseph Schumpeter c) Richard Cantillon d) Max Weber
2. What is the drive to achieve a goal.
a) Motivation b) Need for Achievement c) Competency d) None of These
3. Entrepreneurs are extremely task oriented.
a) Technical b) Fabian c) induced d) Business
4. Entrepreneurs neither introduce new changes nor adopt new methods innovated by others
a) Technical b) Fabian c) induced d) Business
5. The term intrapreneur was coined by
a) Robert Owen b) Joseph Schumpeter c) Richard Cantillon d) Gifford Pinchot
6. According to Schumpeter, Is the most important function of a modern entrepreneur.
a) Innovation, b) invention, c) skill, d) creativity.
7. Knowledge + Skill + Traits =
a) Innovation. b) Competency. c) Skill. d) Creativity
8. Social attitude is one of the important problems of a Entrepreneur.
a) Drone. b) Business. c) Women. d) Adoptive.
9. The capacity to develop new ideas, concepts and processes is known as :
a) Innovation, b) invention, c) skill, d) creativity.
10. Which of the following risks is borne by the entrepreneur:
a) Financial risks, b) personal risks, c) psychological risks, d) all of these.
11. Which of the following is a psychological factor affecting entrepreneurial growth
a) Legitimacy of entrepreneurship, b) social status,
c) need for achievement, d) none of these.
12. The entrepreneur who does not change the method of production already introduced is
a) Drone entrepreneur, b) Fabian entrepreneur
c) classical entrepreneur, d) none of these.
13. Person who works within an organization and having entrepreneurial capabilities is:
a) entrepreneur, b) intrapreneur, c) manager, d) chief executive.
14. Who introduced the term intrapreneur:
a) Schumpeter, b) Peter Drucker, c) David McClelland, d) Gifford Pinchot

ENTREPRENEURIAL DEVELOPMENT AND PROJECT ANAGEMENT 16UBA5E1

15. A micro enterprise is one in which the investment in plant and machinery does not exceed Rs.

- a) 25 lakhs b) 50 lakhs c) 1 crore d) 10 lakhs

16. A small enterprise is one in which the investment in plant and machinery is more than Rs. But does not exceed Rs.

- a) 10 lakhs / 2 crores b) 25 lakhs / 5 crores c) 5 crores / 10 crores d) 2 crores / 5 crores

17. A medium enterprise is one in which the investment in plant and machinery is more than Rs. But does not exceed Rs..

- a) 10 lakhs / 2 crores b) 25 lakhs / 5 crores c) 5 crores / 10 crores d) 2 crores / 5 crores

18. A micro enterprise is one in which the investment in plant and machinery does not exceed Rs.

- a) 25 lakhs b) 50 lakhs c) 1 crore d) 10 lakhs

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- a) 10 lakhs / 2 crores b) 25 lakhs / 5 crores c) 5 crores / 10 crores d) 2 crores / 5 crores

UNIT -II

21. Units provide inputs to other industries.

- a) Export b) small c) ancillary d) none of these

22. Registration helps the entrepreneur to take necessary steps to bring industrial units into existence.

- a) Provisional b) permanent c) both of these d) None of these

23. The MSME Development Act came into force in

- a) 2005 b) 2006 c) 2010 d) 2001

24. Capital investment subsidy was introduced in

- a) 1973 b) 1971 c) 1972 d) 1970

25. Is the financial and promotional assistance provided by the Govt. to the industries for boosting up industrial development in all regions particularly in backward areas.

- a) Seed capital b) incentive c) subsidy d) none of these

26. Is the place where the required facilities and factory accommodation are provided by the government to the entrepreneurs to establish their industries there

- a) industry b) industrial estate c) company d) none of these

ENTREPRENEURIAL DEVELOPMENT AND PROJECT ANAGEMENT 16UBA5E1

27. The initial capital that is required to obtain loans from the financial institutions is called
a) Seed capital b) incentive c) subsidy d) none of these
28. Under the single roof of the all the services and support required by small and village entrepreneurs are provided.
a) KSIDC b) KITCO c) DIC d) KINFRA
29. KITCO was set up in
a) 1973 b) 1971 c) 1972 d) 1970
30. offers comprehensive consultancy services to MSMEs in Kerala
a) KSIDC b) KITCO c) DIC d) KINFRA
31. A micro manufacturing enterprise is one in which the investment in plant and machinery does not exceed
a) Rs. 5 lakhs. b) Rs. 10 lakhs. c) Rs. 20 lakhs. d) None of these
32. A small manufacturing enterprise is one in which the investment in plant and machinery should not exceed
a) Rs. 25 lakhs. c) Rs. 1 crore. c) 5 crores. d) None of these.
33. A micro service is one in which the investment in plant and machinery does not exceed
a) Rs. 5 lakhs. b) Rs. 10 lakhs. c) Rs. 25 lakhs. d) None of these
34. A small service enterprise is one in which the investment in plant and machinery does not exceed
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35. The investment in plant and machinery in ancillary units should not exceed
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38. Single window scheme is instituted through
a) IDBI. b) SIDCO. c) KFC. d) DIC.
39. The advance given to cover the finance requirement during the time lag between the sanctioning and disbursement of term loan by financial institutions is known as
a) Soft loan. b) Seed capital. c) Capital subsidy. d) Bridge loan.

UNIT -III

40. The MSME Development Act came into force in the year
a)2005. b) 2006. c) 2007. d) None of these.
41. Offering single window clearance facility is the most fascinating feature of
a) KSIDC b) KITCO c) DIC d) KINFRA
42. KINFRA was setup in
a)2000 b)1993 c) 1996 d)1999
43. Techno crafts assistance is provided by
a)KFC b)KITCO c)KSIDC d)KINFRA
44. It is a National level apex organization of young entrepreneurs
a)NAYE b)TCO c)SIDO d)NSIC
45. It provides consultancy services to small and medium enterprises at reasonable cost
a)NAYE b)TCO c)SIDO d)NSIC
46. KITCO was established in
a)1970 b)1973 c)1972 d)1975
47. It is an area where applied research on high tech projects is conducted
a)STEP b)SWOT c)EPST d)None of these
48. Which of these is not a state level promotional institution
a)KITCO b)KSIDC c)NIESBUD d)SIDCO
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ENTREPRENEURIAL DEVELOPMENT AND PROJECT ANAGEMENT 16UBA5E1

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UNIT -I V

61. Person who works within an organization and having entrepreneurial capabilities is:
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65. A medium enterprise is one in which the investment in plant and machinery is more than Rs .But does not exceed Rs
- a) 10 lakhs / 2 crores b) 25 lakhs / 5 crores c) 5 crores / 10 crores d) 2 crores / 5 crores
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67. A small enterprise is one in which the investment in plants and machinery is more than Rs. But does not exceed Rs .
- a) 10 lakhs / 2 crores b) 25 lakhs / 5 crores c) 5 crores / 10 crores d) 2 crores / 5 crores

ENTREPRENEURIAL DEVELOPMENT AND PROJECT ANAGEMENT 16UBA5E1

68. A medium enterprise is one in which the investment in plant and machinery is more than Rs ... but does not exceed Rs..

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69.Units provide inputs to other industries.

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80. A small manufacturing enterprise is one in which the investment in plant and machinery should not exceed

- a) Rs.25 lakhs. c) Rs. 1 crore. c) 5 crores. d) None of these.

UNIT -V

ENTREPRENEURIAL DEVELOPMENT AND PROJECT ANAGEMENT 16UBA5E1

81. A micro service is one in which the investment in plant and machinery does not exceed.
a)Rs. 5 lakhs. b) Rs.10 lakhs. c) Rs 25 lakhs. d) None of these.
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- a)STEP b)SWOT c)EPST d)None of these
96. Which of these is not a state level promotional institutions
a)KITCO b)KSIDC c)NIESBUD d)SIDCO
97. The Head Office of KINFRA is located at
a)Thiruvananthapuram b)Kozhikode c)Ernakulum d)Kannur
98. refers to any investment opportunity which is to be exploited for profit.
a)product b) project c)share d)none of these
- 99.the process of collection, compilation and analysis of economic data for the purpose of finding out possible opportunities for investment.
a)project screening b)project appraisal c) project identification d)none
100. The process of evaluating the project ideas with a view to select the best and promising idea after eliminating the unprofitable ideas is called Of the project ideas.
a) Screening b) appraisal c) identification d) none

Section B

UNIT – I

1. Define and explain the term entrepreneurship.
2. What are the characteristics of entrepreneurship?
3. Describe the factors to be considered in selecting a entrepreneurship.
4. What is the significance of entrepreneurship?
5. Explain the functions of entrepreneurship.
7. What is the types of entrepreneurship?
7. List out the functions of manager.
8. List out the role of entrepreneurs in economic development.
9. Define and explain the term entrepreneur.
10. List out the difference between entrepreneur and manager.

UNIT – II

11. Define EDP
12. What is the importance of entrepreneur growth?
13. Mention some of the major sources for economic and non economic entrepreneurship.
14. Give the course content of EDP development programme.
15. State the difference between economic and non economic entrepreneurship.
16. Write a short note on EDP evaluation process.
17. Describe the phases of EDP
18. List the factors influencing EDP.

ENTREPRENEURIAL DEVELOPMENT AND PROJECT ANAGEMENT 16UBA5E1

19. Describe cost analysis of EDP programme.
20. Write short note on training programmes of entrepreneurship.

UNIT – III

21. Highlight the limitations of entrepreneurship.
22. Mention the importance of institutional finance to entrepreneurs.
23. Bring some guidelines of commercial bank.
24. What are the different types of institutions to support business man?
25. Define IDBI
26. Write short note on IFCI.
27. What is difference between ICICI and IRBI?
28. Write short notes on LIC.
29. Bring some principles of EXIM bank.
30. State the rules regarding the UTI support to entrepreneur.

UNIT – IV

31. What are functions of project management?
32. What is the need of project?
33. Bring some guidelines of project life cycle.
34. Highlight the importance of project manager.
35. Briefly describe the types of project.
36. What are the norms for using chart and diagrams in project analysis?
37. Give some norms of using project identification.
38. Define and explain the term project selection.
39. What is role of project manager?
40. Explain the responsibilities of project manager.

UNIT – V

41. Write short note on project formulation.
42. What is network analysis?
43. Bring some guideline of planning commission.
44. What are the types of project appraisal?
45. What do you mean by project report?
46. Describe various errors of project formulation.
47. What are the methods of project appraisal?
48. Shortly explain project report.
49. Describe specimen of project report?

50. Explain briefly the content of project report?

Section C

UNIT – I

1. Explain activities and qualities of entrepreneur.
2. Discuss entrepreneurial culture.
3. Explain the methods of starting a new firm.
4. Discuss the activities of Intrepreneur.
5. Explain the role of entrepreneur to start a new venture.
6. Explain the different types of entrepreneur with suitable example.
7. Explain the various barriers in entrepreneurship .
8. Differentiate entrepreneurship and entrepreneur.
9. Discuss the function of entrepreneur as a innovator
10. Explain role of an entrepreneur in a developing economy like India.

UNIT – II

11. Explain SME in entrepreneurship.
12. Discuss the role of capital and infrastructure for entrepreneurship development.
13. Explain the social and cultural factors affecting entrepreneurship development.
14. Discuss the strategies for entrepreneurship development.
15. Explain the barriers of EDP with example.
16. Explain the term entrepreneur motivation.
17. Explain the rapid industrial development through EDP.
18. Discuss the post training phase of EDP.
19. Discuss the evaluation of EDP.
20. Explain measures to boost the EDP in India.

UNIT – III

21. Explain primary objective of TIIC.
22. Discuss structure of TCOs.
23. Explain NSIC.
24. Discuss the SIDO.
25. Explain the role of CEO in entrepreneurship management.
26. Explain the term SISI.
27. Explain the term DICs.
28. Discuss the principles of IDBI.

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29. Discuss the concept project management.

30. Explain components of DICs.

UNIT – IV

31. Explain functions of SISI AND SIDBI.

32. Discuss project analysis with all tools and techniques.

33. Explain the SFC.

34. Discuss the motivational factors influencing the growth of entrepreneurship.

35. Explain project analysis with diagram.

36. Explain life span and life cycle in project.

37. Explain the team spirit in project.

38. Discuss the project based level of technology.

39. Discuss the national and international projects.

40. Explain subcontracting in project with example.

UNIT – V

41. Explain sources of new project ideas.

42. Discuss the steps of project identification.

43. Explain the types of project report.

44. Discuss the project financing.

45. Explain the objectives of good project.

46. Explain project network design.

47. Explain the elements of intrapreneur.

48. Discuss the role of entrepreneurship in economic growth of nation.

49. Discuss the entrepreneurial motivation with diagram.

50. Explain procedure to get final report of project.

ANSWER KEY

1	c	21	c	41	c	61	c	81	d
2	b	22	a	42	b	62	a	82	a
3	a	23	b	43	a	63	c	83	c
4	b	24	b	44	a	64	c	84	c

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5	d	25	b	45	b	65	a	85	b
6	a	26	b	46	c	66	b	86	a
7	b	27	a	47	a	67	a	87	c
8	c	28	c	48	c	68	d	88	b
9	d	29	c	49	a	69	a	89	a
10	d	30	b	50	b	70	d	90	b
11	c	31	d	51	c	71	a	91	c
12	a	32	c	52	a	72	b	92	d
13	b	33	b	53	b	73	c	93	d
14	d	34	c	54	b	74	d	94	a
15	a	35	c	55	c	75	d	95	a
16	b	36	a	56	d	76	a	96	a
17	c	37	c	57	b	77	c	97	b
18	d	38	d	58	d	78	b	98	a
19	a	39	d	59	b	79	a	99	c
20	d	40	b	60	a	80	c	100	d

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

TITLE OF THE PAPER: C.P.7-FINANCIAL MANAGEMENT

SUBJECT CODE: 16UBA307

PREPARED BY: Mrs.M.Sangeetha, Assistant Professor

Section A**UNIT – I**

1. "Shareholder wealth" in a firm is represented by:
 - a) the number of people employed in the firm.
 - b) the book value of the firm's assets less the book value of its liabilities
 - c) the amount of salary paid to its employees.
 - d) the market price per share of the firm's common stock.
- 2.. The long-run objective of financial management is to:
 - a) maximize earnings per share. b) maximize the value of the firm's common stock.
 - c) maximize return on investment. d) maximize market share.
3. The market price of a share of common stock is determined by:
 - a) the board of directors of the firm. b) the stock exchange on which the stock is listed.
 - c) the president of the company. d) individuals buying and selling the stock.
4. The focal point of financial management in a firm is:
 - a) the number and types of products or services provided by the firm.
 - b) the minimization of the amount of taxes paid by the firm.
 - c) the creation of value for shareholders.
 - d) the dollars profits earned by the firm.
5. The only feasible purpose of financial management is
 - a) Wealth Maximization b) Sales Maximization
 - c) Profit Maximization d) Assets maximization
- 6 Financial management process deals with
 - a) Investments b) Financing decisions c) Both a and b d) None of the above
7. _____ and _____ are the two versions of goals of the financial management of the firm.
 - a) Profit maximisation, Wealth maximization b) Production maximisation, Sales maximisation
 - c) Sales maximisation, Profit maximization d) Value maximisation, Wealth maximisation
8. Finance Function comprises
 - a) Safe custody of funds only b) Expenditure of funds only
 - c) Procurement of finance only d) Procurement & effective use of funds
- 9.. Financial management mainly focuses on
 - a) Efficient management of every business

- b) Brand dimension
 - c) Arrangement of funds
 - d) All elements of acquiring and using means of financial resources for financial activities
10. Which of the following is NOT a cash outflow for the firm?
- a) depreciation. b) dividends. c) interest payments. d) taxes.
11. varies inversely with profitability.
- a) Liquidity. b) Risk. c) Financing. d) Liabilities.
12. Spontaneous financing includes
- a) accounts receivable. b) accounts payable. c) short-term loans. d) a line of credit.
13. Financing a long-lived asset with short-term financing would be
- a) an example of "moderate risk -- moderate (potential) profitability" asset financing.
 - b) an example of "low risk -- low (potential) profitability" asset financing.
 - c) an example of "high risk -- high (potential) profitability" asset financing.
 - d) an example of the "hedging approach" to financing.
14. Marketable securities are primarily
- a) short-term debt instruments. b) short-term equity securities.
 - c) long-term debt instruments. d) long-term equity securities.
15. Which of the following marketable securities is the obligation of a commercial bank?
- a) Commercial paper b) Negotiable certificate of deposit
 - c) Repurchase agreement d) T-bills
16. The basic requirement for a firm's marketable securities.
- a) Safety b) Yield c) Marketability d) All of the above.
- 17 Reserves & Surplus are which form of financing?
- a) Security Financing b) Internal Financing c) Loans Financing d) International Financing
18. What are the different options other than cash used for distributing profits to shareholders?
- a) Bonus shares b) Stock split c) Stock purchase d) All of these
19. Which of the following is not the responsibility of financial management?
- a) allocation of funds to current and capital assets
 - b) obtaining the best mix of financing alternatives
 - c) preparation of the firm's accounting statements
 - d) development of an appropriate dividend policy

20. Which of the following are not among the daily activities of financial management?
- a) sale of shares and bonds
 - b) credit management
 - c) inventory control
 - d) the receipt and disbursement of funds

UNIT – II

21. Market values are often used in computing the weighted average cost of capital because

- a) this is the simplest way to do the calculation.
- b) this is consistent with the goal of maximizing shareholder value.
- c) this is required in the U.S. by the Securities and Exchange Commission.
- d) this is a very common mistake.

22. The cost of equity capital is

- a) Lesser than the cost of capital
- b) Equal to the cost of capital
- c) Equal to the dividend
- d) None of the above.

23. Which calculation weighted average cost of capital

- a) Retained earnings based
- b) Cost of issue based
- c) Bank borrowings
- d) market or book values based

24. Cost of retained earnings is equal to

- a) Cost of equity to be issued
- b) Cost of internal equity
- c) Rate of dividend
- d) Dividend pay out ratio

25. The cost of capital if interest rate is 15% and tax rate is 40% is

- a) 6%
- b) 8.5%
- c) 9%
- d) 10.5%

26. Alpha company paid a dividend of Rs.4.50. the current market price of an equity share is Rs.90. Dividend are expected to grow at the rate of 7% the cost of equity capital is

- a) 11.5%
- b) 12.35%
- c) 14.25%
- d) 16%

27. The combined effect of operating leverage and financial leverage can be seen by ___ of the two, which becomes combined leverage

- a) Addition
- b) Subtraction
- c) Multiplication
- d) None of the above

28. The term leverage refers to.

- a) Use of debt capital to purchase assets
- b) Operating profit
- c) The employment of an assets
- d) Operating loss

29. Operating leverage depicts the firm's ability to use fixed operating cost to magnify the effect of change in sales on

- a) Its earning before interest and taxes
- b) The earnings after interest and taxes
- c) The creditors
- d) The debtors.

30. Financial leverage implies

- a) Effect of changes in EBIT
- b) Sources of funds to purchase assets
- c) EBT
- d) Earning per share

31. The difference point for financial leverage is the point at which

- a) The EBIT does not change
- b) The EPS
- c) The EPS is different for all financial plans
- d) All the above

32. The DCL

- a) Change in EPS due to change in costs
- b) Change in EPS due to change in sales
- c) Change in EPS due to change in debt funds
- d) Change in EPS due to change in term loans.

33. Financial leverage can be measured in

- a) Stock term
- b) Flow term
- c) Both a and b
- d) None of these.

34. Cost of capital is used as a discount rate while evaluating capital investment proposal under

- a) Pay back period
- b) NPV
- c) ARR
- d) PI

35. The rate of return payable to procure different sources of financing is denoted as

- a) Cost of capital
- b) implicit cost of capital
- c) Historical
- d) Explicit cost of capital

36. The cost which has already been incurred for financing a particular project is known as

- a) Future cost
- b) Historical cost
- c) Specific cost
- d) Composite cost

37. The risk which can be eliminated through diversification is termed as

- a) Financial risk
- b) Operating risk
- c) Diversification risk
- d) Non diversification risk

38. The cost of retained earnings is slightly lower than

- a) Cost of debt
- b) Cost of preference capital
- c) Cost of equity
- d) Overall cost of capital

39. Diversifiable risk is known as

- a) Systematic risk
- b) Non-diversifiable risk
- c) Unsystematic risks
- d) Financial risk

40. Depreciation is a

- a) Variable cost
- b) Fixed cost
- c) Semi variable cost
- d) Operating cost

UNIT – III

41. _____ of a firm refers to the composition of its long-term funds and its capital structure.
- a) Capitalisation b) Over-capitalisation c) Under-capitalisation d) Market capitalization
42. In _____ approach, the capital structure decision is relevant to the valuation of the firm.
- a) Net income b) Net operating income c) Traditional d) Miller and Modigliani
43. _____ and _____ carry a fixed rate of interest and are to be paid off irrespective of the firm's revenues.
- a) Debentures, Dividends b) Debentures, Bonds c) Dividends, Bonds d) Dividends, Treasury notes
44. . A capital investment is one that
- a) has the prospect of long-term benefits. b) has the prospect of short-term benefits.
- c) is only undertaken by large corporations. d) applies only to investment in fixed assets.
45. The term "capital structure" refers to:
- a) long-term debt, preferred stock, and common stock equity.
- b) current assets and current liabilities.
- c) total assets minus liabilities.
- d) shareholders' equity
46. A critical assumption of the net operating income (NOI) approach to valuation is:
- a) that debt and equity levels remain unchanged.
- b) that dividends increase at a constant rate.
- c) that k_0 remains constant regardless of changes in leverage.
- d) that interest expense and taxes are included in the calculation.
47. The traditional approach towards the valuation of a company assumes:
- a) that the overall capitalization rate holds constant with changes in financial leverage.
- b) that there is an optimum capital structure.
- c) that total risk is not altered by changes in the capital structure.
- d) that markets are perfect.
48. The optimum capital structure is obtained when the market value per equity share is at
- a) Maximum b) Minimum c) Zero d) None of these.

49.If the use of borrowing results in the fall of market value of share in the stock exchange it can be said that the company is _____ form its optimum capital structure.

a) Moving away b) Moving towards c)Moving towards or moving away d).Equal

50.Which of the following is not a feature of an optimal capital structure?

a).Profitability b) Safety c)Flexibility d)Control

51.Which of the following methods does a firm resort to avoid dividend payment

a)Share splitting b) Declaring bonus shares c) Rights issues d)Equity share

52.Dividend is a part of

a)Divisible profit b) Retained earnings c)None of the above d) All of these

53.Dividend is distributed to the

a)Debenture holders of a company b)Bankers of a company

c)Shareholders of a company d).All the above

54.Dividend policy of a company to a large extent affects the

a)Financial structure b)Corporate liquidity c)Growth of the company d)Capital Structure

55.The most important and common form of dividend is

a)Stock dividend b) Cash dividend c)Bond Dividend d)Scrips dividend

56.The dividend which is paid without preparing final accounts of the company is called as

a)Interim dividend b) Bond dividend c)Scrips dividend d)Regular dividend

57.Which one of the following are the relevance theory?

a)Gorden b) Walter c)Residual d)Both a and b

58.NI approach is

a) Net income approach b) Net interest approach c) No income approach d)No interest approach

59.EPS stands for

a)Earning per share b) Estimation profit share c) Expenses per share d) None of the above.

60.Which is consists of single security base as a sources of fund to finance.

a) Complex capital structure b)Simple capital structure

c)Compound capital structure d)Sales capital structure.

UNIT – IV

61. _____ refers to the amount invested in various components of current assets.

a) Temporary working capital b) Net working capital

- c) Gross working capital d) Permanent working capital
62. _____ is the length of time between the firm's actual cash expenditure and its own cash receipt.
- a) Net operating cycle b) Cash conversion cycle
c) Working capital cycle d) Gross operating cycle
63. _____ refers to a firm holding some cash to meet its routine expenses that are incurred in the ordinary course of business.
- a) Speculative motive b) Transaction motive c) Precautionary motive d) Compensating motive
64. Amounts due from customers when goods are sold on credit are called _____.
- a) Trade balance b) Trade debits c) Trade discount d) Trade off
65. The gross profit margin is unchanged, but the net profit margin declined over the same period. This could have happened if
- a) cost of goods sold increased relative to sales. b) sales increased relative to expenses.
c) Govt. increased the tax rate. d) dividends were decreased
66. In finance, "working capital" means the same thing as
- a) total assets. b) fixed assets. c) current assets. d) current assets minus current liabilities.
67. Which of the following would be consistent with a more aggressive approach to financing working capital?
- a) Financing short-term needs with short-term funds.
b) Financing permanent inventory buildup with long-term debt.
c) Financing seasonal needs with short-term funds.
d) Financing some long-term needs with short-term funds.
68. Permanent working capital
- a) varies with seasonal needs.
b) includes fixed assets.
c) is the amount of current assets required to meet a firm's long-term minimum needs.
d) includes accounts payable
69. Net working capital refers to
- a) total assets minus fixed assets. b) current assets minus current liabilities.
c) current assets minus inventories. d) current assets.
70. The addition of all current assets investment is known as...

- a) Net Working Capital b) Gross Working capital
c) Temporary Working Capital d) All of these

71. When total current assets exceeds total current liabilities it refers to.

- a) Gross Working Capital b). Temporary Working Capital
c) Both a and b d)Net Working Capital

72. Which of the following would not be financed from working capital?

- a) Cash float. b) Accounts receivable.
c) Credit sales. d) A new personal computer for the office.

73. Which of the following working capital strategies is the most aggressive?

- a) Making greater use of short term finance and maximizing net short term asset.
b) Making greater use of long term finance and minimizing net short term asset.
c) Making greater use of short term finance and minimizing net short term asset.
d) Making greater use of long term finance and maximizing net short term asset.

74 Which of the following is not included in current assets?

- a) Creditors b) Stock c) Cash at bank d) Cash in hand

75. Current assets are characterized by

- a) Short life span b) Long life span c) Quick transformation into other forms of assets
d) both a and c.

76. Which of the following will not be considered as a current asset?

- a) Sundry debtors b) Cash c) Marketable securities d) Goodwill

77. A current ratio less than one implies

- a) Negative net working capital b) Financing of working capital using long-term sources
c) Adoption of a conservative working capital policy.
d) A low debt service coverage ratio.

78. Which of the following is not a cost of maintaining receivables?

- a) Collection costs b) Defaulting costs c) Cost of additional funds required d) Marketing costs.

79. In a broader sense, cash includes

- a) Notes and coins b) Bank balance c) Bank drafts d) All the above

80. Cash management does not call for

- a) Lengthening creditors period b) Lengthening receivables period
c) Investing surplus funds d). Nullifying idle funds

UNIT - V

81. When _____ is greater than zero the project should be accepted.
- a) Internal rate of return b) Profitability index
c) Net present value d) Modified internal rate of return
82. _____ is defined as the length of time required to recover the initial cash out-lay.
- a) Payback-period b) Inventory conversion period
c) Discounted payback-period d) Budget period
83. _____ refers to the length of time allowed by a firm for its customers to make payment for their purchases.
- a) Holding period b) Pay-back period c) Average collection period d) Credit period
84. Credit policy of every company is largely influenced by _____ and _____.
- a) Liquidity, accountability b) Liquidity, profitability
c) Liability, profitability d) Liability, liquidity
85. All of the following influence capital budgeting cash flows EXCEPT:
- a) accelerated depreciation. b) salvage value.
c) tax rate changes. d) method of project financing used
86. A profitability index of .85 for a project means that:
- a) the present value of benefits is 85% greater than the project's costs.
b) the project's NPV is greater than zero.
c) the project returns 85 cents in present value for each current dollar invested.
d) the payback period is less than one year.
87. Which of the following statements is correct?
- a) If the NPV of a project is greater than 0, its PI will equal 0.
b) If the IRR of a project is 0%, its NPV, using a discount rate, k , greater than 0, will be 0.
c) If the PI of a project is less than 1, its NPV should be less than 0.
d) If the IRR of a project is greater than the discount rate, k , its PI will be less than 1 and its NPV will be greater than 0.
88. A project's profitability index is equal to the ratio of the of a project's future cash flows to the project's .
- a) present value; initial cash outlay b) net present value; initial cash outlay

- c) present value; depreciable basis d) net present value; depreciable basis
89. The discount rate at which two projects have identical is referred to as Fisher's rate of intersection.
- a) present values b) net present values c) IRRs d) profitability indexes
90. To increase a given present value, the discount rate should be adjusted
- a) upward. b) downward. c) No change. d) constant
91. In the _____, the future value of all cash inflow at the end of time horizon at a particular rate of interest is calculated.
- a) Risk-free rate b) Compounding technique c) Discounting technique d) Risk Premium
92. If the life span of 2 projects is different the appraisal methods useful for the evaluating the projects is.
- a) Annual capital charges b) Accounting rate of return
c) Net present values d) Pay-back period.
93. While evaluating capital investment proposal the time value of money is considered in case of
- a) Accounting rate of return b) Discounted cash flow methods
c) Pay-back period d) All the above.
94. The return after the pay off period is not considered in case of
- a) Present value index methods b) Internal rate of return methods
c) Pay back methods d) Profitability index.
95. Depreciation is included in costs in case of
- a) Present value index methods b) Internal rate of return methods
c) Pay back methods d) Profitability index.
96. If net present value for a project is negative then,
- a) $IRR < \text{cost of capital}$ b) $IRR > \text{cost of capital}$
c) $IRR = \text{cost of capital}$ d) $BCR > 1$
97. For a project benefits cost ratio is equal to one then the
- a) IRR will be greater than one b) IRR will be greater than discount rate
c) IRR will be lesser than discount rate d) IRR will be equal to discount rate
98. The cash inflow on account of operations are presumed to have been reinvested at the cut off rate in case of
- a) Discounted cash flow methods b) Accounting rate of return

c) Pay-back period

d) All the above

99. In a capital budgeting decision incremental cash flows mean

a) Cash flows which are increasing

b) Cash flows occurring over a period of time

c) Cash flows directly related to the project

d) Difference between cash inflows and cash outflows for each and every expenditure.

100. Which of the following is true about NPV.

a) It considers all the cash flows

b) It gives more weightage to distant flows than to near term flows

c) It considers time value of money.

d) Both a) and c) above.

Section B

UNIT – I

1. Define Financial Management.
2. State the primary objective of Financial management
3. State the decisions involved in Financial management..
4. What is meant by Financial Planning??
5. What are the objectives of financial planning?.
6. List out any four key functional areas of Financial Management.
7. How does 'Preference' Shares differ from 'Equity' Shares?
8. Write the nature of finance function?
9. What do you mean by debenture.
10. Explain about retained earnings..

UNIT – II

11. Define cost of capital.
12. What are the classification of cost of capital?
13. Write the meaning of weighted average cost of capital?
14. What do you mean by leverage?
15. Explain about combined leverage.

16. IA company raised preference share capital of Rs. 1,00,000 by the issue of 10% preference share of Rs. 10 each. Find out the cost of preference share capital when it is issued at (i) 10% premium, and (ii) 10% discount

17. The entire share capital of a company consists of 1,00,000 equity shares of Rs. 100 each. Its current earnings are Rs. 10,00,000 p.a. The company wants to raise additional funds of Rs. 25,00,000 by issuing new shares. The flotation cost is expected to be 10% of the face value. Find out the cost of equity capital given that the earnings are expected to remain the same for coming years.

18. The following information has been extracted from the balance sheet of Fashions Ltd. as on 31-12-1998:

Particulars	Rs. in Lacs
Equity share capital	4.00
12% debentures	4.00
18% term loan	12.00
total	20.0

Determine the weighted average cost of capital of the company. It had been paying dividends at a consistent rate of 20% per annum.

19. The following information is available for ABC & Co.

Particulars	Amt(Rs)
EBIT	11,20,000
Profit before Tax	3,20,000
Fixed Costs	7,00,000

Calculate % change in EPS if the sales are expected to increase by 5%. and calculate three types of leverages.

20. Calculate the Degree of Operating Leverage (DOL), Degree of Financial leverage (DFL).

Firm A	Firm B	Firm C
--------	--------	--------

Output(units)	60,000	15,000	1,00,000
FixedCosts(Rs)	7,000	14,000	1,500
Variablecostperunit(Rs.)	0.20	1.50	0.02
Interest on borrowed funds	4,000	8,000	-----
Selling price per unit (Rs)	0.60	5.00	0.10

UNIT – III

21. What is capital structure of a company?
22. What do understand about optimul capital structure.
23. Describe the components of capital structure.
24. State the features of optimal capital structure.
24. List out various theories of capital structure.
25. Define dividend.
- 26.. Explain about dividend policy..
27. Write a short note on interim dividend.
28. What is net income approach?
29. What do you mean by trading on equity?
30. Discuss the importance of dividend policy

UNIT – IV

31. What is Working Capital ?
32. State the difference between gross working capital and net working capital
33. How will you define the permanent working capital?
34. What do you mean by floatation cost?
35. Define current assets and Give four examples.
36. what are different costs of maintaining receivables?
37. Define cash management.
38. What are the basic objectives of cash management?
39. What is mean by credit policy?
40. Explain about credit extension..

UNIT – V

41. What is meant by capital budgeting ?.

42. What are all the basic components of capital budgeting.
43. Explain about pay back period.
44. List out the advantages of Accounting Rate of Return.
45. Explain the discounting methods of capital budgeting.
46. Explain the advantages of capital budgeting.
47. A project requires an investment of Rs. 10,00,000. The plant & machinery required under the project will have a scrap value of Rs. 80,000 at the end of its useful life of 5 years. The profits after tax and depreciation are estimated to be as follows:

YEAR	1	2	3	4	5
Profit after tax(Rs)	50,000	75,000	1,25,000	1,30,000	80,000

Calculate ARR.

48. A project cost is Rs.2,50,000 and yields annually profit of Rs.50,000 after depreciation @ 12% p.a. but before tax of 50%. calculate payback period.
49. Following are the expected cash inflows of the company. The costs of capital is 10%. the scrap values at the end of 4th year is Rs.2000.

Years	Cash outflow	Cash inflow
0	10,000	-----
1	2,000	3,000
2		5,000
3		5,000
4		5,000

Calculate net present value.

50. A company has to consider the following project with the initial outflow of Rs.10,000

Years	Cash inflows
1	1,000
2	1,000
3	2,000
4	10,000

Compute the internal rate of return and comment on the project if the opportunity cost is 14%.

Section C

UNIT – I

1. What is meant by 'Financial management' Explain its importance..
2. Explain the stages & steps involved in the modern approaches to Financial Management.
3. what are the Advantages & Disadvantages of Debentures/Bonds.
4. what do you mean by profit maximisation.
5. Explain the scope of financial management.
6. Explain the scope of finance function.
7. what are the role of finance manager
8. what are the responsibilities of finance manager?
9. Explain the term bonds and debenture.
10. What do you mean by short term financing.

UNIT – II

11. Explain the importance and factors affecting the cost of capital.
12. How do you determine the cost of debt.
13. Explain the difference measurement techniques in cost of capital.
14. What is weighted average cost of capital? How can calculate it?
15. Discuss the different types of leverages.
16. The following information is available from the Balance Sheet of a company

Particulars	Amt(Rs)
Equity share capital – 20,000 shares of Rs. 10 each	Rs. 2,00,000
Reserves and Surplus	Rs. 1,30,000
8% Debentures	Rs. 1,70,000

The rate of tax for the company is 50%. Current level of Equity Dividend is 12%. Calculate the weighted average cost of capital using the above figures.

17. Calculate the cost of capital in the following cases:

i) X Ltd. issues 12% Debentures of face value Rs. 100 each and realizes Rs. 95 per Debenture.

The Debentures are redeemable after 10 years at a premium of 10%.

ii) Y. Ltd. issues 14% preference shares of face value Rs. 100 each Rs. 92 per share. The shares are repayable after 12 years at par.

Note: Both companies are paying income tax at 50%.

18. The following figures are taken from the current balance sheet of Delaware & Co.

Particulars	Amt(Rs)
Capital	8,00,000
Share Premium	2,00,000
Reserves	6,00,00
Shareholder's funds	16,00,000
12% irredeemable debentures	4,00,00

An annual ordinary dividend of Rs. 2 per share has just been paid. In the past, ordinary dividends have grown at a rate of 10 per cent per annum and this rate of growth is expected to continue. Annual interest has recently been paid on the debentures. The ordinary shares are currently quoted at Rs. 27.5 and the debentures at 80 per cent. Ignore taxation.

You are required to estimate the weighted average cost of capital (based on market values) for Delaware & Co.

19.. A firm has sales of Rs. 10,00,000, variable cost of Rs. 7,00,000 and fixed costs of Rs. 2,00,000 and debt of Rs. 5,00,000 at 10% rate of interest. What are the operating, financial and combined leverages. If the firm wants to double its earnings before interest and tax (EBIT), how much of a rise in sales would be needed on a percentage basis?

20. The data relating to two companies are as given below:

	Company A	Company B
Capital	Rs.6,00,000	Rs.3,50,000
Debentures	Rs. 4,00,000	6,50,000
Output (units) per annum	60,000	15,000
Selling price/unit	Rs.30	Rs 250
Fixed costs per annum	7,00,000	14,00,000
Variable cost per unit	10	75

You are required to calculate the Operating leverage, Financial leverage and Combined Leverage of two companies.

UNIT – III

21. Explain the three approaches for designing and determining a Firm's Capital Structure, with suitable example illustrations for each approach.
22. Discuss the qualities of optimal capital structure.
23. Give the meaning of the term business finance
24. Define capital structure. Factors influencing of capital structure?
25. Explain the types of shares.
26. What are all the forms of dividend?
27. Explain the classification of dividend policy.
28. Discuss the factors affecting dividend policy.
29. Explain the advantages and disadvantages of regular dividend policy.
30. What is stable dividend policy?

UNIT – IV

31. What is meant by Working capital? How is it calculated?
32. Explain the determinants of working capital requirements.
33. What are all the types of working capital?
35. Discuss in objectives and strategies of cash management.
36. Explain the motives of holding cash.
37. Write a short notes on cash management control.
38. Discuss the benefits of credit policy and element.
39. Explain about credit standard.
40. What are the steps in receivables management?

UNIT – V

41. What are the factors affecting the capital budgeting?
42. Explain the process of capital budgeting.
43. Illustrate the discounting methods of capital budgeting.
44. Explain internal rate of return. How will you distinguish it from net present value method.
45. Merits and demerits of capital budgeting.
46. Consider the following two alternatives.

Particulars	Continuation of old machine	Installation of new machine
Cost price	20,000	50,000

Estimated life of the machine	8 years	10 years
Estimated cash costs per annum	10,000	12,000
Estimated revenues per annum	18,000	24,000
Scrap value	4,000	10,000

Tax is charged @ 50%. From the given information calculate accounting rate of return.

47. A company is appraising two project A and B. Assuming the present value of future cash flows for projects. A is Rs.5,000 and that for project B is Rs.4,850. also assume that both projects have an initial capital investment of Rs.4750 each. Calculate PI for both the projects and determine whether or not to invest in the projects.

48. A company is considering an investment proposal to install a new machine. The project will cost Rs.1,00,000 and will have 5 years life with no salvage value. tax rate is 50% the company follows straight line method of depreciation. The EBIT as follows.

Years	1	2	3	4	5
EBIT (RS)	20,000	22,000	28,000	30,000	50,000

Evaluate the project using: payback period and profitability index at 10%.

49. A company invest Rs.5000 in a project which generates following cash in the next 5 years. The firm has a cost of capital of 10%. Calculate profitability index and advice whether the company should accept or reject the project.

Years	Cash inflow(Rs)
1	2,000
2	2,000
3	2,000
4	1,000
5	1,000

50. The company's initial investment in a project was Rs.1,00,000 and the expected cash inflows during the project are as follows.

Years	1	2	3	4	5
Cash inflow	20,000	30,000	40,000	50,000	30,000

The cost of capital is 12%. Calculate Net present value and payback period.

KASC-BBA CA

ANSWER KEY

1	d	21	b	41	a	61	c	81	c
2	b	22	d	42	a	62	a	82	a
3	d	23	d	43	b	63	b	83	d

4	c	24	b	44	a	64	b	84	b
5	c	25	c	45	a	65	c	85	d
6	b	26	b	46	c	66	c	86	c
7	a	27	c	47	b	67	d	87	c
8	c	28	c	48	a	68	c	88	a
9	c	29	a	49	a	69	b	89	b
10	a	30	a	50	b	70	b	90	b
11	a	31	b	51	b	71	d	91	c
12	b	32	b	52	a	72	d	92	a
13	c	33	c	53	c	73	c	93	b
14	a	34	b	54	d	74	a	94	c
15	b	35	d	55	b	75	d	95	b
16	d	36	b	56	a	76	d	96	a
17	b	37	c	57	d	77	a	97	d
18	d	38	c	58	a	78	d	98	a
19	c	39	c	59	a	79	d	99	d
20	a	40	b	60	b	80	b	100	d

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

**TITLE OF THE PAPER: C.P.9 GLOBAL BUSINESS MANAGEMENT
SUBJECT CODE:17UBA409**

PREPARED BY: Mrs.K.Sudha, Assistant Professor

Section A

UNIT - I

1. _____ is consists of the totality of all factors within or outside the control of individual business firms.
a) Business b) Environment c) Business environment d) organization
2. Environment is always changing constraining and _____
a) Competing b) Uncertain c) dynamic d) Specific
3. Environment is a _____ process a) Dynamic b) Complex c) interactive d) All of the above
4. _____ is the product of environment.
a) Opportunity b) Threads c) Business d) Factors
5. There are two sets of factors which influence the business of an enterprise is _____
a) Internal and External b) Micro and Macro
c) Political and Legal d) Social, Cultural & Technological
6. _____ plays a vital role in running the business enterprise
a) Customers b) Labor c) Product d) Competitors
7. _____ Consists of the actors in the company's immediate environment that affect the performance of the company.
a) Macro environment b) Micro environment
c) Internal environment d) External environment
8. Macro environment is also known as _____
a) Outside environment b) Indirect environment
c) General environment d) Social environment
9. Remote environment is an another name of _____
a) Micro environment b) Macro environment
c) Internal environment d) External environment
10. _____ is environment covers those factors which give shape and form to the dept. of economic activities.
a) Technological b) Demographic c) Social and cultural d) Economic
11. A stable, honest and efficient political system is a primary factor for the growth of _____
a) Business b) General environment
c) Economic conditions d) Natural environment
12. When the rate of change in is insignificant, it is termed as _____ environment
a) General or specific b) Stable or static c) Dynamic or certain d) Simple of complex
13. When some sudden and unpredictable changes take place in the organisation is said to _____
a) Technological environment b) Natural environment
c) Turbulent environment d) Changing environment
14. _____ is an open form of government.
a) Parliamentary System b) Government environment
c) Legal environment d) Political environment
15. China is the biggest example _____
a) Capitalism b) Mixed economy c) Laissez Faire d) Socialism
16. The term _____ relates to patent, trademarks, copyrights and trade secrets.
a) Priority right b) Intellectual property right c) Tariff & Trade Act d) Madrid agreement
17. _____ is also called the International convention for the protection of industrial property.
a) Paris Union b) National Treatment c) Industrial Policy Act d) Intellectual property Right.

18. _____ means that if an investor registers a patent in one member country, he can file an application for registration in other member countries within one year from the date of filing return

- a) Patent cooperation Treaty b) Paris Union c) Priority Right d) National Treatment

19. The international registration of Trade Marks aims at the international registration is _____

- a) Trade Mark Registration Treat b) Independent of patents
c) Patent Cooperation Treaty d) The Madrid Agreement

20. International Bureau of World Intellectual Property Organisation is _____

- a) U.S.A. b) Geneva c) Switzerland d) Canada

UNIT II

21. _____ Involves infringement of a patent or trade mark

- a) Counter feiting b) Unauthorised product c) Illegal goods d) Low quality products

22. _____ is an unintended channel of distribution that runs parallel to the planned channel. a) Bribery b) Counter feiting c) Gray Market d) Black Market

23. _____ concentrates on the analysis of market, competition and financial strength of a company.

- a) Risk Reward analysis b) Cost benefit analysis c) Break even analysis d) None of the above

24. _____ analysis studies the impact of various environmental factors on the marketing mix.

- a) Break even analysis b) Risk reward analysis c) Cost - benefit analysis d) Product Analysis

25. _____ is subjective in nature

- a) Social interaction b) Political factors c) Natural factors d) Cultural

26. _____ is a set of traditional beliefs and values which are passed and shared among different societies

- a) Cultural environment b) Social environment c) Socio - cultural environment d) Economic

27. _____ is the foundation of culture a) Language b) Customs c) Education d)

Religion

28. E.E.C stands for

- a) European Economics Control b) European Economic Community c) European Economic centre d) European Economic Committee

29. E.E.C. is also known as _____

- a) Economic Common Market b) NFTA c) IPA d) European Common Market

30. ECM was brought into being _____

- a) 31 Dec. 1957 b) 15 Jan, 1958 c) 1 Jan, 1958 d) 24 March 1957

31. World's largest trading Block is _____

- a) NAFTA b) SAARC c) CEC d) ECM

32. NAFTA mean _____

- a) North American Free Trade Agreement b) North American Foreign Trade Agreement c) North Asian Free Trade Agreement d) North Asian Foreign Trade Agreement.

33. NAFTA is a series of bilateral agreement between America, Canada and _____

- a) Geneva b) Mexico c) UK d) Ireland

34. SAARC association brings together _____ countries of South Asia for regional co-operation.

- a) 9 b) 8 c) 7 d) 14

35. The head quarters of SAARC in _____

- a) Bangladesh b) Maldives c) Sri Lanka d) Kathmandu

36. _____ was commenced on January 1, 1994

- a) NAFTA b) ECM c) SAARC d) CEC

37. _____ is a bilateral trade agreement between two countries.
 a) Tie in Agreement b) Counter trade c) MNC d) Gray Market
38. _____ is the process of convincing the various powerful elements of the environment to act in the favour of the organisations.
 a) Coalescing b) Cooptation c) Lobbying d) Procurement
39. Two or more organisations may merger their organisations to have better control over the environment as various resources are pooled together is _____
 a) Cooptation b) Lobbying c) Agreement d) Coalescing
40. _____ was a Multilateral treaty encompassing rules and disciplines for an orderly world trading system
 a) GATT b) ITO c) ECM d) SAARC

UNIT III

41. _____ means each nation shall be treated as well, as the most favoured nation.
 a) GATT b) MFN c) FTZ d) TRRM
42. Trade in Textile was restricted by _____
 a) MFN b) GATT c) MFA d) ITO
43. _____ is known a neo-liberalism
 a) Globaluation b) Liberalisation c) Privatization d) None of the above
44. _____ refers to a process of increasing economic integration and growing economic interdependence between countries in the world economy
 . a) MNC b) TNC c) Globalisation d) WTO
45. _____ means acceptance of an outward looking policy of economic development in place of an inward – looking one.
 a) Liberalization b) Privatisation c) Globalisation d) All of the above
46. ESCAP stands for _____ a) Economic and Social Commission for Asia and the Pacific
 b) Economic and Social Centre for Asia and the Pacific c) Economic and Social Commission for the Asia and Privatisation d) Economic and Social Culture for Asia and Public Ans: A
47. _____ is a method of doing business by which a franchisee is granted the right to offer, sell or distribute goods or service under a system created by the Franchisee
 . a) Agreement b) Dealership c) Patent d) Franchising
48. _____ means setting a products a company to its affiliated company in host country.
 a) Direct exporting b) Intra corporate transfer c) indirect exporting d) Exporting
49. BOT means _____ a) Business Outsourcing Trade b) Balance on Trade c) Build, operation and Transfer d) Business Outsourcing Transaction
50. FERA was replaced by _____
 a) FEMA b) GATT c) WTO d) ITO
51. WTO was setup in _____
 a) 1995 b) 1992 c) 1996 d) 1994
52. _____ is the process of contracting with foreign firms granting them proprietary right to use technology, copyrights, trade marks, brand names etc.
 a) Franchising b) Licensing c) Contract d) None of the above
53. _____ arrangement is also known as cross licensing
 a) Licensing b) Franchising c) Intra corporate transfers d) Contracts
54. A company doing international marketing contracts with a foreign producer to manufacture or assemble the products for a sale in the foreign market is _____
 a) Management contract b) Contract Manufacturing c) Turnkey Contract d) Licensing
55. _____ are therefore arrangement where by for a fee, one company provides personnel to perform general specialised management functions for another company
 a) Lisensing b) Franchising c) Contract Manufacturing d) Management contract

56. _____ is a contract under which a firm agrees to fully design, construct and equip a manufacturing or business or service facility and turn the project to the purchaser ready for operation for a remuneration.

- a) Manufacturing contract b) Management contract c) Turnkey contracts d) Joint venture

57. _____ is part of the parent corporation and simply an extension of domestic operation.

- a) Foreign Subsidiary b) Overseas branch c) Third country location d) Assembly operation

58. _____ is a separate company organised under a foreign nation's legal code with accountability distinct from the parent company.

- a) Foreign subsidiary b) Overseas branch c) Assembly operation d) Fully owned manufacturing

59. _____ is a peculiar form of international trade that encompasses more than an exchange of goods, services or idea for money.

- a) Turnkey contract b) Licensing c) Counter Trade d) Buy back

60. _____ of economic policy is intended to promote the integration of Indian economy with the global economy

- a) Globalisation b) Liberalisation c) Privatisation d) None of the above

UNIT IV

61. _____ is an enterprise which allocates company resources without regard to national frontiers, but is nationally based in terms of ownership and top management.

- a) MNC b) Globalisation c) Liberalisation d) TNC

62. _____ conference of 1944 suggested institutional arrangements to undertake post war reconstruction of global economy.

- a) Uruguay Round Agreement b) Narasimham Committee
c) Bretton Woods d) Hilton Young Commission

63. The GATT agreement had been signed by governments known as _____

- a) Member countries b) Trade members c) MFN d) Contracting Parties

64. Article XIX of the GATT provided _____

- a) General prohibition of QRs b) Emergency safeguard code c) Schedule of Tariff Concessions d) MFN Clause

65. GATT agreements as modified by the _____ agreement

- a) WTO b) ITO c) Uruguay Round d) Bretton Wood

66. _____ is in fact, policeman of global trade.

- a) GATT b) ITO c) TRIMS d) WTO

67. _____ is the Supreme Authority of the WTO

- a) General Council b) Ministerial conference
c) Council for Trade in Goods d) Council for TRIPS

68. Council for Trade in Goods, Services and Intellectual Property Rights, Council for Trade Related Intellectual Property Rights are the three councils in General Council of _____

- a) WTO b) GATT c) TRIMS d) GATS

69. The Secretariat of the WTO is headed by the _____

- a) General Council b) Ministerial conference c) Director General d) Council for TRIPS

70. _____ is a permanent institution with its own Secretariat.

- a) WTO b) GATT c) GAT d) ITO

71. GATT was applied on a _____

- a) Permanent basis b) Provisional basis c) Both a and b d) None of the above

72. Initial registration and each renewal of registration, of a trade mark is for a term of not less than _____

- a) 5 years b) 4 years c) 6 years d) 7 years

73. The agreement of patent protection for _____
 a) 20 years b) 15 years c) 10 years d) 7 years
74. Plurilateral Trade Agreement was done at Geneva in _____
 a) March 1979 b) April 1979 c) January 1994 d) August 1984
75. NIEO means _____ a) New International Economic Order b) New Industrial Economic Order c) New Industrial Economic Organisation d) New International Economic Organisation
76. _____ is the effect International Trade has a detrimental effect on under developed countries
 a) Lop - sided development b) Deterioration c) Demonstration effect d) None of the above
77. The major attributes of international financial system are knowledge, certainty and _____
 a) Flexibility b) Predictability c) Continuity d) Structural
78. _____ established a mechanism where by their local currencies are kept equal in value to gold and to each other.
 a) International money b) Floating exchange rate c) Bretton wood system d) International Gold standard
79. IMF was organised in _____
 a) 1948 b) 1946 c) 1956 d) 1958
80. Member's Gold Subscription + Credit extended by the member through the fund to other members _____
 a) Gold Tranche b) Credit Tranches c) Gold standard Mechanism d) Floating exchange rate

UNIT V

81. _____ was introduced in 1969
 a) Oil Facility b) Extended facility c) Buffer stock facility d) Trust Fund facility
82. _____ are made by the fund out of the profits it has made by its gold rate operations
 a) Oil Facility b) Gold standard Mechanism
 c) Buffer stock facility d) Trust Fund Loan facility
83. If the funds holdings of a member's currency are less than 100% of the member's quota, the difference is called _____
 a) Credit Tranche b) Reserve Tranche c) Gold Tranche d) All of the above
84. In the form of pound sterling and U.S. dollars, these two currencies were known as _____
 a) Reserve currencies b) Foreign exchange c) Floating Exchange rate d) Exchange transaction
85. SDR was approved in _____
 a) 1969 b) 1965 c) 1967 d) 1972
86. _____ will include interest and amortization payment, put a strain on future balance of payments
 a) Credit Servicing charges b) Debit servicing charges c) Both a and b d) None of the above
87. India is _____ place in IMF General Quota
 a) 12th b) 11th c) 9th d) 13th
88. _____ are also known as International Bank for Reconstruction and Development.
 a) IMF b) ADB c) World Bank d) ECM
89. _____ is the Supreme governing authority of World Bank.
 a) The president b) The Executive Directors
 c) The Board of Governors d) Members of the Board
90. _____ becomes the Ex-officio Chairman of World Bank.

- a) The Board of Governors b) The Executive Directors
c) Other members d) The President And. D
91. _____ is responsible for the conduct of the ordinary business of the bank and its organisation
a) The Governor b) The President c) The Executive Directors d) Other members
92. In the day to day administration the Board delegates its power to _____
a) Other members b) The Board of Governors c) The President d) The Executive Directors
93. ADB was setup in _____
a) 1969 b) 1967 c) 1966 d) 1968
94. The headquarters of ADB is _____
a) Geneva b) Manila c) U.S.A d) Italy
95. The highest policy making body of the ADB is _____
a) Board of Governors b) Board of Directors c) President d) Other members
96. To take decisions of loan application in ADB by
a) Board of Governors b) Board of Directors c) The President d) Other members
97. The President elected for a term _____ in ADB
a) 3 Years b) 4 Years c) 5 Years d) 6 Years
98. _____ is also known as the European Common Market.
a) EEC b) CEC c) SADF d) NAFTA
99. _____ is the most successful of the integration schemes.
a) ECM b) SAARC c) NAFTA d) CEC
100. _____ is the World's largest trading block
a) NAFTA b) EEC c) SAARC d) GATT

Section B

UNIT – I

1. Define and explain the term international environment
2. What are the objectives of external environment?
3. Describe the factors to be considered in international environment.
4. What is the significance of international environment?
5. Explain the macro environment.
6. What is meant by environment change?
7. List out the types of environment.
8. List out the steps of environmental analysis.
9. Define and explain the term the global scenario of international environment.
10. List out the importance of social environment.

UNIT – II

11. Define globalization
12. What is the necessity of globalization in Indian business?
13. Mention some of the major merits of globalization.
14. Give the types of MNC's.
15. State the difference between globalization and liberalisation .
16. Write a short note on demerits of MNC'S.
17. Describe MNC'in india.
18. List the factors influencing MNC'S.
19. Describe modes of entry .
20. Write short note on globalization of Indian business

UNIT – III

21. Highlight the limitations of WTO.
22. Mention the importance of tariff barriers.
23. Bring some guidelines for deciding anti dumping measures.
24. What are the different types of tariffs?
25. Define FEMA.
26. Write short note on TRIPs.
27. What is difference between TRIPs and TRIMs?
28. Write short notes on import procedure.
29. Bring some principles of GATTs.
30. State the rules regarding import to india.

UNIT – IV

31. What is quality control?
32. What is the need of pre shipment inspection?
33. Bring some guidelines of export procedure.
34. Highlight the importance of quality control.
35. Briefly describe the types of export.
36. What are the norms for issuing export order?
37. Give some norms of export incentives
38. Define and explain the term export order.
39. What is pre shipment inspection?
40. Explain the term export procedure

UNIT – V

41. Write short note on FDI.
42. What is FII?
43. Bring some roles of FII.
44. What are the types of information collected in FDI?
45. What do you mean by HOME COUNTRY?
46. Describe various methods of sales control in international business.
47. What is the role of media in global business management?
48. Explain the term distribution through host country.
49. What is sales control in global business?
50. What is product export procedures ?

Section C

UNIT – I

1. Briefly examine the stages involved in formulation of a international business.
2. Account for the major steps followed in planning a global business .
3. Explain the meaning and need for political environment.
4. Discuss the essential criteria of a good socio economic environment
5. Briefly discuss the various types of environment .
6. Explain the steps involved in demographic environment.
7. Elaborate the advantages and limitations of external environment
8. Elaborate the ethics in global business.
9. Discuss the main problems encountered by the international business man.
10. Explain the difference between domestic and international business.

UNIT – II

11. Discuss in detail the problem identification of globalization along with its process.

12. What do you understand by globalization? Elaborate the steps of modes of entry.
13. Describe in brief MNC's. Explain various concepts relating to MNC's.
14. Elaborate the stages involved in the starting of MNC's.
15. How do you define globalisation? Throw light on the basic concepts.
16. Elucidate the steps involved in liberalisation.
17. What is MNC? Discuss how a domestic company can change to a MNC.
18. What is the meaning of LIBERALIZATION? Highlight the difference between globalisation and liberalisation.
19. The selection of a MNC for your new business. Discuss.
20. Discuss the components of a good global business.

UNIT – III

21. What is WTO? Discuss in detail the kinds and precautions of WTO.
22. Define TARIFF barriers. Explain various methods and tools for collecting tariffs.
23. Define the term GATT's. Briefly describe characteristics and types of GATT's.
24. What do you mean by TRIM'S? Discuss in detail the types and sequencing of involved in TRIM's.
25. How do you define the term TRIP's? Highlight the steps involved in the preparation of TRIP'S schedule.
26. Define the concept of anti dumping measures. Explain various measures.
27. Briefly discuss the FEMA.
28. What is import? Discuss the phases and guidelines for import procedure.
29. Define the export. Describe the principles and procedure of export.
30. What do you understand by the documents of import procedure? Discuss in detail the various types of it.

UNIT – IV

31. What is meant by quality control? Explain the types of quality control.
32. What is the meaning of inspection? Explain its process and techniques.
33. Define pre shipment inspection. Discuss in detail the layout of it.
34. Briefly describe the documents of export. Elaborate the steps in writing the documents.
35. Discuss in detail the various principles of export.
36. What are export incentives? Describe in brief the types and norms for it.
37. What do you mean by developing export through correspondence? Explain.
38. What do you understand by the term claim for export? Briefly discuss the types of claims.
39. What is meant by export order? What are the pre-requisites for good export order?
40. What are the usual errors committed in preparing export order? How would you overcome them?

UNIT – V

41. What is FDI? Discuss in detail the role and methods of FDI.
42. Describe the advantages of FDI. Explain.
43. How do you define FII? Briefly describe the different methods of FII.
44. Discuss in detail various disadvantages of FII.
45. What do you understand by HOST COUNTRY? Highlight the role of host country.
46. Explain the term home country. Discuss in brief the role of home country in business.
47. What is online advertisement? Briefly describe several methods of media using advertisement.
48. Discuss the factors that contributed to the growth of sales promotion in international business.

49. Explain the factors that influence the global business management.

50. Briefly describe the factors influence the international trade.

ANSWER KEY

1	c	21	a	41	b	61	a	81	c
2	c	22	c	42	c	62	c	82	c
3	d	23	b	43	a	63	d	83	b
4	a	24	b	44	c	64	b	84	a
5	d	25	d	45	c	65	c	85	c
6	d	26	c	46	a	66	d	86	b
7	b	27	a	47	d	67	b	87	d
8	c	28	b	48	b	68	a	88	c
9	b	29	d	49	c	69	c	89	c
10	d	30	c	50	a	70	a	90	d
11	a	31	d	51	d	71	b	91	b
12	b	32	b	52	b	72	d	92	d
13	c	33	b	53	a	73	a	93	c
14	a	34	c	54	b	74	b	94	b
15	d	35	d	55	d	75	a	95	a
16	b	36	a	56	c	76	c	96	b
17	a	37	b	57	b	77	b	97	c
18	c	38	c	58	a	78	d	98	a
19	d	39	d	59	c	79	b	99	a
20	b	40	a	60	b	80	a	100	b

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

**TITLE OF THE PAPER: C.P.-HUMAN RESOURCES
MANAGEMENT**

SUBJECT CODE: 15UBA408

PREPARED BY: Mrs.M.Sangeetha, Assistant Professor

Section A

UNIT - I

1. Human resources management comprises the following major aspects
 - a) Human, human resources and human resource management.
 - b) Personal management, compensation, training, development.
 - c) Training, grievance management and worker education.
 - d) Recruitment, selection, decision management.
2. Managing employees in an organization in order to accomplish the organization objectives is
 - a) HRM b) Personal management c) Assets management d) Resources management.
3. Acquiring, training, development and retaining human resources is
 - a) Personnel management b) Finance management c) Human resources management d) Business administration.
4. HRM function is.
 - a) Universal b) Sales c) Enterprise centric d) Sector-specific.
5. Providing employment and welfare function to employees is
 - a) Socio economic function b) Economic function c) Social function d) Competitive function
6. Management of investment of money on acquisition, development, retention and motivation of employees is
 - a) Economic function b) Modern function c) Societal function d) Management function
7. Competing with rival organization in terms of quality labour as an edge is
 - a) Social function b) Economic function c) Competitive function d) Management function
8. Attending to employee grievance and negotiation are
 - a) Industrial relation management function b) Human resources management
 - c) Total quality management function d) Change management function
9. HR planning, recruitment, selection and placement fall within the scope of
 - a) HR retention b) HR enhancement c) HR acquisition d) HR placement
10. Providing for employees welfare, compensation and social security fall within the purview of
 - a) HR retention b) HR acquisition c) HR legal aspects d) HR enhancement
11. HR research, HR accounting and HR information come under the scope of
 - a) HR retention b) HR legal frame work c) HR control d) HR placement
12. Human assets were treated as one of the factors under
 - a) Commodity concept b) HR legal aspects c) HRD Concept d) Production concept
13. When HR manager is addressing employee grievance and facilitating the peaceful settlement between employer and employee, he is playing
 - a) Liaison man b) Negotiator c) Caretaker d) Role model
14. When HR manager is taking corrective action after ascertaining the divergence between budgeted and actual targets fixed for employee he is playing the role of
 - a) Change agent b) Controller c) Caretaker d) Negotiator
15. Acquisition, enhancement, compensation, retention and integration are
 - a) Operational function b) Managerial function c) Sales function d) Strategic function
16. Managing, planning, organizing, directing and controlling HR operation come under
 - a) Operational function b) Finance function c) Strategic function d) Managerial function
17. Process of ensuring that right number of employees work in the right place and at the right time in the right job is called
 - a) Manpower planning b) Workload analysis c) Delphi technique d) Transfer

18. Which method is more appropriate to decide the work load of repetitive and manual job
a) Work force analysis b) Time and motion study c) Work study technique d) Motion study
19. The process of assisting surplus manpower to find new job is
a) Outsourcing b) Out placing c) Replacing d) Retention
20. Creation of database of manpower in terms of quantities and qualitative data collated by the organization is
a) Manpower planning b) Manpower inventorying c) HR auditing d) Replacement

UNIT - II

21. The process of studying the job to learn the different components of a job is
a) Job Specification b) Job description c) Job analysis d) Job evaluation
22. The factual summary of the job content is
a) Job evaluation b) Job description c) Job specification d) Job analysis
23. Which of the following states the different requirement of a job
a) Merits rating b) Job description c) Job analysis d) Job specification
24. Which of the following is to assess the relative worth of different jobs performed in an enterprise in order to determine the correct pay.
a) Job analysis b) Job specification c) Job description d) Job Evaluation
25. The process of introduction the new hire to the job is
a) Induction b) Placement c) Recruitment d) Selection
26. The movement of employees from one job to another at periodic intervals is called
a) Job enlargement b) Job enrichment c) Job rotation d) Job description
27. The process of finding out prospective candidate
a) Selection b) Placement c) Induction d) Recruitment
28. The process of filling up vacancy by employee recommendation
a) Referral b) Transfer c) Deputation d) Promotion
29. Horizontal movement of employees among the jobs is
a) Job rotation b) Job circulation c) Job switching d) Job specification
30. The process of enticing talent employees from rival companies
a) Rotation b) Lateral c) Induction d) Pouching
31. Which test measures the candidates job knowledge, skill and capacity to do the job?
a) Aptitude test b) Personality test c) Ability test d) Written test
32. Questions are pre-structured in
a) Stress interview b) Unstructured interview c) Structured interview d) Direct interview
33. The process of eliminating unsuitable application is called
a) Screening b) Interview c) Test d) Selection
34. Face to face interaction between interviewer and interviewee is
a) Recruitment b) Interview c) Test d) Placement
35. The process of welcoming, introducing, welcoming and socializing new entrant to the existing group of people is
a) Induction b) Placement c) Appointment d) Selection
36. Process by which an employee begins to understand to norms, values, briefs systems etc. of an organization is
a) Socialization b) Placement c) Induction d) Transfer

37. The amount of wage determined as per the provisions of the minimum wages act of 1948 is known as

a) Minimum wages b) Basic wage c) Statutory minimum wage d) Fair wage

38. The importance factor determining the wage policy of a concern

a) Availability of funds b) Demand and supply forces
c) Pay policy of competing firms d) All the above

39. Minimum wages is not guaranteed under

a) Bandeaux plan b) Taylor's plan c) Emerson plan d) Rowan plan

40. Labour cost saving plan is

a) Town sharing plan b) Priestman plan c) Scanlon plan d) Profit sharing plan

UNIT - III

41. Which of the following enhances the skill, attitude and knowledge of the employee

a) Training b) Promotion c) Selection d) Performance appraisal

42. Sensitivity training is called

a) Z group training b) T group training c) X group training d) S group training

43. Imparting interpersonal and team building relationship is

a) Hard skill b) Capacity c) Soft skill d) Aptitude skill

44. A large number of people can be simultaneously trained on the job at multiple centres by

a) Refresher training b) Computer based training c) Case study d) Skills training

45. Cross functional training is imparted by

a) T group training b) Programmed instruction c) Job rotation d) Placement

46. Training in trade is given to one by

a) Apprentice training b) Sensitivity training c) Case study d) Induction

47. All the new entrants are exposed to the organization and work profile of the job for which they are selected by

a) Apprentice training b) Induction training c) Sensitivity training d) Placement training

48. Operational aspects of machines, filling up returns, filling documents and methods of doing work are taught through

a) Simulation b) Demonstration c) Workshop d) Case study

49. Which method enables the trainee to learn by observation

a) Lecture b) Workshop c) Vestibule d) Understudy

50. Under which method, the subject matter is prepared and arranged in a logical and sequential manner for trainees to understand and follow better.

a) Role playing b) Demonstration c) Programmed instruction d) Induction

51. Design and shape of job to strike balance between job and job holders is

a) Job rotation b) Quality of work life c) Ergonomics d) Job Enrichment

52. Which arrangement allow a workers to work at home?

a) Compressed work week b) Employee empowerment c) Tele commuting d) Ergonomics

53. Change in work environment is a part

a) Quality of work life programme b) Employee participation mechanism

c) Just in time arrangement d) None of the above

54. OD intervention designed to improve the effectiveness of work group is

a) Team building b) OD c) Process consultation d) QWL

55. Unstructured group intervention in which participants discuss themselves and then interactive process is

- a) Process consultation b) QWL c) Sensitivity training d) Grid training

56. Which helps individual understand impact of their behavior on others

- a) Process consultation b) QWL c) OD d) Sensitivity training

57. Change resisted on account of fear of unknown is

- a) Economic factor b) Social factor c) Psychological factor d) Socio economic factor

Socio economic factor

58. The consequence of any change that disturbs equilibrium is called

- a) Resistance b) Rejection c) Willing acceptance d) Development

59. Consequence of resistance of any change manifested in spoilage and sabotage of strike is

- a) Rejection b) Forced acceptance c) Resistance d) Resistance

60. Person who markets or sells the concept of change among the workforce is called

- a) Expert b) Change agent c) Role model d) Manager

UNIT - IV

61. Who is the author of balance score card?

- a) Taylor b) Robert Kaplan & David Norton c) Fayol d) Peter Drucker

62. Investment made on the inputs and output of human resources is compared under

- a) BARS method b) Balance score card method c) Ranking method d) Cost accounting methods

63. Translation of organizations vision into a set of performance indicators distributed among four perspectives under the method of

- a) BARS b) 360 degree c) Balance score card d) Cost accounting method

64. Employee is assessed by different stakeholders with whom he/she interacts under

- a) MBO b) Ranking method c) BARS d) 360 degree

65. Very oldest form of appraisal pursued in public sector is

- a) MBO b) Balance score card c) Confidential report method d) Ranking method

66. Employee is assessed in terms of positive and negative behaviour recorded in log book under

- a) MBO method b) Critical incident method c) BARS methods d) Balance score card

67. Employee is rated by an independent third party under

- a) MBO b) 360 degree c) Grading methods d) Field review method

68. Formula for calculating maximum number of comparison under paired comparison method is

- a) $N(N-1)/2$ b) $A+B/n$ c) $2A+2B/2$ d) $A+B/2n$

69. Employee is assessed by positive or negative statement describing his/her quality under _____ method

- a) Ranking method b) Forced distribution method c) Grading method d) 360 degree

70. Who is the author of MBO concept?

- a) Peter Drucker b) Edwin Flippo c) Mary Parker Follett d) Taylor

71. Employees are appraised at the end of a given period in terms of goals established by superior and subordinates jointly under

- a) Graphic scale method b) MBO c) MBE d) Ranking method

72. Grouping of tasks, duties and responsibilities assigned to an individual is

- a) Task b) Job c) Work d) Assignment

73. Process whereby an individual establishes career goals and identifies means for achieving these goals is

- a) Career pathing b) Career stage c) Career planning d) Career screening

74. Those activities and process undertaken to help individuals attain their career objectives are

- a) Career development b) Career path c) Career management d) Job pathing

75. Those periods at different point in the individual career span is

- a) Career plan b) Career development c) Career stage d) Mentoring

76. Process of setting personal goal, developing strategies to achieve those goals and revising the goals based on experience is

- a) Career management b) Career development c) Career pathing d) Career planning

77. A series of work related position occupied by an individual through a carefully developed sequence of job assignment is

- a) Career anchor b) Job pathing c) Mentoring d) Career pathing

78. Self perceived syndromes of motives, talents and values that guide an individual career decision is

- a) Job pathing b) Career anchors c) Career management d) Mentoring

79. Stage where one learns from teachers, parents, relations and friends is _____

- a) Advancement stage b) Maintenance stage c) Exploration stage d) Withdrawal stage

80. Stage where the probability of moving up is low is

- a) Withdrawal stage b) exploration stage c) Advancement stage d) Maintenance stage

UNIT - V

81. Which of following is best strategy for effectively planning out your time?

- a) Prioritize all your tasks b) Ignore all the unexpected work c) Delay any unnecessary work d) All of the above

82. While taking into consideration control function of organization, key term to put focus on is "measure what matters". This would mean

- a) Measure the activities in the organization to put them in the correct order to achieve maximum output
 b) Monitor every stage in the production cycle
 c) Closely observe the working of the employees
 d) Measure those factors that are important to the organization

83. The country where the headquarters of a multinational company is located is known as

- a) Host country b) Home country c) Third country d) None of the above

84. When an international firm follows a strategy of choosing only from the nationals of the parent country it is called

- a) Polycentric approach b) Geocentric approach c) Ethnocentric approach d) Modern approach

85. When the firms adopt a strategy of limiting recruitment to the nationalities of the host country where the branch is located it is called

- a) Polycentric approach b) Geocentric approach c) Ethnocentric approach d) Modern approach

86. When the firms choose a strategy of recruiting the most suitable persons for the positions available in the firm irrespective of their nationalities it is called

- a) Polycentric approach b) Geocentric approach c) Ethnocentric approach d) None of the above

87. Which of the following factors is not related directly to the success of expatriate assignment?

- a) The personality of expatriate employees

- b) The intentions of expatriate employees
c) The incapability of the spouse to adjust to the new situation
d) The nature of products produced by the company
88. The origin of culture as an independent variable affecting an employees attitudes and behavior can be traced back more than 50 years to the notion of _____
a) Bureaucracy b) Organizational structure c) Institutional structure d) Uniformity
89. _____ refers to the degree to which management decision take into consideration the effect outcomes on employees
a) Team orientation b) Attention to detail c) Outcome orientation d) People orientation
90. _____ is the degree to which management focuses on results or outcomes rather than on the techniques and processes used to achieve those outcomes.
a) Attention to detail b) Innovation and risk taking c) Outcome orientation d) Stability
91. Bureaucratic organizations tend to maintain the status quo and have cultures that emphasize _____
a) Stability b) Mediocrity c) Outcome orientation d) Aggressiveness
92. Which of these is the purpose of recruitment?
a) Make sure that there is match between cost and benefit
b) Help increase the success rate of the selection process by reducing the number of visibly underqualified or over qualified job applicants.
c) Help the firm create more culturally diverse work - force
d) None of the above
93. The poor quality of selection will mean extra cost on _____ and supervision.
a) Training b) Recruitment c) Work quality d) None of the above
94. Which of these is the most important external factor governing recruitments?
a) Sons of soil b) Labour market c) Unemployment rate d) Supply and demand
95. While recruiting for non - managerial, supervisory and middle - management positions which external factor is of prime importance?
a) Political – Legal b) Unemployment rate c) Labour market d) Growth and Expansion
96. Team occur when a number of people have _____ and recognise that their personal success is dependent on the success of others.
a) Similar jobs b) A Common goal c) A shared environment d) The same manager
97. Groups which are formed as the consequence of organisational structure and work division are known as _____
a) Formal groups b) Operational groups c) Informal groups d) Target groups
98. Boynton and Fisher noted that _____ teams can be formed specifically to initiate organisational change.
a) Virtual b) Super c) Change d) Virtuoso
99. Brainstorming as a problem-solving and decision-making technique:
a) Involves everyone b) Encourages communication

- c)Focuses the mind d)All three of the above

100.According to Douglas are people management skills are the _____ types of skills

- a)Natural b)Formal c)Direct and honest d)More difficult and rare

Section B

UNIT I

1. Define human resource
2. Define human resource management
3. Define personnel management
4. Name the four qualities of HR manager.
5. What is the role of HR manager as change agent?
6. Point out the managerial function of HR manager.
7. Name the operative function of HR manager.
8. What are the difference between personnel management and human resource management?
9. What is mean by human resource planning?
10. Highlight the features of HRP.

UNIT II

1. Explain the terms job analysis and job evaluation.
2. Define recruitment.
3. Explain the internal recruitment.
4. What is mean by promotion?
5. Point out the advantages of tests.
6. What is screening of applications?
7. What is induction?
8. Define the term placement.
9. State the essential of a wage system
10. What is mean by time wage and piece wage?

UNIT III

1. Define training .and what are the needs of training.
2. Explain about on the job training
3. What is mean by job rotation
4. Define Quality of work life.
5. Explain survey feedback
6. Define OD
7. What do you mean by team building?
8. Explain about OD intervention.
9. Define organizational change.
10. List out the external factors influencing the change.

UNIT IV

1. Write a note on performance appraisal.

2. Discuss the need for performance appraisal.
3. Explain the objectives of performance appraisal.
4. What are the limitations of performance appraisal?
5. Explain about 360 degree appraisal.
6. Discuss the merits of performance appraisal.
7. What do you mean by career?
8. What is career planning?
9. What are the characteristics of career development?
10. Explain about assessment centers.

UNIT V

1. Define work culture.
2. Explain about team building.
3. What is meant by E-HRM?
4. Discuss about the Merits of Green recruitment.
5. List out the E-HRM activity.
6. Define time management.
7. What is meant by multinational corporation?
8. Explain about globalization.
9. What is meant by formal and informal group?
10. Discuss about E-Recruitment.

Section C

UNIT I

1. Bring out the features of human resources management.
2. Write down the objectives of HRM.
3. Explain the characteristics of HRM.
4. Discuss the nature and characteristics of HRM.
5. Bring out the qualities required for a good HR manager.
6. Examine the role of HR manager in an enterprise.
7. Explain the function of HRM.
8. What are the objectives of HRP?
9. Discuss the process of HRP.
10. How would you address the surplus and shortages of human resources arising in HRP?

UNIT II

1. What is job description? What are its contents?
2. Explain the process of job analysis.
3. Distinguish recruitment and selection.
4. Point out the steps in recruitment process.
5. What are the sources of recruitment?
6. What are the various types of ability test?
7. Describe the various stages involved in selection process of an employee.
8. State the content of induction.
9. Explain the process of placement.
10. Discuss the different methods of wage payment and their relative merits and demerits.

UNIT III

- 1.Explain the objectives of training.
- 2.List out the characteristics of “on the job training”.
- 3.What are the steps in training process?
- 4.Bring out the significance of training to employees.
- 5.List out the factors contributing to growing importance of quality of worklife.
- 6.Highlights the benefits of quality of worklife.
- 7.Write down the salient features of OD?
- 8.Explain the characteristics of OD.
- 9.Discuss the various factors influencing organizational change.
- 10.What are the difference between organizational development and organizational change?

UNIT IV

- 1.Bring out the purpose of performance appraisal.
- 2.Mention the steps in appraisal.
- 3.Discuss the problem in performance appraisal system.
- 4.Describe the traditional methods of performance appraisal.
- 5.Describe the modern methods of performance appraisal.
- 6.Enumerate the objectives of assessment centres.
- 7.Discuss the need for career planning.
- 8.What are the steps in the career development?
- 9.Elaborate on various stage an individual has to move through in his career.
- 10.What career development interventions may be adopted by an organization to facilitate career development?

UNIT V

- 1.Discuss the characteristics and importance of healthy work culture.
- 2.Explain the needs of team building.
- 3.What are the implications of E-HRM
- 4.Briefly explain about the nature of E-HRM.
- 5.Discuss about common practices observed in E-Recruitment
- 6.List out cautions to be practiced while using E-Recruitment.
- 7.List out the advantages and disadvantages of green recruitment
- 8.Explain the HRM in multinational corporation.
- 9.Discuss the characteristics of global hr practices.
- 10.Explain the impact of globalization in HRM.

ANSWER KEY

1	a	21	c	41	a	61	b	81	a
2	b	22	b	42	b	62	d	82	d
3	c	23	d	43	c	63	c	83	b
4	a	24	d	44	b	64	d	84	c

5	c	25	a	45	c	65	c	85	a
6	a	26	c	46	a	66	b	86	b
7	c	27	d	47	b	67	d	87	d
8	a	28	a	48	b	68	a	88	c
9	c	29	a	49	d	69	b	89	d
10	a	30	d	50	c	70	a	90	c
11	c	31	c	51	b	71	b	91	a
12	d	32	c	52	c	72	b	92	b
13	b	33	a	53	a	73	c	93	a
14	b	34	b	54	a	74	a	94	d
15	a	35	a	55	c	75	c	95	c
16	d	36	b	56	d	76	a	96	b
17	a	37	c	57	c	77	b	97	a
18	c	38	d	58	a	78	b	98	a
19	b	39	b	59	a	79	c	99	d
20	b	40	a	60	b	80	d	100	d

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

TITLE OF THE PAPER: Core.10.INTERNET & WEB PAGE DESIGNING

SUBJECT CODE: 15UBA410

PREPARED BY: Mrs.S.Manjula Devi, Assistant Professor

Section A**UNIT - I**

1. What is internet?

- a) A single network b) A vast collection of different networks
c) Interconnection of local area networks d) None of the mentioned

2. To join the internet, the computer has to be connected to a

- a) Internet architecture board b) Internet society
c) Internet service provider d) None of the mentioned

3. Internet access by transmitting digital data over the wires of a local telephone network is provided by

- a) Leased line b) Digital subscriber line c) Digital signal line d) None of the mentioned

4. ISP exchanges internet traffic between their networks by

- a) Internet exchange point b) Subscriber end point
c) Isp end point d) None of the mentioned

5. Which one of the following protocol is not used in internet?

- a) HTTP b) DHCP c) DNS d) None of the mentioned

6. Internet works on

- a) Packet switching b) Circuit switching
c) Both packet switching and circuit switching d) None of the mentioned

7. Which one of the following is not an application layer protocol used in internet?

- a) Remote procedure call b) Internet relay chat
c) Resource reservation protocol d) None of the mentioned

8. Which protocol assigns IP address to the client connected in the internet?

- a) DHCP b) IP c) RPC d) None of the mentioned

9. A group of independent computers attached to one another through communication media.

- a) Internet b) E-mail c) Network d) All the above

10. The first network to implement TCP/IP are

- a) ARPANET b) INTERNET c) MANET d) MODEM

11. For transferring files from one host to another host over a tcp network which protocol we use

- a) SMPT b) FTP c) A and B d) None of these

12. Ethernet is family of protocol used in

- a) LAN b) MAN c) WAN d) BIOS

13. Which device is required for the Internet connection?

- a) Joystick b) Modem c) CD Drive d) NIC Card

14. Internet is

- a) Dynamic system b) Complex system c) Decentralized system d) All of the above

15. A small network making up the Internet and also having a small numbers of computers within it is called

- a) Host b) Address c) Subdomain d) None of the above

16. Main protocol used in Internet

- a) X.25 b) IPX/SPX c) TCP/IP d) Token Bus

17. A host on the Internet finds another host by its

- a) Postal address b) IP address c) Electronic Address d) None of the above

18. The Internet Protocol (IP)

- a) Handles software computer addresses
b) Finds the quickest route between two computers
c) Ensures that connections are maintained between computers
d) None of the above

19. The Internet standard is

- a) MIME b) BIN HEX c) UNENCODING d) None of the above

20. TCP is a commonly used protocol at

- a) Application layer b) Transport layer c) Network layer d) Data Link layer

UNIT - II

21. Which of these is not a medium for e-mail?

- a) Intranet b) Internet c) Extranet d) Paper

22. Which of these is the easiest way of communication?

- a) E-mail b) Telephone c) Fax d) Letter

23. Which of these do not provide free E-mail?

- a) Hotmail b) Rediff c) WhatsApp d) Yahoo

24. Which of these should be avoided in an E-mail?

- a) Wrong E-mail address b) Subject line c) Smileys d) Re-reading

25.E-mail address is made up of

- a)Single part b)Two parts c)Three parts d) Four parts

26.SMTP stands for

- a) Short Mail Transmission Protocol b) Small Mail Transmission Protocol
c) Server Mail Transfer Protocol d) Simple Mail Transfer Protocol

27.The E-mail component of Internet Explorer is called

- a) Message box b) Outlook Express c) Messenger Mailbox d) None of the above

28.The convenient place to store contact information for quick retrieval is

- a) Address box b) Message box c) Address book d) None of the above

29.Which of the following is a correct format of Email address?

- a) name@website@info b) name@website.info
c) www.nameofebsite.com d) name.website.com

30.Who is the father of email ?

- a) Berners Lee b)Charles Babbage c)Paul Buchheit. d)Ray Tomlinson

31.Junk E-mail is also called

- a) Coppel crumbs b) sniffer script c) Spoof d) Spam

32.Sending an E-mail similar to

- a) Taking on the phone b) Sending a package c) Writing a letter d) Drawing a picture

33.A _____ allows you to access your E-mail from anywhere.

- a) Weblog b) Webmail interface c) Forum d) Message board

34.Storage area for E-mail messages is called

- a) Store b) Folder c) File d) Mail Box

35.MIME stands for

- a) Multipurpose Internet Mail Extra b) Multipurpose Internet Mail End
c) Multipurpose Internet Mail Email d) Multipurpose Internet Mail Extensions

36.There are four Scenario in

- a) E-Mail b) IP c) Domains d) Servers

37. In EMAIL, We need two VAs and two pairs of MTAs, When sender is connected to mail server via

- a) IP and SMS b) LAN and WAN c) Email and IP d) MTA and VTA

38.Mail access starts with client when user needs to download e-mail from the

a) Mail Box b) Internet c) IP server d) Mail Server

39. When sender and receiver of an e-mail are on same system, we need only two

a) User Agents b) Servers c) IP d) Domain

40. G-mail belongs to be

a) Great mail b) Google mail c) Gopher mail d) Yahoo mail

UNIT - III

41. Documents converted to _____ can be published to the web.

a) HTML b) Machine language c) HTTP d) FTP

42. In HTML, tags consists of keywords enclosed within

a) Angular brackets <> b) Paratheses () c) Flower brackets {} d) Square brackets []

43. The common element which describe the web page, is ?

a) Heading b) Paragraph c) List d) All of these

44. Which of the following tag is used to mark a beginning of paragraph ?

a)
 b) <P> c) <TD> d) <TR>

45. From which tag descriptive list starts ?

a) <DL> b) <DS> c) <LL> d) <DD>

46. Correct HTML tag for the largest heading is

a) <heading> b) <h1> c) <h6> d) <head>

47. Markup tags tell the web browser

a) How to display message box on page b) How to organise the page

c) How to display the page d) None of these

48. Web pages starts with which of the following tag?

a) <Title> b) <HTML> c) <Body> d) <Form>

49. HTML is a subset of

a) SGML b) SGMD c) SGMT d) None of these

50. Correct HTML to left align the content inside a table cell is

a) <td align = "left"> b) <td align = "left"> c) <td leftalign> d) <tdleft>

51. The tag which allows you to rest other HTML tags within the description is

a) <CAPTION> b) <TR> c) <TD> d) <TH>

52. How can you open a link in a new browser window?

- a) b)
c) d)
- 53.The latest HTML standard is
a) HTML 5.0 b) HTML 4.0 c) SGML d) XML
- 54.The body tag usually used after
a) EM tag b) Form tag c) Title tag d) HEAD tag
- 55.How can you make an e-mail link?
a) b)
c) <mail href +"xxx@y.com"> d) Both (b) and (c)
- 56.Symbol used at the beginning of the HREF text is
a) & b) # C) ^ d)\$
- 57.The MIME text file is saved with
a) HTML extension b) THM extension c) HMT extension d) None of these
- 58.The tag used to create a new list item and also include a hyperlink is
a) b) <DD> c) <DL> d)
- 59.Which of the tag is used to creates a number list?
a) b) c) and d) None of these
- 60.The tag used to create a hypertext relationship between current document and another URL is
a) <LINK> b) <A> c) <ISINDEX> d) none of these

UNIT - IV

- 61.From which menu you can insert Header and Footer?
a) Insert Menu b) View Menu c) Format menu d) Tools Menu
- 62.<TR> belongs to Frameset tag.
a) <Table> b)<DIV> c)<Frameset> d)<TD>
- 63._____tag is used to add columns to a table
a) Definition list b)Definition list term c) Definition list description d)None of the above
64. Which attribute issued to define cell contents to left ?
a)VAlign b) Align c)GAlign d)HAlign
- 65.Tag to add a row to a table.
a)TR b)TD c)TH d)TC

66. Which of the following is used to specify the beginning of a table's row?

- a) TROW b) TABLE c) TR d) ROW

67. In order to add border to a table, BORDER tag is specified in which the

- a) THEAD b) TBORDER c) TABLE d) TR

68. Which of these tags are called table tags?

- a) <Thead><body><tr> b) <Table><tr><td> c) <Table><head><tfoot> d) <Table><tr><tt>

69. _____ tag is used to define the heading of a table

- a) TABLE b) COLUMN c) HEADING d) TITLE

70. HTML command is used to align the contents of the cell to right

- a) <TR align= right-> b) <TD align=right> c) <TD> align=right d) All of the above

71. In HTML tables table row is defined by

- a) <th> tag b) <tr> tag c) <td> tag d) <row> tag

72. In HTML tables gap between two cells of same tables are known as

- a) Cell spacing b) Cell difference c) Cell padding d) All of above

73. In HTML tables space between cell content and cell border is called

- a) Cell spacing b) Cell difference c) Cell padding d) All of above

74. Which tag allows you to add a row in a table?

- a) <td> and </td> b) <cr> and </cr> c) <th> and </th> d) <tr> and </tr>

75. In HTML tables table data or cell is defined by

- a) <th> tag b) <tr> tag c) <td> tag d) <t data>

76. In HTML tables table header is defined by

- a) <th> tag b) <tr> tag c) <td> tag d) <t head> tag

77. If you want to merge two or more rows in a table which attribute you can use?

- a) Rowmerge b) Rowspan c) Colemerge d) Coleman

78. For adding styles in HTML tables we can use properties of?

- a) J-Query b) CSS c) Java d) Php

79. Which property is used to change the background color?

- a) Bgcolor b) Background-color c) Color d) Background

80. How do you add a background color for all <h1> elements?

- a) all.h1 {background-color:#FFFFFF} b) h1.all {background-color:#FFFFFF}
c) h1 {background-color:#FFFFFF} d) all {background:#FFFFFF}

UNIT - V

81.DHTML stands for

- a) Direct Hyper Text Markup Language b) Dual Hyper Text Markup Language
c) Dynamic Hyper Text Markup Language d) Domain Hyper Text Markup Language

82.Which of the following is not a typical use of DHTML?

- a) Simple Animation b) Input Validation c)Rollover Buttons d) Data Entry

83.What kind of scripting language is DHTML?

- a) Client b) Server c) Neither Client nor Server d) Both Client and Server

84.What technology does DHTML use to produce dynamic content?

- a) CSS b) AJAX c) JavaScript d) CSS and JavaScript

85.Which statement about the difference between DHTML and HTML is true?

- a)HTML is markup language while DHTML is not a language
b) HTML cannot connect to database while DHTML can connect to database
c)HTML cannot have server side code while DHTML may have server side code
d) All three statements are true

86.Which of the following is not a CSS media type?

- a) Print b) Screen c) Mobile d) All

87.Which javascript elements allow control in DHTML?

- a) XML element b) XHTML element c) HTML element d)CSS element

88.What CSS define in HTML?

- a) How to save HTML elements b) How to send HTML elements
c) How to made HTML elements d) To style and display HTML elements

89.CSS is created and maintained by?

- a) W3A b) W3C c) W3B d) W3D

90.CSS developed in which year

- a) 1996 b) 1995 c) 1994 d)2005

91.How many types of CSS in style sheets?

- a) One Level b)Two Level c) Three Level d) Four level

92.The Disadvantages of Cascading Style Sheets is?

- a) Low Performance b) Browsers Compatibility c) High Performance d)All of the above

93. Which statements is TRUE for CSS?

- a) An inline style sheet should be used when a single document has a unique style
- b) An external style sheet is ideal when the style is applied to many pages
- c) Both A and B above
- d) An external style sheet can be written in HTML

94. An external style sheet is ideal when the style is applied to

- a) Many pages
- b) Single pages
- C) Few pages
- d) None of the above

95. Which CSS property is used to change the text color of an element?

- a) Fgcolor
- b) Bg-color
- c) Text-color
- d) Color

96. CSS provided the basic styles such as

- a) Specifying font color and font styles
- b) Setting margins and padding
- c) Applying colors
- d) All of the above

97. Which notation is used to define CSS colors?

- a) Octadecimal
- b) Hexadecimal
- c) Nanodecimal
- d) Pentadecimal

98. Which CSS property controls the text size?

- a) Font-size
- b) Font-style
- c) Text-size-color
- d) Text-style

99. What is the correct CSS syntax for making all the elements bold?

- a) `<p style="text-size:bold;">`
- b) `p {font-weight:bold;}`
- c) `<p style="font-size:bold;"`
- d) `{text-size:bold;}`

100. How many type of font-family in CSS?

- a) One
- b) Two
- c) Three
- d) Four

Section B

UNIT – I

1. What is Internet?
2. What do you mean by WWW?
3. What is the difference between Internet and World Wide Web?
4. How internet is used nowadays in education field?
5. Define Modem.
6. Write note on File Transfer Protocol (FTP)?
7. Explain about Simple Mail Transfer Protocol (SMTP)?
8. Write Short notes on Post Office Protocol (POP) ?
9. Define HTTP.

10. Give the Features of Internet?

UNIT – II

11. When was E-Mail first Used?

12. Why was E-Mail Created?

13. When was E-Mail introduced to the Public?

14. What is Internet & E-Mail?

15. Why it is called as E-Mail?

16. Which is the first E-Mail Server?

17. How to delete a Mail?

18. How to forward a Mail to another Mail-Id?

19. How to Compose a mail in G-Mail?

20. Write the Purpose of E-Mail?

UNIT – III

21. What is HTML?

22. What do you mean by Tags in HTML?

23. Write about common lists that can be used when designing a Page?

24. How do you insert a comment in HTML?

25. Explain about Image Map?

26. How do you change the number type in the middle of a list?

27. Write about Style Sheets?

28. How do you create Multicolored text in a webpage?

29. Write short notes on Marquee?

30. Which browsers support HTML5?

UNIT – IV

31. What is DOCTYPE?

32. What are the different versions of HTML?

33. What do you mean by HTML Element?

34. What is HTML Attribute?

35. Explain some of the web browsers?
36. What are the extensions supported by HTML?
37. How to create tables using HTML?
38. What are the tags used for Image?
39. How to change background color using HTML?
40. How to create frames in HTML?

UNIT – V

41. How to use Javascript along with HTML?
42. What is the use of border attribute of table tags?
43. How do you use table tags in HTML?
44. How to add a border to the Code?
45. Explain about CellPadding Attribute?
46. Describe about CellSpacing Attribute?
47. Write short notes on Table backgrounds in HTML?
48. Briefly explain about the Table height and Width?
49. Explain about Table Caption with example?
50. Explain about Nested Table with example?

Section C

UNIT – I

1. Explain about Internet Basics?
2. Write a note on domain names?
3. Explain about Web Browsers?
4. Discuss about Search engine and its types?
5. Briefly discuss about Internet Basics?
6. Explain how to configure a Modem?
7. Explain about how to create a connection Profile?
8. Elaborate the Features and uses of Web Browsers?
9. Discuss about Search Engine.
10. Explain about Domain Name Space?

UNIT – II

11. Explain about E-Mail? And its Uses?
12. Briefly explain about E-Mail Server?
13. Illustrate how e-mail is used in today's Competitive world?
14. Explain how to send a E-Mail?
15. Explain about the uses of SMTP & POP in E-Mail Server?
16. Elucidate about the signature in E-Mail?
17. What do you mean Postmaster in E-Mail Server?
18. Explain about E-Mail Networks?
19. Write short notes on ARPANET E-Mail?
20. Discuss about Yahoo Mail?

UNIT – III

21. What do you mean by HTML?
22. Write short notes on HTML?and its uses?
23. Briefly explain about Web Server?
24. What do you mean by Client?
25. Write notes on HTML Commands?
26. Explain about Title & Footer?
27. Write a note on Paragraph break & Line break?
28. Explain about the text style used in HTML?
29. Briefly explain about Spaces in HTML?
30. Illustrate how to change the font size and color in HTML?

UNIT – IV

31. Explain about List and its types?
32. Explain about the Table in HTML?
33. Explain how to add graphics in HTML Document?
35. Write about Header Rows?
36. Explain about BG Color?
37. Explain about the Rowspan Attribute with example?

38. Explain about the Colspan Attribute with example?
 39. Write a note on Hyperlinks?
 40. Explain about Internal & External Document Reference?

UNIT – V

41. Write short notes on DHTML?
 42. Describe about CSS?
 43. What do you mean Text attribute?
 44. Explain about Marginal Attribute with example?
 45. Write a note on Java Script?
 46. Explain about Control Structures?
 47. Elucidate about External Style Sheet?
 48. Explain about Color and background attribute?
 49. Illustrate Uses & advantages of Javascript?
 50. How Javascript can change HTML Styles (CSS)?

ANSWER KEY

1	b	21	d	41	a	61	a	81	c
2	c	22	a	42	a	62	a	82	d
3	b	23	c	43	d	63	d	83	a
4	a	24	a	44	b	64	b	84	d

5	d	25	b	45	a	65	a	85	d
6	a	26	d	46	b	66	c	86	c
7	c	27	b	47	c	67	c	87	c
8	a	28	c	48	b	68	b	88	d
9	a	29	b	49	a	69	c	89	b
10	a	30	d	50	b	70	b	90	a
11	b	31	c	51	a	71	b	91	c
12	a	32	c	52	a	72	a	92	b
13	b	33	b	53	a	73	c	93	b
14	d	34	d	54	d	74	d	94	a
15	c	35	d	55	a	75	d	95	c
16	c	36	a	56	b	76	a	96	d
17	b	37	b	57	a	77	b	97	b
18	a	38	a	58	d	78	b	98	a
19	a	39	a	59	c	79	b	99	b
20	b	40	b	60	a	80	c	100	b

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COIMBATORE – 641 029



DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

TITLE OF THE PAPER: C.P.2-INTRODUCTION TO INFORMATION TECHNOLOGY
SUBJECT CODE: 18UBA102

PREPARED BY: Mrs.K. Subashini, Associate Professor

Section A**UNIT - I**

1. UNIVAC is
 - A) Universal Automatic Computer
 - B) Universal Array Computer
 - C) Unique Automatic Computer
 - D) Unvalued Automatic Computer

2. The basic operations performed by a computer are
 - A) Arithmetic operation
 - B) Logical operation
 - C) Storage and relative
 - D) All the above

3. The brain of any computer system is
 - A) ALU
 - B) Memory
 - C) CPU
 - D) Control unit

4. Integrated Circuits (Ics) are related to
 - A) First generation
 - B) Second generation
 - C) Third generation
 - D) Fourth generation

5. A hybrid computer
 - A) Resembles digital computer
 - B) Resembles analogue computer
 - C) Resembles both a digital and analogue computer
 - D) None of the above

6. Chief component of first generation computer was
 - A) Transistors
 - B) Vacuum Tubes and Valves
 - C) Integrated Circuits
 - D) None of above

7. The special purpose computer is
 - A) ABC
 - B) ENIAC
 - C) EDVAC
 - D) All of the above

8. Vacuum tube was invented on
 - A) 1900
 - B) 1906
 - C) 1910
 - D) 1880

9. The hexadecimal digits are 1 to 0 and A to
 - A) E
 - B) F
 - C) G
 - D) D

10. How many bytes are there in 1011 1001 0110 1110 numbers?
 - A) 1
 - B) 2
 - C) 4
 - D) 8

11. The binary system has the radix of
 - A) 0
 - B) 1
 - C) 2
 - D) $\frac{1}{2}$

12. A half byte is called....
 - A) Bug
 - B) nibble
 - C) data
 - D) bit

13. Hexadecimal numbers are a mixture of

- A) Binary and decimal numbers B) letters and decimal digits
C) Binary and octal numbers D) octal and decimal numbers

14. Identify the device through which data and instructions are entered into a computer

- A) Software B) Output device C) Input device D) Memory

15. Computer Monitor is also known as

- A) DVU B) UVD C) VDU D) CCTV

16. Arrange in ascending order the units of memory TB, KB, GB, MB

- A) TB>MB>GB>KB B) MB>GB>TB>KB
C) TB>GB>MB>KB D) GB>MB>KB>TB

17. The output shown on the computer monitor is called

- A) VDU B) Hard Copy C) Soft Copy D) Screen Copy

18. Eight Bits make up a

- A) Byte B) Megabyte C) Kilobyte D) None

19. The printed output from a computer is called

- A) Copy B) Soft Copy C) Hard Copy D) Paper

20. Which one of this also known as read/write memory?

- A) ROM B) RAM C) DVD D) Hard Disk

UNIT – II

21. Information is

- A) Data B) Processed data C) Manipulated input D) Computer output

22. Data by itself is not useful unless

- A) It is massive
B) It is processed to obtain information
C) It is collected from diverse sources
D) It is properly stated

23. Strategic information is needed for

- A) Day to day operations
B) Meet government requirements
C) Long range planning
D) Short range planning

24. The primary storage medium for storing archival data is
A) Floppy disk B) Magnetic disk C) Magnetic tape D) CD- ROM
25. Master files are normally stored in
A) A hard disk B) A tape C) CD – ROM D) Computer’s main memory
26. Batch processing is used when
A) Response time should be short
B) Data processing is to be carried out at periodic intervals
C) Transactions are in batches
D) Transactions do not occur periodically
27. Data mining is used to aid in
A) Operational management
B) Analyzing past decision made by managers
C) Detecting patterns in operational data
D) Retrieving archival data
28. RAM stands for
A) Random origin money B) Random only memory
C) Read only memory D) Random access memory
29. The device used to carry digital data on analogue lines is called as
A) Modem B) Multiplexer C) Modulator D) Demodulator
30. VDU is also called
A) Screen B) Monitor C) Both 1 & 2 D) printer
31. BIOS stand for
A) Basic Input Output system B) Binary Input output system
C) Basic Input Off system D) all the above
32. FORTRAN is
A) File Translation B) Format Translation C) Formula Translation D) Floppy Translation
33. EEPROM stands for
A) Electrically Erasable Programmable Read Only Memory
B) Easily Erasable Programmable Read Only Memory
C) Electronic Erasable Programmable Read Only Memory
D) None of the above
34. Which of the following is a storage device?
A) Tape B) Hard Disk C) Floppy Disk D) All of the above
35. The term ‘Computer’ is derived from

A) Latin B) German C) French D) Arabic

36. Who is the father of Computer?

A) Allen Turing B) Charles Babbage C) Simur Cray D) Augusta Adaming

37. Which of the following controls the process of interaction between the user and the operating system?

A) User interface B) Language translator C) Platform D) Screen saver

38. The first computers were programmed using

A) Assembly language B) machine language C) Source code D) Object code

39. CD-ROM stands for

A) Compactable Read Only Memory B) Compact Data Read Only Memory
C) Compactable Disk Read Only Memory D) Compact Disk Read Only Memory

40. The capacity of 3.5 inch floppy disk is

A) 1.40 MB B) 1.44 GB C) 1.40 GB D) 1.44 MB

UNIT – III

41. Mechanical devices that make-up computer are called

A) Software B) hardware C) Netware D) groupware

42. Term 'program' is refers to any piece of

A) Software B) hardware C) Netware D) groupware

43. A pointing device uses light to determine mouse motion.

A) Trackball B) Touchscreen C) Optical mouse D) None of the above

44. Monitors, printers, disk drives, keyboard, mouse are categorize as

A) Storage device B) Hardware C) Software D) All answer are correct

45. How do you call these devices: monitor, earphone, speakers

A) Input devices B) Storage devices C) Output devices D) All answer are correct

46. NOS stand for

A) Node operating system B) Non-open software
C) Network Operating system D) Non-operating software

47. The system software to facilitate editing of text and data

A) MS Word B) Editors C) PowerPoint D) MS publisher

48. There are specific to users' needs

A) System software B) Application software C) Assemblers D) Compilers

49. Joshy, Perfumes are examples of

A) Operating system B) Computer languages C) Computer viruses D) Web portals

50. Which of the following is/ are operating systems

- A) Windows B) Unix C) OS/2 D) All of these

51. The symbol denotes _____

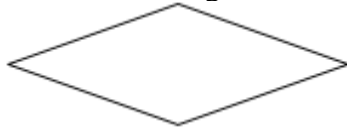


- A) I/O B) Flow C) Terminal D) Decision

52. Actual instructions in flowcharting are represented in _____

- A) Circles B) Boxes C) Arrows D) Lines

53. The following box denotes?



- A) Decision B) Initiation C) Initialization D) I/O

54. A detailed flowchart is called _____

- A) Stack B) Macro C) Micro D) Union

55. Translator which is used to convert codes of assembly language into machine language is termed as

- A) Assembler B) Attempter C) Compiler D) Debugger

56. An assembly language is a programming language but BASIC is programming language

- A) Problem oriented.....low level
 B) Problem oriented.....high level
 C) Machine oriented.....high level
 D) Machine oriented.....low level.

57. A Microsoft Windows is

- A) Operating system B) Graphic program C) Word Processing D) Database program

58. Which is not application software?

- A) Windows NT B) Page Maker C) WinWord XP D) Photoshop

59. Which of the following operating system does not implement the multitasking truly?

- A) Windows 98 B) Windows NT C) Windows XP D) MS DOS

60. My Computer was introduced from

- A) Windows 3.1 B) Windows 3.11 C) Windows 95 D) Windows 98

UNIT – IV

61. Which topology of LAN uses circuit switching?
A) Ring B) Tree C) Star D) None of these
62. The maximum number of nodes per segment supported by 10Base-F is
A) 1024 B) 512 C) 100 D) None of these
63. Which of the following topologies cannot be used for a local area network?
A) Star B) Ring C) Bus D) None of the above
64. In a network with 25 computers, which topology would require the most extensive? Cabling?
A) Mesh B) Bus C) Ring D) Star
65. Which device is used to handle carrier detection and collision detection in LANs?
A) Bridge B) Repeater C) Transreceiver D) None of these
66. Switches are
A) Limited to small data networks B) Inefficient
C) Are not used presently D) Better than hub
67. The equipment needed to allow home computers to connect to the Internet is called a
A) Modem B) Gateway C) Monitor D) Peripheral
68. The process of keeping addresses in memory for future use is called
A) Routing B) Resolving C) Caching D) None of the above
69. The server on the Internet is also known as a
A) Hub B) Host C) Gateway D) Repeater
70. A user can get files from another computer on the Internet by using
A) HTTP B) TELNET C) UTP D) FTP
71. The communication protocol used by Internet is:
A) HTTP B) WWW C) TCP/IP D) FTP
72. The first network that planted the seeds of Internet was:
A) ARPANET B) NSFnet C) Vnet D) Both (A) and (B)
73. Which of the following protocols is used for WWW?
A) FTP B) HTTP C) w3 D) all of the above
74. TCP is a commonly used protocol at
A) Application layer B) Transport layer C) Network layer D) Data Link layer
75. The first page that you normally view at a Website is its:
A) Home page B) Master page C) First page D) None of the above

76. Voice mail, E-mail, Online service, the Internet and the WWW are all example of
A) Computer categories B) Connectivity C) Telecommuting D) None of the above
77. The program supplied by VSNL when you ask for Internet connection for the e-mail access is
A) ISP B) PINE C) HotDog D) None of the above
78. SMTP stands for
A) Short Mail Transmission Protocol
B) Small Mail Transmission Protocol
C) Server Mail Transfer Protocol
D) Simple Mail Transfer Protocol
79. The E-mail component of Internet Explorer is called
A) Message box B) Outlook Express C) Messenger Mailbox D) None of the above
80. Messenger Mailbox is present in
A) Internet Explorer B) Netscape Communicator
C) Both (A) and (B) D) None of the above

UNIT - V

81. World Wide Web (WWW) was introduced in the year
A)1994 B) 1996 C) 1992 D) 1990
82. The early form of E-commerce
A) SCM B) EDI C) Both of these D) None of these
83. Which is concerned with the buying and selling information, products and services over computer communication networks
A) Commerce B) E-Commerce C) E-Business D) None of these
84. which.is a set of standards developed in the 1960s to exchange business information and to do electronic transactions
A) EDI B) Protocols C) TCP/IP D) None of these
85. Which among the following product is suitable for E-Commerce ?
A) Books B) Vegetables C) All of these D) None of these
86. Which allows a business application on the computer of one organization to communicate directly with the business application on the computer of another company.
A) EDI B) Protocols C) Standards D) Business applications
87. Electronic Exchange of business documents in a standard format is known as
A) E-commerce B) E-Business C) EDI D) None of these

88. Which is essentially a business process that connects manufacturers, retailers, customers and suppliers in the form of a chain to develop and deliver products.
A) E-commerce B) EDI C) Networking D) SCM
89. Which of the following is not a party of SCM ?
A) Suppliers B) Manufacturers C) Distributors D) Customers
90. Which is a commercial process that includes production, distribution, sales or delivery of goods and services through electronic means
A) E-commerce B) SCM C) EDI D) None of these
91. Which acts like a gate keeper that examines each user's identification before allowing them to enter to the organization's internal networks?
A) Network firewall B) Antivirus C) both of these D) none of these
92. Which Prevents unauthorized communication into and out of the network, allowing the organization to enforce a security policy on traffic between its network and the internet?
A) Network firewall B) Antivirus C) both of these D) none of these
93. SET means
- A) Standard Electronic Technology
B) Standard Electronic Transfer
C) Secure Electronic Transaction
D) None of these
94. The verification of credit card is done by using
A) Credit card payment terminal B) Point of Sale C) All of these D) None of these
95. Creating illegitimate sites that appear to be published by established organizations by unscrupulous artists is termed as
A) Spoofing B) Snooping C) Sniffing D) None of these
96. Gain entry into the user's system and scan your file system for personal information is known as
A) Spoofing B) Snooping C) Sniffing D) None of these
97. Which attacks are difficult and are only successful if the attacker knows something about the shopper
A) Spoofing B) Snooping C) Sniffing D) Guessing passwords
98. Which is the process of making information unintelligible to the unauthorized user?
A) Spoofing B) Snooping C) Sniffing D) Cryptography
99. Which is the reverse process of encryption, to make the information readable once again?
A) Spoofing B) Decryption C) Sniffing D) Cryptography

100. Which provides a way to associate the message with the sender and is the equivalent of an ordinary signature?

- A) Cyber signature B) Digital signature C) SSL D) none of these

Section B

UNIT – I

1. Can you define the term computer system?
2. Differentiate Hardware and Software.
3. List out the different parts of a computer.
4. Write a note on Binary system.
5. Explain about the Integrated Circuits.
6. What is meant by Hybrid computer?
7. Do you agree with the computer is important for business?
8. How decimal system is different from binary?
9. Define and explain the term bits and bytes.
10. Start the seven types of computers.

UNIT – II

11. Discuss about the term data processing.
12. How the data retrieval is different from data storage?
13. What is the difference between data and information?
14. Give the types of data processing.
15. RAM is different from ROM. How?
16. Write a short note on Hard disk and Floppy disk..
17. Describe advantage of real time processing.
18. Is the data safe on a computer? How can it be protected?
19. List out the types of RAM.
20. How the data is stored in DBMS?

UNIT – III

21. Draw the symbols used in flowchart.
22. Mention the types of keys used in keyboard.
23. Compare system software and application software.
24. Can you differentiate the input devices with output devices?
25. List out the name of different computer storage devices.
26. Write short note on ALU.
27. What is difference between primary memory and secondary memory?
28. Give your opinion about the control unit.
29. What is OS? How is it important?
30. What is the use of mouse?

UNIT – IV

31. What is Computer network?
32. Compare LAN and WAN.
33. State about the meaning of firewalls.
34. Is intranet is different from extranet. How?
35. Bring the role of Email in modern world.
36. Write a note on network topology.
37. What is HTTP?

38. Give some examples for search engines.
39. What is Search engine?
40. Explain the term WWW.

UNIT – V

41. What is your opinion about ISP?
42. What is EMarketing?
43. Bring out the role of E Commerce in business.
44. What are the types of information sent to management for taking decisions?
45. What do you mean by EDI?
46. Describe the concept of online transactions.
47. What is the basis of EDI?
48. Explain the term Internet advertisement.
49. What is Debit card and Credit card?
50. What is Merchant Accounting?

Section C

UNIT – I

1. Describe the functions of computer system.
2. Explain the need for reliability in computer system.
3. Explain the five generations of computer.
4. Convert the binary number 11001 to decimal and 236D to binary.
5. Briefly discuss the various types of computer systems.
6. Explain the difference between analog computer and digital computer.
7. Elaborate the applications of computers in business.
8. How do we use computers?
9. Why are the computer systems so valuable?
10. Draw the structure of modern computer system.

UNIT – II

11. Explain the following terms used in OS.
 - i) Time sharing
 - ii) Multi processing.
12. What do you understand by Data processing? Elaborate the steps in Data processing.
13. Describe different types of ROM.
14. Elaborate the methods of data processing.
15. How do you differentiate batch processing with multi programming?
16. Elucidate the steps involved in data storage.
17. What is Data manipulation? Discuss it in detail.
18. Draw the structure of data processing cycle.
19. “Processed data is information”. Discuss.
20. Discuss the different types of RAM.

UNIT – III

21. State the importance of system software and application software.
22. What are the components of a computer system?
23. Draw the IPO Cycle and explain it in detail.
24. Give the importance of cache memory.
25. How will you describe the storage capacity of a computer?
26. What are the peripheral devices?

27. Briefly discuss the types of printers.
28. What is input device? Discuss the types of input devices.
29. Define the term output devices. Describe the types of output devices.
30. Explain the storage devices in detail.

UNIT – IV

31. What are the steps involved in sending mail to one person, sending mail to more than two persons and sending mail along with attachment?
32. Describe the client server model.
33. Define TCP. Explain the TCP system in detail.
34. Briefly describe internet multicasting and broadcasting.
35. Discuss in detail the network topologies.
36. What are Domain names? How is it important?
37. Compare internet, intranet and extranet.
38. Draw a table showing the difference between LAN, MAN and WAN.
39. Write a note on CAN, SAN and PAN.
40. How do you develop and maintain the web?

UNIT – V

41. What are the various security issues in E Commerce?
42. Describe the Ecommerce Models.
43. How do you define E Business? Briefly describe the concept of E Marketing and E Commerce with diagrams.
44. How do you keep your computer safe from cyber attacks?
45. What do you understand by EDI? How is it used?
46. Explain the various benefits of E Commerce.
47. What is Employee Customer channel?
48. Discuss about the role of service providers.
49. What are steps involved to find the online credit card frauds?
50. Briefly describe the role of merchant accounting.

ANSWER KEY

1	A	21	B	41	B	61	C	81	A
2	D	22	B	42	A	62	A	82	B
3	C	23	C	43	C	63	D	83	B
4	C	24	C	44	B	64	A	84	A
5	C	25	A	45	C	65	C	85	A
6	B	26	C	46	C	66	D	86	A
7	A	27	C	47	B	67	A	87	C
8	B	28	D	48	B	68	C	88	D
9	B	29	A	49	C	69	B	89	C
10	B	30	C	50	D	70	D	90	A
11	C	31	A	51	C	71	C	91	A
12	B	32	C	52	B	72	A	92	A
13	B	33	C	53	A	73	B	93	C
14	C	34	D	54	C	74	B	94	C
15	C	35	A	55	A	75	A	95	A
16	C	36	B	56	C	76	C	96	B
17	C	37	A	57	A	77	B	97	D
18	A	38	B	58	A	78	D	98	D
19	C	39	A	59	D	79	B	99	B
20	B	40	D	60	C	80	B	100	B

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

**TITLE OF THE PAPER: INVESTMENT AND PORTFOLIO MANAGEMENT
SUBJECT CODE: 16UBA6E2**

PREPARED BY: Mrs.K.Sudha, Assistant Professor

Section A

UNIT - I

1. Liquidity risk is :
 - a) is risk investment bankers face. b) is lower for small OTC
 - c) increases whenever interest rates increases d) is risk associated with secondary market transactions
2. Bond holders usually accept interest payment each.
 - a) 1 year b) six months c) 2 months d) 2 years
3. Passive management is also referred to as.
 - a) index fund management b) index folio management
 - c) interest free management d) none of these
4. Multifactor asset pricing model that can be used to estimate the rate for the valuation of financial asset.
 - a) discount b) interest c) expense d) risk
5. Arbitrate pricing theory is an . model.
 - a) asset pricing b) risk evaluation c) bond pricing d) none of these
6. CAMP stands for .
 - a) capital asset pricing model b) capital assessment pricing model
 - c) capital asset placement model d) none of these
7. An asset risk premium is given by :
 - a) the asset standard deviation b) the assets expected returns
 - c) expected return per unit of standard deviation d) the excess of the assets expected return over the riskless rates
8. Which of the following is an example of a depreciable asset?
 - a) land b) cash c) account receivable d) equipment
9. While bond prices fluctuate ,
 - a) yeilds are constant b) coupon are constant c) the spread between yeilds is constant d) short term bond prices fluctuate even more
10. To calculate historical (realised) risk and return, use;
 - a) ex-post data b) mean and variance of expected return c) probability distribution of possible states d) ex- ante data
11. A price weighted index is an arithmetic mean of
 - a) future prices b) current prices c) quarter prices d) none of these
12. A firm that fails to pay dividends on its preferred stock is said to be
 - a) insolvent b) in arrears c) in sufferable d) delinquent
- 13 It is not a money market instrument
 - a) certificates of deposit b) a treasury bill c) a treasury bond d) commercial paper
14. A bond that has no collateral is called?
 - a) collable bond b) a debenture c) a junk bond d) a mortgage
15. The process of addition of more assets in an existing portfolio is called)
 - a) portfolio revision b) portfolio addition c) portfolio exchanging d) none of these
16. risk is a loss may occur from the failure of another party to perform according to the terms of a contract?
 - a) Credit b) Currency c) Market d) Liquidity
17. Financial derivatives includes?
 - a) Stock b) Bonds c) Future d) None of these
18. By hedging a portfolio ; a bank manager
 - a) Reduces interest rate risk b) Increases re investment risk c) Increases exchange rate risk d) None of these
19. A long contract requires that the investor

- a) Sell securities in the future b) Buy securities in the future c) Hedge in the future d) Close out his position in the future
20. The disadvantage of swaps is that they
- a) Lack of liquidity b) Suffer from default risk c) Both A & B d) B only

UNIT – II

21. Hedging by buying an option
- a) Limits gain b) Limits losses c) Limits gain & losses d) Has no limit on losses
22. All other things held constant premium on options will increase when the
- a) Exercise price increases b) Volatility of the underlying assets falls c) Term to maturity increases d) Both B & C
- School of Distance Education Financial derivatives & risk management
23. An option allowing the owner to sell an asset at a future date is a
- a) Put option b) Call option c) Forward option d) Future contract
24. Composite value of traded stocks group of secondary market is classified as
- a) Stock index b) Primary index c) Stock market index d) Limited liability index
25. It is the minimum amount which must be remained in a margin account
- a) Maintenance margin b) Variation margin c) Initial margin d) None of these
26. The number of future contract outstanding is called
- a) Liquidity b) Float c) Volume d) Turnover
27. The amount paid for an option is the
- a) Strike price b) Discount c) Premium d) Yield
28. Futures contracts are more successful than interest rate forward contracts because they :
- a) are less liquid b) have greater default risk c) are more liquid d) have an interest rate tied to the discount rate
29. The payoffs for financial derivatives linked to
- a) Securities that will be issued in the future b) The volatility of interest rates c) previously issued securities d) none of the above.
30. Which of the following is not a problem with an interest rate forward contract?
- a) Low interest rate b) default risk c) lack of liquidity d) finding a counterparty
31. Money market where securities are issued by Govt's to obtain funds for short term is classified as
- a) Money market instruments b) Capital market instruments c) Counter instruments d) Long term instruments
32. Composite value of traded stock groups of secondary markets is classified as
- a) Stock index b) Primary index c) Stock market index d) None of these.
33. Who regulates mutual fund industry?
- a) RBI b) SEBI c) AMFI d) IRDA
34. Under Provident Fund Act 1952 "insurance fund" means
- a) Unit linked insurance plan b) Deposit linked insurance fund c) Employees group accident insurance d) Medical insurance fund
35. Stock market in which already issued stocks are re-sold and re-bought are classified as
- a) Red herring stock market b) Pre-emptive stock market c) Silence stock market d) Secondary stock market
36. What is the important role of a commodity exchange?
- a) Provide liquidity b) Maintain market balance c) Provide security against risk d) All of these
37. Which of these following in charge of future trading?
- a) State Govt b) Central Govt c) Forward market commission d) None of these
38. Bonds that does not pay any interest rate are considered as

- a) Interest free bonds b) Zero coupon bond c) Priceless coupon bond d) Useless price bond
39. In the foreign exchange market, the of one country is traded for the of another country
a) Currency : Currency b) Currency : Financial instrument c) Currency : Goods d) Goods : Goods
40. The date of settlement for a foreign exchange transactions is referred to as a) clearing date
b) Swap date c) Maturity date d) Value date.

UNIT – III

41. Who is the first chairman of NABARD?
a) b) Sivaraman b) c) Shivan c) Jayaram Ramesh d) Arun Jatily.
42. bonds issued in a country other than that of the currency of denomination?
a) Convertible bonds b) Euro bonds c) Foreign bonds d) Junk bonds.
43. In capital market major suppliers of trading instruments are
a) Government & Corporations b) Liquid Corporations c) Instrumental Corporations d) Manufacturing Corporations.
44. Type of Financial Market in which Corporations issues new fund to raise funds is classified
a) Flow Market b) Primary Market c) Secondary Market d) Funding Market
45. Money Market where debt and stocks are traded and maturity period is more than a year is classified as a) Short Term Market b) Capital Market c) Counter Market d) Long Term Market
46. “Prithvi, Agni, Jal, Akash, Sabki Suraksha Hamare Paas” is the tagline of which insurance company?
a) LIC b) Oriental Insurance c) National Insurance d) New India Assurance
47. “Sampann Bharath ki pehchan, Beemith Phasal Khusal Kisan” is the tagline of which insurance company?
a) LIC b) National Insurance c) New India Assurance d) Agricultural Insurance
48. “You Focus on Exports. We recover the risks.” is the tagline of which insurance company? a) LIC b) ECGC c) National Insurance d) New India Assurance
49. “With Us, You’re Sure” is the tagline of which insurance company?
a) ECGC b) SBI Life c) National Insurance d) New India Assurance
50. “Zimmedari ka humsafar” is the tagline of which insurance company?
a) ECGC b) SBI Life c) National Insurance d) ICICI Prudential Life
51. The insurance of human life values against the risks of death, injury, illness or against expenses incidental to the latter
a) Liability Insurance b) Personal Insurance c) Industrial Insurance d) Commercial Insurance
52. The insurance of commercial property that protects the property from such perils as fire, theft and natural disaster.
a) Liability Insurance b) Personal Insurance c) Industrial Insurance d) Commercial Insurance
53. An individual who sells, services, or negotiates insurance policies either on behalf of a company or independently is called
a) Agent b) Seller c) Aggregate d) Service Provider
54. A demand made by the insured, or the insured’s beneficiary, for payment of the benefits as provided by the policy is known as
a) Claim b) Request c) Aggregate d) Demanding
55. A person who investigates claims and recommends settlement options based on estimates of damage and insurance policies held is called
a) Agent b) Adjuster c) Aggregate d) Service Provider
56. Coverage for bodily injury and property damage incurred through ownership or operation of a vehicle is called

a) Industrial Insurance b) Personal Insurance c) Commercial Insurance d) Automobile Liability Insurance

57. Who among the following can take Fire policy?

- a) Educational/ Research Institutions. b) Godown Keepers.
c) Shop Keepers. d) All of the Above

58. An individual who may become eligible to receive payment due to will, life insurance policy, retirement plan, annuity, trust, or other contract is known as

- a) Adjuster b) Aggregate c) Beneficiary d) Service Provider

59. Coverage for property taken or destroyed by breaking and entering the insured's premises, burglary or theft, forgery or counterfeiting, fraud, kidnap and ransom, and off-premises exposure is known as

- a) Fire Policy b) Burglary Policy c) Jewellers Block Policy d) None of the Above

60. A form of liability insurance providing coverage for negligent acts and omissions such as workers compensation, errors and omissions, fidelity, crime, glass, boiler, and various malpractice coverages

- a) Casualty Insurance b) Industrial Insurance
c) Commercial Insurance d) Automobile Liability Insurance

UNIT – IV

61. The person who receives the proceeds or the benefits under the plan when the nominee is less than 18 years of age is called

- a) Adjuster b) Appointee c) Aggregate d) Service Provider

62. An actual ownership interest in a specific asset or group of assets

- a) Fund b) Cover c) Equity d) Liquidity

63. The amount which is payable by you during the premium paying term at regular intervals for a limited period as specified in the plan schedule is called

- a) Fund b) Cover c) Liquidity d) Limited premium

64. Plans provide for a "pension" or a mix of a lump sum amount and a pension to be paid to the policyholder or his spouse.

- a) Fund b) Cover c) Annuity d) Liquidity

65. Which is used to determine the actual cash value of property at time of loss?

- a) Realization b) Recognition
c) Depreciation d) Appreciation

66. The period between the date of subscription to an insurance-cum-pension policy and the time at which the first instalment of pension is received)

- a) Deferment b) Recognition c) Depreciation d) Appreciation

67. A type of reinsurance in which the re-insurer can accept or reject any risk presented by an insurance company seeking reinsurance.

- a) Treaty Insurance b) Health Insurance c) Facultative Insurance d) None of the Above

68. A policy which has terminated and is no longer in force due to non-payment of the premium due is called

- a) Fiduciary b) Indemnity c) Lapsed Policy d) Key man policy

69. The amount you pay to the insurance company to buy a policy.

- a) Fund b) Annuity c) Liquidity d) Premium

70. Which principle specifies an insured should not collect more than the actual cash value of a loss?

- a) Annuity b) Liquidity c) Premium d) Indemnity

71. The person in whose name the insurance policy is made is referred to as

- a) Agent b) Insurer c) Insured or Policyholder d) Nominee or Beneficiary

72. The one who will get the insured amount if you die, is referred to as

- a) Agent b) Insurer c) Insured or Policyholder d) Nominee or Beneficiary
73. Refers to the insurance company that offers the policy.
a) Agent b) Insurer c) Insured or Policyholder d) Nominee or Beneficiary
74. The amount of money an insurance policy guarantees to pay before any bonuses are added
a) Fund b) Annuity c) Sum Assured d) Maturity Value
75. The amount the insurance company has to pay you when the policy matures that would also include the sum assured and the bonuses.
a) Fund b) Annuity c) Sum Assured d) Maturity Value
76. Which of the following is an optional feature that can be added to a policy?
a) Rider b) Annuity c) Sum Assured d) Maturity Value
77. If you stop paying the premium, but do not withdraw the money from your policy, then the policy is referred to as
a) Sum Assured b) Maturity Value c) Paid-up value d) Surrender Value
78. If you might want to discontinue the policy, and take whatever money is due to you. The amount the insurance company then pays is known as
a) Sum Assured b) Paid-up value c) Maturity Value d) Surrender Value
79. The Payment to the policyholder at the end of the stipulated term of the policy is called
a) Sum Assured b) Paid-up value c) Maturity Claim d) Surrender Value
80. The payment of sum assured to the insured person which has become due by instalments under a money back policy is known as
a) Sum Assured b) Paid-up value c) Surrender Value d) Survival Benefit

UNIT – V

81. An individual receiving benefits under an annuity is called
a) Insurer b) Annuitant c) Insured or Policyholder d) Nominee or Beneficiary
82. To use life insurance policy benefits as collateral for a loan is called
a) Paid-up value b) Maturity Claim c) Surrender Value d) Collateral Assignment
83. Insurance coverage for more than one item of property at a single location, or two or more items of property in different locations is known as
a) Blanket Bond b) Blanket Value c) Blanket Assign d) Blanket Coverage
84. It is a fidelity bond that covers all employees of a given class and may also cover perils other than infidelity.
a) Blanket Bond b) Blanket Value c) Blanket Assign d) Blanket Coverage
85. In insurance, is the splitting or spreading of risk among multiple parties.
a) Coinsurance b) Reinsurance c) Blanket Bond d) Blanket Assign
86. It is the age at which the receipt of pension starts in an insurance-cum-pension plan.
a) Vesting age b) Maturity age c) Starting age d) Surrender age
87. The ratio of losses incurred to premiums earned actually experienced in a given line of insurance activity in a previous time period is called
a) Acts Of God b) Combined Ratio c) Actual Loss Ratio d) Actuarial Cost Assumptions
88. Percentage of each premium rupee a property/casualty insurer spends on claims and expenses is called
a) Acts of God b) Combined Ratio c) Actual Loss Ratio d) Actuarial Cost Assumptions
89. Perils that cannot reasonably be guarded against, such as floods and earthquakes is known as
a) Acts of God b) Combined Ratio c) Actual Loss Ratio d) Actuarial Cost Assumptions
90. Assumptions about rates of investment earnings, mortality, turnover and distribution or actual ages at which employees are likely to retire.
a) Acts of God b) Combined Ratio c) Actual Loss Ratio d) Actuarial Cost Assumptions

91. An agreement between an insurance company and an agent, granting the agent authority to write insurance from that company is called
a) Aleatory contract b) Aggregate Limits c) All-Risk Agreement d) Affirmative Warranty
92. Once an insurance company has paid up to the limit, it will pay no more during that year is known as
a) Aggregate Limits b) Aleatory contract c) All-Risk Agreement d) Affirmative Warranty
93. It is legal contract in which the outcome depends on an uncertain event.
a) Aleatory contract b) Aggregate Limits c) All-Risk Agreement d) Affirmative Warranty
94. A property or liability insurance contract in which all risks of loss are covered is called
a) Aggregate Limits b) Aleatory contract c) All-Risk Agreement d) Affirmative Warranty
95. The party to whom the rights of the insured under a policy are transferred is known as
a) Agent b) Assignee c) Appointee d) Policyholder
96. A clause that allows the transfer of rights under a policy from one person to another, usually by means of a written document is called
a) Appraisal b) Arbitration c) Assignment d) Automatic Treaty
97. A contract, such as an insurance contract, requiring that certain acts be performed if recovery is to be made is known
a) Consequential loss b) Conditional Receipt c) Conditional Contract d) Conditional
98. A document given to an applicant for life insurance stating that the company's acceptance is contingent upon determination of the applicant's insurability is known as
a) Conditional Receipt b) Consequential loss c) Conditional Contract d) Conditional
99. A policy that can be cancelled or have the premiums raised by the insurer on a specific anniversary date, subject to certain reasons written into the policy is known as
a) Conditional Receipt b) Consequential loss c) Conditional Contract d) Conditional
100. Losses other than property damage that occur as a result of physical loss to a business for example, the cost of maintaining key employees to help reorganize after a fire is called
a) Consequential loss b) Conditional Receipt c) Conditional Contract d) Conditional

Section B

UNIT – I

1. Define and explain the term investment
2. What are the objectives of investment?
3. Describe the factors to be considered in selecting the best investment option.
4. What is the significance of investment?
5. Explain gambling.
6. What is meant by speculation?
7. List out the types of investment.
8. List out the best investment in the market.
9. Define and explain the term investment management.
10. List out the importance of business as investment.

UNIT – II

11. Define stock exchange
12. What is the necessity of derivatives?
13. Mention some of the major sources securities
14. Give the types of shares
15. State the difference between cleared and non cleared securities.
16. Write a short note on stock exchange in india.
17. Describe bulls and bears.
18. List the factors influencing stock market.

19. Describe jobbers.
20. Write short note on brockers

UNIT – III

21. Highlight the limitations of company shares.
22. Mention the importance of company shares
23. Bring some guidelines for applying shares.
24. What are the different types of company shares ?
25. Define DMAT accounting.
26. Write short note on equity shares.
27. What is difference between equity and preference shares?
28. Write short notes on convertable securities.
29. Bring some principles in classification of shares.
30. State the rules regarding the redeemable shares

UNIT – IV

31. What is insurance?
32. What is the need of insurance?
33. Bring some guidelines of tax benefits of investment.
34. Highlight the importance of PPF.
35. Briefly describe the types of policies.
36. What are the norms for using mutual fund
37. Give some norms of using insurance for tax evation.
38. Define and explain the term mutual fund.
39. What is endowment policy?
40. Explain the term SEBI.

UNIT – V

41. Write short note on investment in gold
42. What is investment in NBFC?
43. Bring some role of silver as investment.
44. What are the types of information collected for investment?
45. What do you mean by real estate?
46. Describe various methods of real estate sales
47. What is the role of media for investment?
48. Explain the merits of NBFC.
49. What is limitations of NBFC?
50. What are the implication of NBFC?

Section C

UNIT – I

1. Briefly examine the stages involved in formulation of a investment project.
2. Account for the major steps followed in planning a investment.
3. Explain the meaning and need for survey in investment options.
4. Discuss the essential criteria of a good investment.
5. Briefly discuss the various types of investment.
6. Explain the steps involved in investment process.
7. Elaborate the advantages and limitations of investment.
8. Elaborate the ethics in business investment.
9. Discuss the main problems encountered by investors in India.

10. Explain the difference between speculation and gambling

UNIT – II

11. Discuss in detail the problem identification of investment along with its process.
12. What do you understand membership of stock exchange
13. Describe in brief the economic indicators of stock market.
14. Elaborate the stages involved in the cash exchange of bulls and bears.
15. How do you define jobbers? Throw light on the basic concepts of jobbers.
16. Elucidate the steps involved in the transactions of stocks.
17. What is non cleared securities? Discuss how non cleared securities is determined.
18. What is the meaning of cleared securities? Highlight the difference between cleared securities and non- cleared securities.
19. The selection of a investment option is only half a step forward. Discuss.
20. Discuss the components of a good investment option

UNIT – III

21. What is company shares? Discuss in detail the kinds and precautions in collection of company shares.
22. Define bulls and bears. Explain various methods and tools for collecting shares from stock exchange.
23. Define the term DMAT accounting. Briefly describe characteristics and types of accounts for investment
24. What do you mean by recurring deposit? Discuss in detail the types of deposits available in post office.
25. How do you define the term shares. Highlight the steps involved in the buying of share.
26. Define the concept of government bonds. Explain various bonds available in the market.
27. Briefly discuss the types of commercial papers along with its merits and demerits.
28. What is treasury bill? Discuss the phases and guidelines for buying it.
29. Define the term debenture. Describe the principles and procedure of debenture as investment.
30. What do you understand by antiques as an investment ? Discuss in detail the various types of antiques

UNIT – IV

31. What is meant by PPF schemes? Explain the types of schemes available in private and government firms.
32. What is the meaning of mutual fund investments? Explain its process of buying it
33. Define premium. Discuss in detail the layout of policy
34. Briefly describe nominee. Elaborate the steps of maturity period of a policy with an example.
35. Discuss in detail the various principles of insurance.
36. What are tax benefit of insurance? Describe in brief the types and norms for tax benefit schemes.
37. What do you mean by graphical representation of mutual fund ? Explain in detail the various types of charts and diagrams for representing a mutual fund scheme.
38. What do you understand by the term financial advisor? Briefly discuss the types of advisors .
39. What is meant by share trading What are the pre-requisites for dealing with shares?
40. What are the usual errors committed in interpretation of investment findings? How would you overcome them?

UNIT – V

41. What is real estate? Discuss in detail the role and methods of investing in real estate.
42. Describe the term NBFC. Explain various methods of NBFC.
43. How do you define liquidity? Briefly describe the different methods of liquid funds available in market
44. Discuss in detail various methods of investment in art.
45. What do you understand by distribution of dividend? Highlight the role dividend
46. Explain the term sales control of shares. Discuss in brief the role of share holders.
47. What are the new investment options in current market.
48. Discuss the factors that contributed to the growth of sales promotion of antiques.
49. Explain the factors that influence the investment in villas and flats.
50. Briefly describe the factors that motivate of investing in gold.

ANSWER KEY

1	c	21	b	41	a	61	b	81	b
2	b	22	c	42	b	62	c	82	d
3	a	23	a	43	a	63	d	83	d
4	a	24	c	44	b	64	c	84	a
5	a	25	c	45	b	65	c	85	a
6	a	26	a	46	b	66	a	86	a
7	a	27	c	47	d	67	c	87	c
8	a	28	c	48	b	68	c	88	b
9	a	29	c	49	b	69	d	89	a
10	a	30	a	50	d	70	d	90	d
11	b	31	a	51	b	71	c	91	d
12	b	32	c	52	c	72	d	92	a
13	b	33	b	53	a	73	b	93	a
14	b	34	b	54	a	74	c	94	c
15	a	35	d	55	b	75	d	95	b
16	a	36	a	56	d	76	a	96	c
17	c	37	d	57	d	77	c	97	c
18	a	38	b	58	c	78	d	98	a
19	b	39	a	59	b	79	c	99	d
20	c	40	d	60	a	80	d	100	a

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

**TITLE OF THE PAPER: MANAGEMENT INFORMATION SYSTEM
SUBJECT CODE: 16UBA6S4**

PREPARED BY: Mrs.M.Sangeetha, Assistant Professor

Section A

UNIT - I

1.Information is

- a) Data b) Processed data c) Manipulated input d) Computer output

2.Which of the following is a characteristic of data?

- a) Numerically expressed b) Affected by various cause c) Aggregates of facts d)All the above

3.Which of the following is a characteristics of information?

- a) Pre-determined objectives b) Collection of data in systematic manner
c)Accuracy in data collection d) Data.

4.Strategic information is needed for

- a) Day-to-day operation b) Long range planning
c) Meet government requirements d) Short range planning.

5.Tactical information is needed for

- a) Day-to-day operation b)Short range planning.
c) Long range planning d) Meet government requirements

6.Operational information is needed for

- a) Day-to-day operation b) Short range planning.
c) Long range planning d) Meet government requirements

7.Tactical information is required by

- a) Middle managers b) Top managers c) Line workers d) All workers

8.Operational information is required by

- a) Middle managers b) Top managers c) Line workers d) All workers

9.Strategic information is

- a)Haphazard b) Well organized c) Unstructured d) Partly structured

10.Tactical information is

- a)Haphazard b) Well organized c) Unstructured d) Partly structured

11.In motor car manufacturing company following information tactical

- a) Decision on introducing a new model b) Scheduling production
c) Assessing competitor car d) Computer sales tax collected

12.In motor car manufacturing the following type of information strategic

- a) Decision on introducing a new model b) Scheduling production
c) Assessing competitor car d) Computer sales tax collected

13.MIS provides _____to all levels of organization.

- a) Information b) Data c) Orders d) None of the these

14. Strategy is determination of _____

- a) Long-term goals b) Short term goals c) Medium term goals d) Combination of objectives

15. An MIS objective can be stated as

- a) Increase product sales b) Reduce marketing cost
c) Increase sale of product d) Purchase of product

16. Which criterion of a real time system makes it different from an interactive system?

- a) Data gathering from internal environment b) Response time limited by strict time constraints
c) Information transfer to external world d) Data collected from external environment.

17. Information system are organized combination of

- a) People, hardware, software, computer networks and data resources b) Hardware, software
c) Computer, cables d) None of these

18. One of the main capability of IS is _____

- a) Provide computer for working b) Provide fast and accurate transaction processing
c) Both of (a) and (b) d) Provide for data processing

19. IS needed because it provides support for

- a) Business processes, decision making and competitive advantages
b) Generating reports only
c) Demonstration effect
d) Generation and Demonstration

20. Main dimensions of information systems are

- a) Organisations and management b) Management and technology
c) Organisations, Management and technology d) Only management.

UNIT II

21. Any layout of elements within organization that is coordinated internally and which has determined structure

- a) Business system b) Computer system c) Sales system d) Marketing system

22. The term used to describe those people whose jobs involve sponsoring and funding the project to develop, operate, and maintain the information system is

- a) Information worker b) Internal system user c) Systems owner d) External system user

23. The person who ensures that systems are developed on time, within budget, and with acceptable quality is a

- a) Systems designer b) Project manager c) Systems owner d) External system user

24. Which one of the following is not a business driver for an information system?

- a) Business process redesign b) Knowledge asset management
c) Proliferation of networks and the Internet d) Security and privacy

25. A task of developing a technical blueprint and specifications for a solution that fulfills the business requirements is undertaken in the following phase of the system development process
a) System initiation b) System implementation c) System analysis d) System design

26. Customer Relationship Management is about
a) Acquiring the right customer b) Instituting the best processes
c) Motivating employees d) All of the above

27. CRM technology can help in
a) Designing direct marketing efforts b) Developing new pricing models
c) Processing transactions faster d) All of the above

28. _____ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.
a) Data mining b) Data survey c) CRM d) Storage

29. The marketing messages committed to customers wishes is a part of
a) Permission marketing b) Activity marketing c) Supplier marketing d) Advertisement

30. In buyer decision process, percentage of potential customers in a given target market is called
a) customer funnel b) company funnel c) marketing funnel d) retailers funnel

31. Where are definitions used to create fields on a page in the user interface and columns in application data tables stored?
a) PSFIELD b) PSRECFIELD c) PS_DBFIELD d) PSDBFIELD

32. Where are the definitions that make up a Peoplesoft application stored?
a) System catalog b) Peopletools tables c) Application tables d) People tools catalog

33. Where is the Application Data Cached?
a) Application server b) Web server c) Batch server d) None

34. What is the record field property that should be set to validate dates for <> 30 days?
a) Setting % date as constant b) Required
c) Specifying Default using Record and Field values d) Reasonable date

35. The sequence of a typical manufacturing supply chain is
a) Storage–Supplier–manufacturing–storage–distributor–retailer–customer
b) Supplier–Storage–manufacturing–storage–distributor–retailer–customer
c) Supplier–Storage–manufacturing– distributor–storage–retailer–customer
d) Supplier–Storage–manufacturing–storage– retailer–distributor–customer

36. The purpose of supply chain management is
a) Provide customer satisfaction b) Improve quality of a product
c) Integrating supply and demand management d) Increase production

37. By Electronic Commerce we mean:

- a) Commerce of electronic goods
- b) Commerce which depends on electronics
- c) Commerce which is based on the use of internet
- d) Commerce which is based on transactions using computers connected by telecommunication network

38. B2C commerce

- a) Includes services such as legal advice
- b) Means only shopping for physical goods
- c) Means only customers should approach customers to sell
- d) Means only customers should approach business to buy

39. Electronic Data Interchange is necessary in

- a) B2C e-Commerce
- b) C2C e-Commerce
- c) B2B e-Commerce
- d) Commerce using internet

40. EDI requires

- a) Representation of common business documents in computer readable forms
- b) Data entry operators by receivers
- c) Special value added networks
- d) Special hardware at co-operating Business premises

UNIT III

41. Which of the following level of managers develop short- and medium-range plans, schedules, and budgets and specify the policies, procedures, and business objectives for their sub-units of the company?

- a) Strategic
- b) Tactical
- c) Operational
- d) Front line

42. Information that is outdated, inaccurate, or hard to understand would be very meaningful, useful, or valuable to you or other business professionals.

- a) Meaningful to business
- b) Useful to business
- c) Valuable to business
- d) All the above

43. Information has three dimensions. There are

- a) Time, consent, and form
- b) Time, content, and form
- c) Cost, content, and form
- d) Time, content, and Value

44. According to your text book, the emerging class of applications focuses on personalized decision support, modeling, information retrieval, data warehousing, what-if scenarios, and reporting is called:

- a) Decision Support Trends
- b) Decision Support History
- c) Decision Support models
- d) Decision Support class

45. The growth of corporate intranets, extranets, as well as the web, has accelerated the development and use of “executive class” information delivery and decision support software tools by lower levels of management and by individuals and teams of business professionals. This dramatic expansion has opened the door to the use of which of the following tool?

- a) Business intelligence (BI)
- b) Business Knowledge (BK)
- c) Business Ideas (BI)
- d) Business Intelligent (BI)

46. According to your textbook, the Decision support systems use all of the following EXCEPT:

- a) Analytical models,
- b) Specialized databases
- c) Online Transaction processing
- d) A decision maker's own insights and judgments

47. _____ were the original type of information system developed to support managerial decision making. An MIS produces information.

- a) Management information systems
- b) Decision Support systems
- c) Management Tracking Systems
- d) Strategic Information System

48. Which of the following involves analyzing complex relationships among thousands or even millions of data items stored in data marts, data warehouses, and other multidimensional databases to discover patterns, trends, and exception conditions?

- a) OLTP
- b) OLAP
- c) OISE
- d) OLALA

49. _____ represent complex data using interactive three-dimensional graphical forms such as charts, graphs, and maps.

- a) Data Entry Systems
- b) Data Analysis systems
- c) Database Management
- d) Data visualization systems

50. Another name of goal seeking analysis is:

- a) How to
- b) How can
- c) Why not
- d) What's up

51. Decision support system involves all of the following types of analytical modeling activities except?

- a) what-if analysis
- b) Sensitivity analysis
- c) Goal-seeking analysis
- d) Heuristics

52. In which of the following types of analysis, the value of only one variable is changed repeatedly, and the resulting changes on other variables are observed.

- a) What-if analysis
- b) Sensitivity analysis
- c) Goal-seeking analysis
- d) None of the above

53. In which of the following types of analysis, the goal is to find the optimum value for one or more target variables, given certain constraints?

- a) What-if analysis
- b) Optimization
- c) Goal-seeking analysis
- d) None of the above

54. _____ is one of the most common and useful types of data mining for marketing. The purpose of market basket analysis is to determine what products customers purchase together with other products.

- a) Market Box Analysis (MBA)
- b) Market of Business Administration (MBA)
- c) Market Bazar Analysis (MBA)
- d) Marketing Information System

55. The first goal of executive information systems is to provide top executives with immediate and easy access to information about a firm's _____, that is, key factors that are critical to accomplishing an organization's strategic objectives.

- a) Critical Success Factors (CSFs)
- b) Critical Accomplishing Factors (CAFs)
- c) Critical executive system (CECs)
- d) None of the above

56. "A user checks his email, looks up the current company stock price, checks his available vacation days, and receives an order from a customer—all from the browser on his desktop. That is the next—generation intranet, also known as:

- a) Corporate or enterprise information system
- b) corporate or enterprise information portal
- c) Corporate or enterprise homepage
- d) None of the above

57. In many organizations, hypermedia databases at corporate intranet websites have become the knowledge bases for storage and dissemination of business knowledge.

- a) business knowledge
- b) database
- c) storage
- d) all the above

58. _____ is a field of science and technology based on disciplines such as computer science, biology, psychology, linguistics, mathematics, and engineering.

- a) Natural intelligence
- b) Artificial intelligence
- c) Articulate Intelligence
- d) None of the above

59. _____ involves using multi-sensory human-computer interfaces that enable human users to experience computer-simulated objects, spaces, activities, and "worlds" as if they actually exist.

- a) Virtual office
- b) Virtual reality
- c) Real reality
- d) Reality

60. The components of an expert system include a _____ that perform inferences on the knowledge in the knowledge base and communicate answers to a user's questions.

- a) Database and software modules
- b) knowledge base and software modules
- c) Communication base and software modules
- d) knowledge base and interactive device

UNIT IV

61. There are _____ Internet service providers.

- a) Regional
- b) Local
- c) National and international
- d) All of the above

62. _____ refers to the physical or logical arrangement of a network.

- a) Topology
- b) Mode of operation
- c) Data flow
- d) Internet

63. A _____ is a data communication system spanning states, countries, or the whole world.

- a) MAN
- b) WAN
- c) LAN
- d) IS

64. A _____ connection provides a dedicated link between two devices.

- a) Primary
- b) Multipoint
- c) Point-to-Point
- d) Secondary

65. Which topology requires a multipoint connection?

- a) Bus b) Star c) Mesh d) Ring
66. A _____ is a set of rules that governs data communication.
a) Protocol b) Forum c) Standard d) Topology
67. In a _____ connection, two and only two devices are connected by a dedicated link.
a) Multipoint b) Point-to-Point c) (a) and (b) d) Standard.
68. The information to be communicated in a data communications system is the _____.
a) Medium b) Protocol c) Message d) Transmission
69. _____ defines how a particular pattern to be interpreted, and what action is to be taken based on that interpretation.
a) Syntax b) Semantics c) Timing d) Code
70. Frequency of failure and network recovery time after a failure are measures of the _____ of a network.
a) Performance b) Security c) Reliability d) Feasibility
71. A television broadcast is an example of _____ transmission.
a) Half-duplex b) Simplex c) Full-duplex d) Automatic
72. Data flow between two devices can occur in a _____ way.
a) Simplex b) Half-duplex c) Full-duplex d) All of the above
73. _____ are special-interest groups that quickly test, evaluate, and standardize new technologies.
a) Standards organizations b) Regulatory agencies c) Forums d) Trust
74. Which agency developed standards for physical connection interfaces and electronic signaling specifications?
a) ISO b) ITU-T c) ANSI d) EIA
75. A _____ is a data communication system within a building, plant, or campus, or between nearby buildings.
a) LAN b) MAN c) WAN d) PAN.
76. _____ refers to two characteristics: when data should be sent and how fast it can be sent.
a) Semantics b) Timing c) Syntax d) Code
77. This was the first network.
a) CSNET b) NSFNET c) ARPANET d) ANSNET
78. Devices may be arranged in a _____ topology.
a) Mesh b) Ring c) Bus d) Star

79. _____ is the protocol suite for the current Internet.
a) UNIX b) NCP c) TCP/IP d) ACM

80. _____ is a collection of many separate networks.
a) A WAN b) An internet c) A LAN d) A PAN

UNIT V

81. In a _____ connection, three or more devices share a link.
a) Point-to-Point b) Multipoint c) (a) and (b) d) Single point

82. Which organization has authority over interstate and international commerce in the communications field?
a) FCC b) IEEE c) ITU-T d) ISOC

83. In the original ARPANET, _____ were directly connected together.
a) Routers b) Host computers c) Networks d) IMPs

84. Communication between a computer and a keyboard involves _____ transmission.
a) Simplex b) Half-duplex c) Full-duplex d) Automatic

85. The _____ is the physical path over which a message travels.
a) Protocol b) Signal c) Medium d) All the above

86. In a _____ connection, more than two devices can share a single link.
a) Multipoint b) Point-to-Point c) Primary d) Secondary

87. An unauthorized user is a network _____ issue.
a) Security b) Reliability c) Performance d) All the above

88. _____ is an idea or concept that is a precursor to an Internet standard.
a) RCF b) ID c) RFC d) Standard

89. In _____ transmission, the channel capacity is shared by both communicating devices at all times.
a) Simplex b) Half-duplex c) Full-duplex d) Half-simplex

90. IPSec is designed to provide the security at the
a) Transport layer b) Network layer c) Application layer d) Session layer

92. TCP/IP layer corresponds to the OSI models to three layers.
a) Application b) Presentation c) Session d) Transport

93. The standard suit of protocols used by the Internet, Intranets, extra-nets and some other networks.

- a) TCP/IP b) Protocol c) Open system d) Internet work processor
94. Another name for Usenet is
a) Gopher b) Newsgroups c) Browser d) CERN
95. Thelayer of OSI model can use the trailer of the frame for error detection.
a) Physical b) Data link c) Transport d) Presentation
96. A communication device that combines transmissions from several I/O devices into one line is a
a) Concentration b) Modifier c) Multiplexer d) Full duplex file
97. A network that needs human beings to manually route signals is called....
a) Fiber Optic Network b) Bus Network c) T-switched network d) Ring network
98. Combination of two or more networks are called
a) Internetwork b) WAN c) MAN d) LAN
99. National Internet Service Provider (ISP) networks are connected to one another by private switching stations called
a) Network Access Points b) Peering Points c) National ISP d) Regional ISP
100. A communication path way that transfers data from one point to another is called
a) Link b) Node c) Medium d) Topology

Section B

UNIT I

1. Explain about data with example.
2. What is information?
3. Explain about information system.
4. Define the term decision and explain the decision making process
5. What are the needs of information system?
6. State any five objectives of MIS.
7. What are the various steps involved in MIS.
8. Mention the use of MIS in decision making.
9. What are the characteristics of strategic information system?
10. Define information technology.

UNIT II

1. Explain about business system.
2. What is mean by functional business system?
3. What is mean by human resource accounting?
4. Define CRM.
5. What are the uses of CRM in business?
6. Explain enterprises resources planning.

7. What is the purpose of supply chain management?
8. Write a short note on financial information system.
9. What are the objectives of E-Commerce?
10. Write a short note on E-Mail and Voice mail

UNIT III

1. Explain decision support system.
2. Define manager. With his role.
3. What are the needs for DSS?
4. Describe the importance of decision process.
5. Explain the major phase of decision making process.
6. What is meant by sensitivity analysis?
7. Define EIS.
8. What is meant by KMS?
9. Describe the artificial intelligence.
10. Explain about the expert system.

UNIT IV

1. What is data communication?
2. Explain the components of data communication.
3. Define the key element of protocol.
4. Define IT.
5. Discuss about analog signaling.
6. Explain about Hub.
7. Discuss about data transmission.
8. Explain about IT solution in business.
9. What is meant by preliminary system study?
10. Explain about feasibility.

UNIT V

1. Define network.
2. What are the advantages of network.
3. Discuss about the multi point connection.
4. Name some network media.
5. Write a short note on LAN.
6. Explain WAN.
7. What is network topology.
8. Explain the transmission mode.
9. Discuss about full duplex mode.
10. Explain spatial sharing.

Section C

UNIT I

1. Explain the components of information system.
2. What are all the resources involved in information system?
3. Discuss about the types of information system.

4. Briefly explain the types of operating support system.
5. Examine the various types of management support system.
6. Differentiate the data and information.
7. Explain the success of information technology.
8. Point out the failure of IT.
9. Explain about MIS.
10. What are the strategic uses of IT.

UNIT II

1. Describe the role of MIS in planning.
2. What are the need for MIS in marketing?
3. Explain in detail about the various functional business system.
4. How do computer based information system support human resource management in a business?
5. Explain about CRM technology.
6. Explain about vendor managed inventory.
7. What are the needs of ERP in management?
8. Explain reverse logistic in supply chain management.
9. What dose electronic data interchange mean? Explain
10. Analyse the role of credit card in E-Commerce transaction.

UNIT III

1. Explain the ideal characteristics and capabilities of DSS.
2. What are the various classification of DSS.
3. Explain the various components of DSS.
4. Explain the basic DSS development software platform. What is team developed DSS and end user-developed DSS.
5. Explain the desired characteristics and benefits of enterprise information system(EIS).
6. Compare the EIS and DSS on different dimension.
7. Describe the KMS components.
8. Explain the artificial intelligence technologies in business.
9. Explain the characteristics of expert system.
10. what are the needs for expert system in business?

UNIT IV

1. Discuss IT capabilities and their organizational impacts.
2. Describe the phases of system development life cycle.
3. Discuss guided media used in data communication.
4. Explain transmission direction.
5. Describe the types of cables.
6. What are the fundamental characteristics of data communication.
7. Explain the data communication techniques.
8. Briefly explain the data communication modes.
9. Explain about phases of system development life cycle.
10. Discuss the types of feasibility.

UNIT V

- 1.Explains the different types of network.
- 2.What are the types of ways to connect network with devices?
- 3.Explains in detail about the classification of transmission mode.
- 4.Explains in detail broadband transmission with modulation of digital signal
- 5.Explains LAN,WAN and MAN.
- 6.Explains TCP/IP protocol suits in detail.
- 7.Explains networks topology.
- 8.Discusses about logical networks.
- 9.Explains about ARC net and WLANs.
10. Briefly explain about how internet works.

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ANSWER KEY

1	b	21	a	41	b	61	d	81	b
2	d	22	c	42	d	62	a	82	a
3	d	23	b	43	b	63	b	83	d
4	b	24	c	44	a	64	c	84	a
5	b	25	d	45	a	65	a	85	c
6	a	26	d	46	c	66	a	86	a
7	a	27	d	47	a	67	b	87	a
8	c	28	a	48	b	68	c	88	c
9	c	29	a	49	d	69	b	89	c

10	d	30	c	50	b	70	c	90	b
11	c	31	d	51	d	71	b	91	b
12	a	32	b	52	b	72	d	92	a
13	a	33	d	53	b	73	c	93	a
14	a	34	d	54	a	74	d	94	b
15	b	35	b	55	a	75	a	95	b
16	b	36	c	56	b	76	b	96	c
17	a	37	d	57	a	77	c	97	c
18	b	38	a	58	b	78	d	98	a
19	a	39	c	59	b	79	c	99	b
20	c	40	a	60	b	80	b	100	a

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

**TITLE OF THE PAPER: C.P.5 - MARKETING MANAGEMENT
SUBJECT CODE: 16UBA305**

PREPARED BY: Mrs.S.Manjula Devi, Assistant Professor

Section A

UNIT - I

1. Marketing Management is the.....of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value
 - a) Art b) Science c) Art and science d) None of the above.
2. Marketers operate in which marketplaces
 - a) Consumer and business b) Global and non-profit c) a & b both d) None of the above
3. "Better products, Better value, Better living"• is the mission statement of which company
 - a) VICCO b) HUL c) P&G d) NIRMA
4. Marketing people have..... types of entities
 - a) four b) Eight c) ten d) two
5. In the tourism industry, Kerala is marketed as
 - a) God's own country b) Heritage city c) Orange city d) Mango city
6. In marketing, is the focal point
 - a) Profit b) Sales c) Customer d) All of the above
7. The brand choice is heavily influenced by reference group in which stage of Product life cycle?
 - a) Introduction b) Growth c) Maturity d) Decline
8. Adoption rate will be higher and faster if the product has
 - a) Lower price b) Greater utility c) Compatibility with society d) All of the above
9. refer to the basic necessities of human beings which are related to their inherent characters
 - a) Need b) Demand c) Wants d) Willpower
10. is the king of the market
 - a) Producer b) Wholesaler c) Retailer d) Consumer
11. "Market includes both place and region in which buyer and seller are in free competition with one another" is the definition given by
 - a) Kotler b) Pyle c) Cundiff & Still d) McNair
12. is perception of product excellence by customers
 - a) Quantity b) Quality c) Cost d) Exchange
13. is the first step in the process of marketing
 - a) Purchasing b) Selling c) Buying d) Packaging
14. and buying are complementary to each other
 - a) Purchasing b) Selling c) Buying d) Packaging
15. of the concern directly affects the profit element & therefore, its successful functioning
 - a) Pricing b) Pricing Policy c) Risk-Bearing d) Grading
16. States that the sellers should focus on improving the quality of their products
 - a) Product Concept b) Pricing Concept c) Selling Concept d) Modern Concept
17. The factors or forces are collectively called
 - a) Marketing Environment b) Marketing Effort
 - c) Marketing Management d) Marketing Concept
18. The refers to the factors existing outside the marketing firm
 - a) External Marketing Environment b) Internal Marketing Environment
 - c) Micro Environment d) Macro Environment
19. concept has crept into marketing literature as an alternative to the marketing concept
 - a) Social Responsibilities b) Social Forces

c) Socio-Cultural d) Social Environment

20. Marketing Provides maximum satisfaction of

a) Profits b) Human Wants c) Both (a) & (b) d) None of the above

UNIT – II

21..... is the process of dividing a market into subsets of consumers with common needs or characteristics

a) Marketing mix b) positioning c) Targeting d) Market Segmentation

22.AIDAS model of consumer buying behavior was first proposed by

a) P.Kotler b) G.Armstrong c) E.K.Strong d) None of these

23.The ultimate level of segmentation leads to

a) Niche marketing b) Individual marketing c) Local marketing d) None of these

24. Roles of customers which participate in the buying decisions are

a) Initiator Influencer Decider Gatekeeper Buyer User

b) Innovator Initiator Gatekeeper Buyer User

c) Initiator Decider Gatekeeper Buyer User

d) Promoter Innovator Facilitator Buyer User

25. Techniques of sales promotion are

a) Free Samples b) Free Offers c) Merchandising d) All of these

26. Cognitive theory of consumer behavior was pronounced by

a) Kurt Lewin b) Fe Stinger c) Sigmund Freud d) None of these

27. Which of the following s group of consumers according to buying behaviour

a) Habit determined group b) Emotional reactors group

c) Cognitive group d) None of these

28. Consumer behavior consists of human that go in making purchasing decisions

a) Behaviour b) Code of conduct c) Character d) Tradition

29. The sociological aspects which help marketers to understand consumer behavior include

a) Family b) Reference group c) Opinion Leader d) All of these

30. Buying situations may be caused by

a) Awareness about competing brands in a product group

b) Customer has a decision criteria

c) Customer is able to evaluate and decide on his choice

d) All of the above

31.Dissonance reducing buying behavior means

a) When the consumer is angry

b) When the consumer is dissatisfied with his purchase

c) None of these

d) All of these

32. Buyer Phase refers to

a) Different stages in organizational buying decisions

b) Brand building strategy on the net today has to be co-ordinated with the firm's real market place strategy

c) The buyer can compare prices across multiple suppliers at the same time and select the one that best suits his budget

d) None of these

33. Is the customer's objective assessment of the utility of an offering based on perceptions of its benefits relative to its cost

- a) Relations Equity b) Brand Equity c) Value Equity d) Net Equity
34. Even though buying roles in the family change constantly, the has traditionally been the main purchasing agent for the family
- a) Wife b) Husband c) Teenage Children d) Grandparent
35. The is a person within a reference group who, because of special skills, knowledge, personality or other characteristics, exerts influence on others
- a) Facilitator b) Referent actor c) Opinion leader d) Social role player
36. Cognitive dissonance occurs in which stage of the buyer decision process model
- a) Need Recognition b) Information search
c) Evaluation of alternatives d) Post-Purchase Behaviour
37. is the difference between the prospective customer's evaluation of all the benefits and all the costs of an offering as compared to the perceived alternatives
- a) Total Customer value b) Customer perceived value
c) Total Customer cost d) Customer gains
38. Which of the following is NOT one of the five stages of buyer decision process
- a) Need Recognition b) Brand Identification
c) Information Search d) Purchase Decision
39. Which is the right order of Buying Decision process?
- a) Problem recognition, Information search, Evaluation of alternatives, Purchase decision
b) Information search, Problem recognition, Evaluation of alternatives, Purchase decision
c) Evaluation of alternatives, Problem recognition, Purchase decision
d) All of these
40. Which of the following is group of consumers according to buyer behavior?
- a) Habit determined group b) Emotional reactors group
c) Cognitive group d) None of these
- UNIT – III**
41. Pricing strategy used to set prices of products that are must be used with main product is called.....
- a) Optional product pricing b) Product line pricing
c) Competitive pricing d) Captive product pricing
42. New product pricing strategy through which companies set lower prices to gain large market share is classified as
- a) Optional product pricing b) Skimming pricing
c) Penetration pricing d) Captive product pricing
43. Pricing strategy in which prices are set lower to actual price to trigger short term sales is classified as
- a) Promotional pricing b) Short term pricing
c) Quick pricing d) Cyclical pricing
44. Pricing strategy in which company divides location into different sectors and charge same price for each sector is classified as
- a) Freight on board origin pricing b) Zone pricing
c) Basing point pricing d) Uniform delivered pricing
45. Kind of reduction made to those buyers who buy large volumes of products is classified as
- a) Cash discount b) Seasonal discount
c) Functional discount d) Quantity discount
46. In 'stages of adoption process', customer decides to become regular user in

- a) Awareness stage b) Interest stage c) Evaluation stage d) Adoption
47. Person's own living or interacting and acting pattern is classified
 a) Lifestyle b) Personality and self-concept c) Social class d) None of the above
48. In terms of the "Anatomy of product", there are three aspects to any product or service. These are the core benefit or service, actual product and product.
 a) Augmented b) Auxiliary c) Probable d) Ancillary
49. What is the brand mark?
 a) The legal name of an organisation
 b) The visual brand identity, consisting of design and symbols protected for the owner's sole use
 c) Brand name or logo registered and protected for the owner's sole use
 d) Specially the visual brand identity, consisting of design and symbols
50. A company is always looking forward to enhance the quality of its product and tries to come out with advanced products. Which philosophy is the company following
 a) Marketing b) Production c) Product d) Selling
51. Product include
 a) Properties b) Ideas c) Services d) All of the above
52. Breadth in a product line refers to
 a) Properties number of products marketed by a firm
 b) Number of product lines marketed by a firm
 c) Number of product items and nominations marketed by the firm
 d) All of the above
53. The stages involved in new product development are
 a) Idea screening b) Concept testing c) Generating new ideas d) All of the above
54. The process of commercialization involves the
 a) Deciding product characteristics and package b) Introducing product in the market
 c) Building up an appropriate marketing mix d) All of these
55. Different stages through which the sale of a product passes over a periods of time denote
 a) Marketing mix b) Product mix c) Product line d) None of these
56. Four P's of marketing were given by
 a) H.Fayol b) Peter Drucker c) Mc Carthy d) All of these
57. Product line means
 a) All set of all the product of a company b) A group of related products
 c) No. of items d) All of these
58. Which among the following is not the feature of introduction stage of PLC?
 a) High profits b) High promotion expenses c) None of these d) Low sales
59. The stages in the product life cycle that focuses on expanding market and creating product awareness and trial is the:
 a) Decline stage b) Growth stage c) Introduction stage d) Maturity stage
60. Each of the following is considered a consumer goods classified except which one?
 a) All of the above are consumer goods b) Convenience goods
 c) Unsought Products d) Shopping goods

UNIT – IV

61. Prices are kept high in Pricing policy
 a) Skimming b) Penetration c) Both of above d) None of these
62.is a major part of logistics
 a) Physical distribution b) planning c) Staffing d) Executing

63. Pricing objectives contains
a) Price stabilisation b) Targeted rate of return c) Skim the cream d) All of these
64. Marketing channel that involves no intermediaries to make their products available to final buyers is classified as
a) Direct channel b) Indirect channel c) Flexible channel d) Static channel
65. Process of managing upstream and downstream of final goods, flow of raw materials and information about resellers and final consumers is classified as
a) Marketing logistics network b) Supply chain management
c) Delivery network d) Physical distribution network
66. In marketing channels, conflict occurs in marketing channels working at same level is classified as
a) Steep conflict b) Slope conflict c) Vertical conflict d) Horizontal conflict
67. Network of delivering products to customer which is composed of distributors, suppliers and manufacturing company is classified as
a) Supply chain management b) Marketing channels
c) Delivery channels d) Value delivery network
68. In marketing intermediaries, way of distribution in which few dealers distribute company's product in selective territories is classified as
a) Selective distribution b) Intensive distribution
c) Inclusive distribution d) Exclusive distribution
69. Integrated system which consists of consumer needs analysis, identifying alternatives, setting objectives and evaluating alternatives is classified as
a) Marketing channel design b) Intermediary channel design
c) Horizontal channel design d) Vertical channel design
70. Logistic network through which unwanted or excess products by resellers or consumers is classified as
a) Inbound distribution b) Outbound distribution
c) Forward distribution d) Reverse distribution
71. Another term for the supply chain that suggests a sense and respond View of the market is
a) supply and demand chain b) demand chain
c) channel of distribution d) distribution channe
72. Two important considerations in price fixation are
- a) Capacity of consumers to pay b) Product costs
c) Both (a) or (b) d) None of these
73. Which of the following is not discount policy?
a) Quantity discount policy b) Discount cash policy
c) Trade discount policy d) All of these
74. An appropriate pricing policy has a positive impact on profit making and
- a) Sales realization b) Controlling c) Purchasing d) None of these
75. When costs are accumulated for an organizational unit or department , it is called
a) A Cost centre b) Cost of production c) A cost benefit d) Unit
76. Physical distribution
a) Is concerned mainly with speed of delivery
b) Is used only by manufacturers
c) Involves the movement of products from producers to end-users
d) Is primarily the wholesaler's responsibility.

77. Which of the following is pricing objectives
 a) Market Penetration b) Competition c) Market share d) All of these
78. Costs that do not vary with production or sales levels are called
 a) Fixed costs b) Standard costs c) Variable costs d) Independent costs
79. For most companies, the main objectives of physical distribution is to:
 a) Decrease cost while increasing market coverage
 b) Increase service and market coverage
 c) Decrease costs while increasing service
 d) Increase market coverage and channel power
80. Physical distribution starts at.....
 a) Shop b) Market c) Factory d) Warehouse

UNIT - V

81. Considering promotional mix, method of giving short term incentives to encourage sale of particular market offering is classified as
 a) Sales promotion b) Personal selling c) Public relations d) Advertising
82. According to promotional mix, method which follows corporate image building, handling unfavorable events and stories to get favorable publicity is called
 a) Sales promotion b) Personal selling c) Public relations d) Advertising
83. Considering promotional mix, paid, non-personal promotion of ideas or market offerings by some specific sponsor is classified as
 a) Public relations b) advertising c) Sales promotion d) personal selling
84. Systematic blend of personal selling, sales promotion, advertising and public relations to communicate customer value is called
 a) Promotion mix b) Marketing communication mix
 c) Strategic buyer behavior mix d) Both a and b
85. According to promotional mix, method which focuses on building relationships with individual customers to maintain lasting relationship is called
 a) Sales promotion b) Offline promotion c) Direct channeling d) Direct marketing
86. Out Of 4ps in marketing mix three are product, promotion, and price, which is the 4th P.
 a) Purpose b) Place c) Pursuit d) Promotion
87. Who suggested product, pricing, place, promotion all these in a company represents “Market Mix”?
 a) Philip Kotler b) Neil Borden c) Neilsen d) Stephen Morse
- 88.....deals with the specification of the actual good or service and how it relates to the target customer.
 a) Price aspect b) Product aspect c) Place aspect d) Promotion aspect
89. In Marketing mix which scope of product supports the elements:
 a) Guarantee b) Warrantee c) Packaging d) All of these
90. Which P is not included in the 7Ps of marketing mix?
 a) People b) Promotion c) Purpose d) Physical environment
91. Who proposed 4Cs in marketing?
 a) Neilsen b) Lauterborn c) Stephen Morse d) Lorie and Robert
- 92 . Which is not a part of 4Cs in marketing?
 a) Communication b) Consumer c) Cost d) None of the mentioned
93. is the most common source for leads generation for any company
 a) White pages b) Yellow pages c) Blue pages d) Orange pages

94. is the best promotion tool in any type of marketing.
 a) Publicity b) Communication c) Telecalling d) Creativity
95. What is the marketing of product and service in which the offer itself is not intended to make any monetary profit is called
 a) Profit marketing b) Non profit marketing c) Virtual marketing d) Real time marketing
96. Which is the mode of pricing technique?
 a) Elasticity b) Market skimming c) Both (a) or (b) d) None of these
97. Which is the ingredient of product mix?
 a) Advertising b) Public relation c) Sales promotion d) All of the above
98. Knowledge of which is necessary for effective selling skill.
 a) Promotional market b) Related market c) Digital market d) Virtual market
99. is the best operable within a first to market scenario even though there would be few competitors within the company industry.
 a) Elasticities b) Market skimming
 c) Market penetration d) Marketing skills
100. When different version of products are priced differently but in accordance to difference in their value then it is a form of
 a) Psychological pricing b) Segmented pricing c) Product-form pricing d) Product-line pricing

Section B

UNIT – I

1. Define Marketing.
2. Define Marketing Management.
3. Explain the concepts of marketing.
4. Define Buyer Behaviour.
5. Explain about Buying Motive.
6. Explain about Modern Concept of marketing?
7. Write short notes on Sales Concept?
8. Explain the characteristics of Buyer Behaviour?
9. Explain about the social factors in Buyer Behaviour.
10. Explain about Buying Roles.

UNIT – II

11. Give the concept of Product.
12. Explain the characteristics of Product.
13. Write short notes on Consumer goods.
14. Illustrate the levels of Product.
15. Explain and define Product Planning.
16. Write a short note on Objectives of PLC.
17. Write short notes on Rapid Skimming Strategy.
18. Explain about Rapid Penetration Strategy
19. Describe about Branding.
20. Write short note on Packaging.

UNIT – III

21. Define Product and definition of Product.
22. Explain about the Pricing Strategies.
23. Explain about the Pricing Procedure.

24. Write about Product Mix Pricing.
25. Define Promotional Pricing.
26. Write short note on Psychological Pricing.
27. Write short notes on Geographical Pricing.
28. Write short notes on Penetration Pricing.
29. Write short notes on Price Skimming.
30. Explain about Cyclical Pricing.

UNIT – IV

31. What short notes on Distribution
32. Give the importance of Physical Distribution?
33. Explain any 2 components of Physical Distribution?
34. Highlight the importance in Physical Distribution.
35. Briefly describe about the Channels in marketing.
36. Explain the functions used in Physical Distribution.
37. Give some Points about advertisement.
38. Explain how industrialist choose their channels to promote their product..
39. What are the functions of Physical distribution.
40. Explain about the problems during channel selection.

UNIT – V

41. Define about Personal selling.
42. Write the characteristics of Personal selling.
43. Define about Promotion.
44. Describe about Sales Promotion.
45. Explain about Direct Marketing.
46. Describe about Media
47. What do you mean Advertising?
48. Briefly Explain about the importance of Personal selling.
49. How direct marketing is used to develop the business?
50. Give the importance of Advertising?

Section C

UNIT – I

1. Briefly explain about functions of Marketing management ?
2. Explain the process of Marketing management?
3. Explain about the Role of marketing in modern management.
4. Briefly explain about the Characteristics of buyer behaviour.
5. Give the Importance of understanding buyer behaviour.
6. Explain about Relational database model.
7. Explain the factors which influence Buyer Behaviour.
8. Elaborate the Maslow's Hierarchy of needs.
9. Discuss about the concept of marketing.
10. Explain the Decision-making process in Buying.

UNIT – II

11. Discuss about the types of Products?
12. Give the difference between Industrial Goods and Consumer Goods.

13. Write Short notes on Product Life Cycle.
14. Give the strategies for different stages of PLC.
15. Explain about the Product Mix Strategies.
16. Elucidate about the Product Mix Decisions.
17. Explain the Purpose of Packing and Packaging.
18. Give the Requirements of Good Packaging.
19. Explain how to develop new products.
20. Explain about the Branding & Importance of Branding.

UNIT – III

21. Explain about the kinds of pricing.
22. Explain about pricing decision in Detail.
23. Describe about Buyer and Seller.
24. Explain about the Buyer’s Perspective on Pricing.
25. Explain the factors influencing Pricing Decisions.
26. Explain about the factors affecting changes in Price .
27. Give the importance of Pricing.
28. What do you mean by Multi Product Pricing.
29. How Price affects Industries and what are the drawbacks faced by business Man?
30. Illustrate about the Initiating Price Changes.

UNIT – IV

31. Write note on Physical Distribution.
32. Explain about the Needs for Distribution Management.
33. Explain the types of channel.
35. Discuss in detail about the Components of Physical Distribution.
36. Explain about the Importance of Physical Distribution.
37. Explain about the Marketing Risks in Physical Distribution
38. What do you mean by types of Marketing Risks?
39. What do you mean by Channel Selection?
40. What are the ways to minimize Marketing risks.

UNIT – V

41. Write short notes on Promotion?
42. Describe about Promotional Tools.
43. What do you mean by Personal Selling.
44. Briefly explain about Media.
45. Explain the types of media?
46. Explain how advertisement is used in today’s business world?
47. Write short notes on Direct marketing?
48. Discuss about Sales Promotion.
49. Illustrate about Promotional Mix.
50. Briefly Explain about the process of Personal selling..

ANSWER KEY

1	c	21	d	41	d	61	a	81	a
2	c	22	d	42	c	62	a	82	c

3	d	23	d	43	a	63	c	83	c
4	c	24	a	44	b	64	a	84	d
5	a	25	d	45	d	65	b	85	d
6	c	26	b	46	d	66	d	86	b
7	c	27	d	47	a	67	d	87	b
8	d	28	a	48	a	68	d	88	b
9	a	29	d	49	b	69	a	89	d
10	d	30	d	50	b	70	d	90	c
11	b	31	b	51	d	71	b	91	b
12	b	32	a	52	b	72	c	92	d
13	c	33	c	53	d	73	d	93	b
14	b	34	b	54	d	74	a	94	a
15	b	35	b	55	c	75	a	95	b
16	a	36	d	56	c	76	c	96	c
17	a	37	a	57	b	77	d	97	d
18	a	38	b	58	a	78	a	98	b
19	a	39	a	59	c	79	c	99	b
20	b	40	d	60	c	80	c	100	c

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COIMBATORE – 641 029



DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

TITLE OF THE PAPER: MARKETING OF SERVICES

SUBJECT CODE: 15UBA4S2

PREPARED BY: Mrs.S.Manjula Devi, Assistant Professor

Section A**UNIT - I**

1. Malcolm baldrige national quality award is for (MBNQA)
 - a) Total quality management
 - b) International standard organization
 - c) Total productive maintenance
 - d) Total quality control
2. Total quality management focuses on
 - a) Employee
 - b) Customer
 - c) Both (a) and (b)
 - d) None of the above
3. Which one of the following is responsible for quality objective?
 - a) Top level management
 - b) Middle level management
 - c) Frontline management
 - d) All the above
4. TQM and ISO both focuses on
 - a) Customer
 - b) Employee
 - c) Supplier
 - d) All of the above
5. While setting quality objective ----- to be considered
 - a) Material quality
 - b) Customer need
 - c) Market demand
 - d) All of the above
6. Control chart is a
 - a) Process monitoring tool
 - b) Process control tool
 - c) Both (a) and (b)
 - d) None of the above
7. According to Deming, quality problems are
 - a) Due to management
 - b) Due to method
 - c) Due to machine
 - d) Due to material
8. The objective of ISO-9000 family of quality management is
 - a) Customer satisfaction
 - b) Employee satisfaction
 - c) Skill enhancement
 - d) Environment issues
9. _____ Helps organization reduce employee turnover and absenteeism
 - a) Job design
 - b) Training and development
 - c) Wage revision
 - d) All of the above
10. Which one of the following is for environment management?
 - a) ISO-9000
 - b) ISO-14000
 - c) ISO-26000
 - d) ISO-31000
11. ISO-14000 quality standard is related with
 - a) Environment management system
 - b) Automotive quality standard
 - c) Eliminating poor quality
 - d) Customer satisfaction
12. Which quality management program is related to the maintenance of plants and equipment
 - a) Environment management system
 - b) Fault tree analysis
 - c) Failure mode effect analysis
 - d) Total productive maintenance
13. What is the aim of fool proofing technique used for total quality Management?
 - a) To achieve zero effects
 - b) To specify time schedules
 - c) To specify targets
 - d) None of the above
14. A tool for assessing the level of service quality based on the difference between the users expectations and the service experience delivered is
 - a) None of above
 - b) The service dashboard
 - c) The service quality of gap model
 - d) The information value model
15. The element of service quality which is defined as the knowledge and courtesy of employees and their ability to convey trust and confidence
 - a) Reliability
 - b) Empathy
 - c) None of the above
 - d) Assurance
16. The element of service quality which is defined as the ability to perform the service dependably
 - a) Assurance
 - b) Responsiveness
 - c) Reliability
 - d) Tangibles
17. Business activities that are contracted to a third party is known as
 - a) Outsourcing
 - b) Business process outsourcing
 - c) None of these
 - d) It outsourcing

18. Determinants of service quality in service quality model includes
 a)Reliability and empathy b)Responsiveness c)Assurance and tangibles d)All the above
19. _____ is the about employees skills in serving the client
 a)External marketing b)Internal marketing c)Interactive marketing d)All the above
- 20.The service quality model identifies----- gap that results in unsuccessful delivery
 a)4 b)3 c)5 d)6

UNIT – II

- 21.Primary objective of quality circle
 a)Keep employees occupied b)Higher profit
 c)To solve the problem d)Self and mutual development of employees
- 22.Which one of the following is not a typical feature of TQM
 a)Customer driven quality b)Continuous improvement
 c)Strong inspection oriented establishment d)A based on facts, data and analysis
- 23.Quality circle concept was started in India in the year
 a)1984 b)1980 c)1992 d)1986
- 24.Who introduced quality circle in Japan
 a)Shigeo shingo b)Junji noguchi c)Ishikawa d)Geinichi Taguchi
- 25.Primary aim of quality circle is
 a)To solve company's problem b)To develop people
 c)To improve the image of the organization d)To motivate people to work
- 26.Which statement is not applicable to quality circle
 a)Small group b)Non voluntary c)Grass root level d)For self and mutual development
- 27.Which is not true in quality circles concept
 a)It is improve the image of the organization b)Is to solve the problem given by management
 c)For mutual development d)For people to work in teams
28. Abbreviation of CWQC?
 a)Company Wide Quality Control b)Control Wide Quality Control
 c)Common Wide Quality Control d)Compensatory Wide Quality Control
- 29.Which is not correct? Quality circle is not
 a)For individuals problem b)A substitute for quality control department
 c)For self and mutual development d)Panacea for all ills
- 30.How many steps are involved in focus PDCA?
 a)9 b)4 c)8 d)7
- 31.To be members of the steering committee for management cadre it is
 a)Voluntary b)Mandatory c)Formed by external agency d)None of these
- 32.PDCA stands for
 a)Plan do check act b)Plan do correct act c)Proceed do check act d)Proceed do correct act
- 33.Abbreviation of ISO
 a)Indian organization for standard b)Internal organization for standard
 c)International organization for standard d)None of these
- 34.The role of management is to
 a)Provide resources b)Define EMS
 c)Monitor the effectiveness of the system d)All of the above

35.EMS stands for

- a)Environment management system b)Employees management system
c)Engineering management system d)Equipment management system

36.Abbreviation for QIT

- a)Quality improvement team b)Quantity improved team
c)Quantity improvement team d)Quality improved team

37.Abbreviation for SQC

- a)Statistical quality control b)Standard quality control
c)Stimulated quality control d)System quality control

38.Abbreviation for TQM

- a)Total quality management b)Total quantity management
c)Total quality manipulate d)Total quantity manipulate

39.Abbreviation for SPC

- a)Statistical process control b) Standard process control
c)Standarized process control d)Standard progress control

40.Service cannot be

- a)Stored b)Intangible c)Perishability d)Variability

UNIT – III

41.Communication channel in which two or more people communicate with each other via e-mail or mail telephone call or face to Face is classified as

- a)Personal communication channels b)Irrational communication channels
c)Non-personal communication channels d)Non-emotional communication channels

42.Systematic blend of personal selling sales promotion, advertising and public relations to communicate customer value is called

- a)Promotion mix b)Marketing communication mix
c)Strategic buyer behavior mix d)Both a and b

43.Promotion strategy in which producers promoters goods to final customers by using sales force is classified as

- a)Rational selling strategy b)Push strategy c)Pull strategy d)Moral selling strategy

44.Communication channel through which opinion leaders are educated about market offerings to spread information ab out that market offering classified as

- a)Print and broadcast media b)Word of mouth influence
c)Buzz marketing d)Display and online media

45.Method of managing advertising budget at the level company can have money for is classified as

- a)Percentage of sales method b)Affordable method
c)competitive parity method d)Objective and task method

46.Service marketing become difficult because of

- a)Intangibility b)No demand c)More complex market d)Difficult to enter the market

47. Which of the following business would be characterized as a pure service

- a)Insurance b)Farming c)Mining d)There is no such thing as a pure service

48.Charging customers different prices for essentially the same service is called

- a)Price discrimination. b)Supply and demand. c)Complementary. d)Substitutes.

49.Result in the practice of two narrowly defining one's business

- a)Service marketing b)Marketing management c)Marketing Myopia d)Customer experience

50. Service are characterized by all of the following characteristics except for
 a) Intangibility b) Homogeneity c) Perishability d) Inseparability
51. Of the four unique services characteristics that distinguish goods and services, the one that is the primary source of other 3 characteristics is:
 a) Intangibility b) Inseparability c) Perishability d) Heterogeneity
52. Service that occur without interruption, confusion, or hassle to the customer is called
 a) Seamless service b) Service audit c) Functional service d) Departmental service
53. The mental energy spent by acquire service is referred to as p_____
 a) Image cost b) Monetary price c) Energy costs d) Psychic costs
54. The unique service characteristics that reflects the interconnection between the service firm and its customer is called
 a) Intangibility b) Inseparability c) Homogeneity d) Perishability
55. The centralized mass production of service is difficult due to
 a) Inseparability b) Intangibility c) Homogeneity d) Perishability
56. Solution used to minimize the marketing problems attributed to heterogeneity include
 a) Standardizing or customizing the service b) Using multi-site locations.
 c) Stressing tangible clue
 d) Appealing to different marketing segments with different demand patterns
57. The unique service characteristics that deals specifically with the inability to inventory services is
 a) Inseparability b) Intangibility c) Homogeneity d) Perishability
58. Customer satisfaction can be defined by comparing
 a) Predicted service and perceived service b) Predicted service and desire service
 c) Desired service and perceived service d) Adequate service and perceived service
59. Minimizing the amount of role conflict and role ambiguity experienced by employees will help reduce the size of this gap is known as_____
 a) Knowledge gap b) Standard gap c) Delivery gap d) Communication gap.
60. Fixing a right price for services offered is difficult because of____
 a) Perishability b) Heterogeneity c) Inseparability d) Intangibility

UNIT – IV

61. “The concept of marketing mix was developed by ____
 a) N.H Borden b) Philip Katter c) Stanton d) W. Anderson
62. “Many people want BMW, only few are able to buy” this is an example of
 a) Need b) Want c) Demand d) Status
63. ____ is the act of obtaining a desired object from someone by offering something in return
 a) Marketing myopia b) Selling c) Exchange d) Delivery
64. It’s combination of quality, service & price
 a) Marketing triad b) Customer value triad c) Customer satisfaction triad d) Service quality triad
65. _____ model is highly firm centric, where the firm believes that the competitive edge line in its ability to innovate
 a) Conventional b) Contemporary c) Competitive d) None of the above
66. _____ are the form of human needs take as shaped by culture and individual personality
 a) Wants b) Demands c) Needs d) Social needs
67. _____ is want for specific product backed by on ability to pay
 a) Demand b) Need c) Want d) Customer

68. _____ involves purchase for various source and assembled at one place involves creation and maintenance of stock of goods purchased---involves transfer ownership of the goods
- a) Selling and buying b) Assembling and selling
c) Buying and assembling d) Assembling and buying
69. Marketing is the activity set of _____ and process for creating communication ,delivering and _____ offering that have value for customer ,client, partner and society
- a) Institution, satisfying b) Organization, exchanging
c) Institution, exchanging d) Organization, understanding
70. This of the following is not the type of marketing concept
- a) Marketing concept b) Selling concept
c) Societal marketing concept d) Supplier concept
71. Good marketing is no accident, but a result of careful planning and _____
- a) Execution b) Selling c) Strategies d) Research
72. Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of which one of the following?
- a) An image b) A service c) A good d) An idea
73. Marketers often use the term _____ to cover various groupings of customers.
- a) People b) Buying power c) Demographic segment d) Market
74. The buying process starts when the buyer recognizes a _____
- a) Product b) An advertisement for the product
c) A salesperson from a previous visit d) Problem or need
75. If actual performance exceeds the expected performance of the product, Then customer is _____
- a) Satisfied b) Dissatisfied c) Delighted d) Neutral
76. If a firm is practicing _____, the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction.
- a) Double-up marketing b) Interactive marketing c) Service marketing d) Internal marketing
77. Adding new features to a product is advocated by which of the approaches?
- a) Product Approach b) Production Approach c) Marketing Approach d) Selling Approach
78. One of the key tasks of marketers is _____ and to create consumer perceptions that the product is worth purchasing.
- a) To make products easily visible and available b) To promote sales of products
c) To differentiate their products from those of competitors d) To do marketing surveys
79. Which of the following is considered a “key player” in the marketing industry?
- a) Marketer b) Suppliers or vendors c) Distributors or retailers d) All of the above
80. The promotion “P” of marketing is also known as _____
- a) Product Differentiation b) Distribution c) Cost d) Marketing Communication

UNIT - V

81. The four unique elements to services include:
- a) Independence, intangibility, inventory, and inception
b) Independence, increase, inventory, and intangibility
c) Intangibility, inconsistency, inseparability, and inventory
d) Intangibility, independence, inseparability, and inventory

82. The _____ holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's wellbeing.
- a) Customer-centered business b) Focused business model
c) Societal marketing concept d) Ethically responsible marketing
83. In marketing theory, every contribution from the supply chain adds _____ to the product.
- a) Value b) Costs c) Convenience d) Ingredients
84. Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer's decision process?
- a) Information search b) Purchase c) Evaluation of alternatives d) Post purchase
85. The act of trading a desired product or service to receive something of value in return is known as which key concept in marketing?
- a) Product b) Exchange c) Production d) Customer
86. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called an
- a) Idea b) Demand c) Product d) Service
87. A(n) _____ product exceeds customer expectations
- a) Strategic b) Superior c) Augmented d) Anticipated
88. Which of the following are products and services bought by final consumers for personal consumption? These include convenience products, shopping products, specialty products, and unsought products.
- a) Material and parts b) Consumer products c) Industrial products d) Capital items
89. Carrying the line of only one manufacturer is known as
- a) Exclusive assortment b) Open bid c) Negotiated contract d) Deep assortment
90. In marketing, _____ is the focal point.
- a) Profit b) Sales c) Customer d) All of the above
91. A cluster of complementary goods and services across diverse set of industries is called as _____
- a) Market place b) Meta market c) Market space d) Resource Market
92. _____ markets are made up of members of the distribution chain.
- a) Consumer b) Business-to-business (industrial) c) Channel d) Institutional
93. When a company distributes its products through a channel structure that includes one or more resellers, this is known as _____.
- a) Indirect marketing b) Direct marketing c) Multi-level marketing d) Integrated marketing
94. The most basic level of a product is called the
- a) Core product b) Central product c) Fundamental product d) Augmented product
95. Marketing is both an "art" and a "science" there is constant tension between the formulated side of marketing and the _____ side.
- a) Creative b) Selling c) Management d) Behavior
96. Global communication and product strategy in which communication and product both are adjusted to fit in foreign market is classified as
- a) Product adaptation b) Straight product extension
c) Dual adaptation d) Communication adaptation
97. Way of entering foreign markets by setting up foreign manufacturing facilities is classified as
- a) Direct investment b) Indirect investment c) Union ownership d) Export union

98. International marketing strategy according to which company uses separate marketing mix for each international target market is classified as

- a) Straight product marketing b) Product adaptation marketing
c) Standardized global marketing d) Adapted global marketing

99. Firm that operates in more than one country gains production, marketing and financial advantages that are not available to domestic competitors is called

- a) Global firm b) Expanding firm c) Premium firm d) Challenger firm

100. Global product strategy in which product to be marketed is changed a little to be adapted in foreign market is classified as

- a) Product adaptation b) Straight product extension
c) Dual adaptation d) Communication adaptation

Section B

UNIT – I

1. What do you mean by marketing of service?
2. What are the characteristics of service marketing?
3. What is the importance of service marketing?
4. What are the four characteristics of services in marketing?
5. What are the three types of service marketing?
6. What is the difference between a good and a service?
7. What is the difference between a good and a service?
8. What are the unique characteristics of service?
9. What is service marketing strategy?
10. What do you understand by services?

UNIT – II

11. What are the five components of service quality?
12. What is service quality management?
13. What is service quality and customer satisfaction?
14. What are the five dimensions of service quality?
15. What does service quality mean?
16. What is customer service quality?
17. What is service quality model?
18. What are the features of service quality?
19. What is service value?
20. What are the 2 dimensions of service?

UNIT – III

21. What do you mean by Quality Circle?
22. What are the benefits of quality circles?
23. What are the objectives of quality circle?
24. What are the 7 QC tools?
25. What is quality circle process?
26. What are the functions of quality control?
27. What are the advantages of quality control?
28. What is the objective of quality control?

29. What is the importance of quality?
30. How can you improve quality?

UNIT – IV

31. What are the types of financial services?
32. What are the major categories of financial services?
33. What are the main sectors in the financial services industry?
34. What are the major categories of financial services?
35. What services does the financial sector provide?
36. What is Service Marketing mix?
37. What are the types of services?
38. What is the service marketing triangle?
39. What are the four characteristics of services in marketing?
40. What is Gap service marketing?

UNIT – V

41. What are the different types of financial services?
42. How do I advertise my financial services?
43. What are the main sectors in the financial services industry?
44. What are the three categories of services offered by financial institutions?
45. What are the characteristics of financial services?
46. What is the importance of insurance service?
47. What are the advantages of insurance service?
48. What do you mean by formulation of marketing mix?
49. Explain about the concept of education service?
50. Explain about the marketing in hospitality services?

Section C**UNIT – I**

1. Explain about the concepts of Service?
2. What is the service marketing triangle?
3. What is service marketing mix?
4. What are the 7 P's of service marketing?
5. What is the difference between a product and a service?
6. What is Gap service marketing?
7. What are the 7 elements of marketing?
8. What are the 5 marketing concepts?
9. What are examples of service industry?
10. What are the six functions of marketing of services?

UNIT – II

11. How do you assess quality of service?
12. What are the determinants of service quality?
13. What are the benefits of service quality?
14. What is meant by quality service?
15. What are the advantages of good customer service?

16. What are the features of good customer service?
17. What expected service quality?
18. What is the importance of delivering consistently high quality customer service?
19. How do you provide good customer service?
20. Why is delivery service important?

UNIT – III

21. How do you demonstrate quality of work?
22. What is the importance of quality?
23. What is quality circle process?
24. What is Lean Quality Circle?
25. What is Lean QC?
26. How to manage people in an organization?
27. What is management technology and how does its work?
28. How do you market a tech company?
29. What is the best marketing strategy?
30. Illustrate the effects of TQM?

UNIT – IV

31. Explain about Service marketing mix?
32. Explain about the features of service marketing?
33. Explain the advantages of service marketing?
35. Write about the concepts of services?
36. Explain about users of services?
37. Explain about the Service marketing?
38. Explain about the Insurance service in marketing?
39. Write a note on financial service?
40. Explain about the advantages of telecommunication service?

UNIT – V

41. Write short notes on Marketing of Travel Products?
42. Write short notes on Marketing of Tourism Products?
43. Why marketing is important in the hospitality industry?
44. How can we promote the hospitality industry?
45. Why is hospitality and tourism important?
46. What is hospitality and marketing?
47. Why is hospitality important in business?
48. What is educational marketing?
49. How can education industry increase sales?
50. What is an education market?

ANSWER KEY

1	a	21	d	41	a	61	a	81	c
2	c	22	c	42	d	62	c	82	c
3	a	23	b	43	b	63	c	83	a
4	a	24	c	44	c	64	b	84	c
5	b	25	b	45	b	65	a	85	b
6	c	26	b	46	a	66	d	86	c
7	a	27	c	47	d	67	a	87	c
8	a	28	a	48	a	68	b	88	b
9	b	29	c	49	c	69	c	89	a
10	b	30	a	50	b	70	d	90	c
11	a	31	b	51	a	71	a	91	b
12	d	32	a	52	a	72	b	92	c
13	a	33	c	53	c	73	d	93	a
14	c	34	d	54	b	74	d	94	a
15	d	35	a	55	d	75	c	95	a
16	c	36	a	56	a	76	d	96	c
17	a	37	a	57	d	77	a	97	a
18	d	38	a	58	c	78	c	98	d
19	b	39	a	59	c	79	d	99	a
20	c	40	a	60	d	80	d	100	a

KONGUNADU ARTS AND SCIENCE COLLEGE

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

TITLE OF THE PAPER: C.P.3-PRINCIPLES OF FINANCIAL ACCOUNTING
SUBJECT CODE: 18UBA203

PREPARED BY: Mrs.K.Subashini, Associate Professor

Section A

UNIT - I

1. According to the going concern concept, a business entity is assumed to have -----
(a) A Long Life (b) A Very Short Life (c) An Indefinite Life (d) A Medium Life.
2. Contingent liability is shown in the balance sheet because of-----
(a) Convention of Consistency (b) Convention of Materiality
(c) Convention of Disclosure (d) Convention of Adventure
3. According to which of the following concepts even the owner of the business who provides capital treated as a creditor of the business?
(a) Entity Concept. (b) Cost Concept.
(c) Money Measurement Concept (d) Convention of Disclosure.
4. Assets in the balance sheet are shown at cost less depreciation rather than their replacement cost because of the accounting convention -----
(a) Going concern. (b) Matching. (c) Realization. (d) Money measurement.
5. The amount brought in by owner of the business should be credited to-----
(a) Owner Equity (b) Drawing (c) Cash (d) Furniture
6. Transactions are initially recorded in the-----
(a) Book of Final Entry (b) Accounting Equation
(c) Trading Accounts (d) Book of Original Entry
7. Sales made to Ahmed on credit should be debited to-----
(a) Account Receivable (b) Cash (c) Account Receivable-Ahmed (d) Sales
8. In which order does the Journal list transactions-----
(a) Chronological (b) Decreasing (c) Increasing (d) Alphabetical
9. Ledger is prepared from-----
(a) Journal (b) Trial balance (c) Cash book (d) Subsidiary book
10. Cash ledger should normally show ----- balance
(a) Credit (b) Debit (c) Either Credit or Debit (d) Suspense
11. If debit side of bank account is greater than credit side it represents-----
(a) Cash at Bank (b) Bank Loan (c) Bank Overdraft (d) Bank fees
12. Which item will appear on the credit side of ledger account?
(a) Cash received (b) Purchases (c) Discount received (d) Rent Expenses
13. Returns outward book makes a record of-----
(a) Goods returned to the suppliers. (b) Goods returned to customers.
(c) Goods returned to proprietor. (d) Goods returned to neighbors.

14. Cash book prepared on imprest system is-----
 (a) Two column cash book. (b) Cash book. (c) Petty cash book (d) Purchase book.
15. The statement sent along with purchase return is-----
 (a) Credit note. (b) Bills payable book. (c) Debit note. (d) Purchases return book.
16. Journal proper issued to record -----
 (a) All purchases of goods. (b) All sales of goods.
 (c) All business expenses paid in cash. (d) All adjusting and rectification entries.
17. The receiving aspect in a transaction is known as-----
 (a) Debit (b) Credit (c) Both Dr and Cr (d) Neither of the two
18. Capital account is classified under which of the following account-----
 (a) Nominal account (b) Personal account (c) Real account (d) Suspense Account
19. Income and Expenditures are dealt in-----
 (a) Nominal account (b) Personal account (c) Real account (d) Suspense Account
20. Goodwill is an example of the following account-----
 (a) Tangible real account (b) Intangible real account
 (c) Nominal account (d) Personal account

UNIT – II

21. Trial balance is usually prepared with the balances taken from-----
 (a) Journal (b) Ledger (c) Only Cash book (d) Only Subsidiary books
22. Why does a business prepare a Trial Balance?
 (a) To calculate the profit and loss (b) To check the cash and bank balance
 (c) To check the arithmetical accuracy of the ledgers (d) To show the financial position
23. The balance of cash account indicates -----
 (a) Net income for the period. (b) Net loss for the period.
 (c) Net cash on hand. (d) Net worth of the business.
24. The difference in Trial balance is temporarily transferred to-----
 (a) Capital account (b) Cash account (c) Purchase account (d) Suspense account
25. The equality of debits and credits is tested periodically by preparing-----
 (a) Income Statement (b) General Journal (c) Trial Balance (d) Balance Sheet
26. Bank Reconciliation statement is-----
 (a) Ledger account. (b) Part of the cash book.
 (c) Separate statement. (d) A sub division of the journal.

27. The main purpose of preparing a bank reconciliation statement is-----
 (a) To know the bank balance.
 (b) To compare the entries in the cash and pass books.
 (c) To correct the cash after comparing with pass books.
 (d) To reconcile cash balance as per pass book with the balance in the pass book.
28. A Cheque received and paid into the bank on the same day is recorded in the-----
 (a) Cash column of the cash book. (b) Bank column of the cash book.
 (c) Both the cash and bank columns of the book. (d) The credit balance as per pass book.
29. Which one of the following is not taken into account in adjusting the cash balance?
 (a) Mistakes in the cash book. (b) Mistakes in the pass book.
 (c) Bank charges debited in pass book. (d) Interest and dividend credited in pass book.
30. A bank pass book is a copy of-----
 (a) The cash column of a customer's cash book.
 (b) The bank column of a customer's cash book.
 (c) The customer's account in the bank's ledger.
 (d) The customer account in the supplier's ledger.
31. Errors which affect one side of an account are called-----
 (a) Single sided errors. (b) Double sided errors.
 (c) Triple sided errors. (d) Compensation errors.
32. Sales to Ram Rs. 336 posted to his account as Rs. 363 would effect-----
 (a) Sales account. (b) Ram's account. (c) Cash account. (d) Bank account.
33. State which of the following errors will not be revealed by the trial balance-----
 (a) Errors of complete omission. (b) Errors of carrying forward.
 (c) Wrong totalling of the purchases book. (d) Error of partial omission.
34. Which of the following errors is an error of principle?
 (a) Rs. 1000 received from Ganesh has been debited to his account.
 (b) Purchase of Rs. 3000 has been entered in the sales journal.
 (c) Repairs to machinery have been debited to machinery account.
 (d) Repairs to scooter have been debited to repairs account.
35. Error of commission do not allow-----
 (a) Correct totalling of the balance sheet. (b) Correct totalling of the trial balance.
 (c) The trial balance to agree. (d) Correct totalling of the day book.
36. Assets are held for the purpose of-----
 (a) Earning revenue. (b) Resale. (c) Conversion into cash. (d) Stock is valued at
37. Income received in advance account is-----

- (a) Asset. (b) Liability. (c) Expense. (d) Income received in advance.

38. Depreciation is provided on-----

- (a) Fixed assets. (b) Outward charges. (c) Current assets. (d) Intangible assets.

39. Accounts receivable includes-----

- (a) Sundry debtors. (b) Bills receivable.
(c) Bills payable. (d) Sundry debtors and Bills receivables

40. Provision for bad debts is calculated on-----

- (a) Creditors. (b) Sales. (c) Purchases. (d) Debtors.

UNIT – III

41. Depreciation is a process of-----

- (a) Valuation. (b) Allocation. (c) Reduction. (d) Appreciation.

42. The main objective of providing depreciation is-----

- (a) To calculate true profit. (b) To calculate financial position.
(c) To reduce tax burden. (d) To reduce profit.

43. Depreciation arises because of-----

- (a) Fall in the market value of an asset. (b) Physical wear and tear.
(c) Fall in the value of money. (d) Rise in the value of money.

44. The amount of depreciation charged on machinery will be debited to -----

- (a) Machinery account. (b) Depreciation account. (c) Cash account. d) Bank account.

45. Loss on the sale of machinery should be written off against -----

- (a) Share premium account. (b) Sales account.
(c) Depreciation fund account. (d) General reserve account.

46. under the straight line method of charging depreciation, depreciation -----.

- (a) Increases every year. (b) Decreases every year.
(c) Is constant. (d) Fluctuates every year.

47. The value of asset can be reduced to zero under this method -----

- (a) Straight line method. (b) Written down value method.
(c) Annuity method. (d) Depreciation fund method.

48. Which of the following is true about the straight-line method?

- (a) Complex method
(b) Cost of depreciation remains constant
(c) Cost of depreciation changes every year
(d) P&L account debited with different amount every year

49. Bank purchased a computer on 1.03.2015 at a cost Rs. 50000, estimated life is 8 years.
 Cost of depreciation under straight-line method will be-----
 (a)Rs. 6250 (b) Rs. 7430 (c) Rs. 5000 (d) Rs. 4590
50. Annual depreciation of machine is 40000; cost of machine is 500000, rate of depreciation
 According to straight-line method will be-----
 (a)18% (b)16% (c)8% (d) 12%
51. Under the diminishing balance method depreciation is calculated on -----
 (a)Original value. (b) Written down value. (c) Scrap value. (d) Market value.
52. The balance in the asset account will not be reduced to zero under this method -----
 (a) Straight line method. (b) Written down value method.
 (c) Annuity method. (d) Depreciation fund method.
53. The Diminishing balance method means a method by which-----
 (a)The rate of depreciation falls year by year
 (b)The amount on which depreciation is calculated falls year by year
 (c)The rate and amount which is applied falls year by year
 (d)The rate and amount which is applied fluctuates year by year
54. The cost of the asset is 60000 and depreciated at 12% p.a. using the written down
 Method. at the end of three years, it will have a net book value of -----
 (a)40888.32 (b)43888.90 (c)45322 (d)40000
55. Under the diminishing balance method, depreciation is calculated on-----
 (a)Scrap value (b) Book value (c) Original value (d) Net present value
56. This method of depreciation considers rate of return on investment-----
 (a) Straight line method. (b) Written down value method.
 (c) Annuity method. (d) Depreciation fund method.
57. The annuity method of depreciation is also referred to as -----of depreciation.
 (a)Compound interest method (b) Discounting interest method
 (c)Simple interest method (d) Fluctuating interest method
58. Annuity method makes an estimate of the ----- that are associated with an asset.
 (a)Future cash flows (b) Present cash flows
 (c)Anticipated cash flows (d) Reciprocal cash inflows
59. Annuity method of depreciation is the best suitable for-----
 (a) Loose tools (b) Machinery (c)Factory building (d)Leasehold assets
60. Major flaw of annuity method is -----
 (a) Simplicity (b) Complication (c) Downing asset to zero (d)Flexible

UNIT – IV

61. Non-trading institutions prepare -----
 (a) Income and expenditure account. (b) Trading and profit and loss account.
 (c) Only trading account. (d) Only revenue account
62. Subscription received in advance by a club is shown on which side of the balance sheet.
 (a) Liabilities. (b) Assets. (c) Credit. (d) Debit.
63. Non-trading is usually -----
 (a) Not for service (b) Not for profit (c) Not for consumption (d) Not for resource mobilization
64. Example of Non-trading concern-----
 (a) Orphanage (b) Supermarket (c) Export organization (d) Joint stock company
65. The main objective of the non-trading concern is -----
 (a) To serve the shareholders (b) To serve the customers
 (c) To serve the society (d) To serve the foreigners
66. The accounting for a non-trading concern is generally as per the principles of-----
 (a) Double entry bookkeeping system. (b) Single entry bookkeeping system
 (c) Multiple entry bookkeeping system (d) Tradition entry bookkeeping system
67. The responsibility for the management and control of a non-trading concern rests with -----
 (a) The board of trustees (b) The board of directors (c) The government (d) The principal director
68. Excess of income over expenditure is shown on the ----- side of income and Expenditure account.
 (a) Credit. (b) Debit. (c) Upper. (d) Lower.
69. A debit balance in the income and expenditure account denotes excess of ----over-----
 (a) Income, expenditure. (b) Assets, liabilities.
 (c) Liabilities, assets. (d) Expenditure, incomes
70. Sales of old material must be shown on the credit side of -----
 (a) Cash book. (b) Income and expenditure account.
 (c) Balancesheet. (d) Trading account.
71. Income and expenditure account is a-----
 (a) Real account. (b) Nominal account. (c) Personal account. (d) Representative account.
72. Sale of old newspaper is to be shown on the credit side of the-----
 (a) Cash book. (b) Income and expenditure. (c) Balance sheet. (d) Trading account.
73. Income and expenditure account reveals -----
 (a) Cash in hand. (b) Surplus or deficiency. (c) Capital account (d) Revenue account.

74. Non-trading institutions do not prepare -----
(a) Income and expenditure account. (b) Balance sheet.
(c) Trading account. (d) Receipts and payment account
75. Receipts and payments account is a -----
(a) Personal account. (b) Nominal account. (c) Real account. (d) Representative account.
76. Receipts and payment account record receipt and payments of -----
(a) Revenue nature only. (b) Capital nature only.
(c) Both revenue and capital nature. (d) Capital receipts.
77. The receipts and payments account begins with -----
(a) Debit balance. (b) Credit balance. (c) No balance. (d) Normal balance.
78. Specific donations received by a non-trading concern are usually -----
(a) Revenue receipt. (b) Capital receipt. (c) Capital expenditure (d) Revenue expenditure.
79. Revenue receipts are ----- in the business.
(a) Non-recurring. (b) Recurring. (c) Accumulating. (d) non-accumulating.
80. Receipts are always ----- in nature.
(a) Credit (b) Debit (c) Either Credit or Debit (d) Neither Credit or Debit

UNIT – V

81. In accounting consignment means -----
(a) Goods forwarded from one place to another.
(b) Goods forwarded by a person to another.
(c) Goods sent by its owner to his agent.
(d) Goods sent by its owner to his agent for the purpose by sale.
82. Goods sent on consignment should be debited by consignor to -----
(a) Consignment A/c (b) Goods sent on consignment A/c
(c) Consignees A/c (d) Consignors A/c
83. In the books of consignor the balance of the consignment stock account would be shown -----
(a) As an asset in the balance sheet.
(b) As liability in the balance sheet.
(c) On the credit side of trading account.
(d) On the debit side of consignment account.
84. On the dispatch of goods, the entry in the books of consignee would be -----
(a) Consignment A/c be debited & goods sent on consignment A/c be credited.
(b) Consignment A/c debit and consignee A/c credit
(c) No entry
(d) Sales debit and Consignment credit

85. The consignor is-----

- (a) Principal (b) Agent (c) Debtor (d) Seller

86. The consignee is-----

- (a) Principal (b) Agent (c) Buyer (d) Seller

87. Account sales is submitted by-----

- (a) Consignor (b) Consignee (c) Principal to his agent (d) Debtor to creditor

88. In the books of consignor, the expenses incurred by consignor should be debited to-----

- (a) Consignees A/c (b) Consignment A/c (c) Expenses A/c (d) Consignor's A/c

89. In the books of consignor, the expenses incurred by consignee should be debited to-----

- (a) Consignee A/c (b) Consignment A/c (c) Expenses A/c (d) Consignor's A/c

90. In the books of consignor the acceptance of bills of exchange by the consignee will be credited to-----

- (a) Consignee A/c (b) Consignment A/c (c) Income A/c (d) Consignor's A/c

91. Joint Venture is a-----

- (a) Personal A/c. (b) Nominal A/c (c) Real A/c (d) Memorandum A/c.

92. Co-venturer) A/c is a-----

- (a) Personal A/c (b) Nominal A/c (c) Real A/c (d) Memorandum A/c

93. Which of these is not a feature of a Joint venture?

- (a) Continuing business (b) No firm name
(c) Partners called co-venturer (d) Partnership for limited purpose

94. Which of these accounts are not opened in a joint venture?

- (a) Stock reserve (b) Joint bank A/c
(c) Joint venture A/c (d) Co-venturers personal A/c

95. Profit or loss on joint venture business is shared by the co-venturers-----

- (a) Equally (b) In the ratio of capital contributed
(c) In the agreed upon ratio (d) As per seniority

96. Which of the following accounts is not to be opened in case of separate books for joint Venture businesses are kept?

- (a) Joint Venture Account (b) Joint Bank Account
(c) Partner's Capital Account (d) Memorandum Joint Venture Account

97. Which of the following accounts is closed at the end of joint venture?

- (a) Co-venturers Account (b) Joint Bank Account
 (c) Other Partner's Account (d) Joint Venture Account

98. Closing Stock of Joint Venture business-----

- (a) Shall be valued at cost (b) Shall be valued at its original price
 (c) Shall be valued at lower of cost or original price (d) none of these

99. Bonds of Rs. 3, 00,000 are received against work done in joint venture business and they are sold for Rs. 2,70,000, then Rs----- is recorded on debit side of Joint Venture A/c.

- (a) Rs. 25,000 (b) Rs. 3, 00,000 (c) Rs. 30,000 (d) Rs. 2, 70,000

100. Following activities are appropriate for joint venture business-----

- (a) Construction of a river bridge (b) Cloth Shop
 (c) Medical Shop (d) Cement Agencyship

Section B

UNIT – I

1. What are the accounting rules for making entries under double entry system?

2. Record the following transactions in the book of Journal.

2000 Jan 1 Commenced business with	Rs 30000
Jan 5 Purchased goods for	Rs 15000
Jan 12 Paid rent	Rs 150
Jan 22 Cash sales	Rs 2400
Jan 24 Sold goods to Anand	Rs 800
Jan 28 Purchased goods from Satya	Rs 6000
Jan 30 Deposited into bank	Rs 21000

3. Prepare Subsidiary Books and post them into ledger.

- 2008 Mar 11. Purchased from goodwill furniture
 i. 200 Chairs at the rate of Rs.100 per chair
 ii. 25 Tables at the rate of Rs.200 per table
 Mar 15. Purchased from ABC Motors for cash.
 i. One Maruthi car Rs.1,40,000
 ii. One Scooter for Rs 14,000
 Mar 23. Purchase from DilipFurniture
 i. 4 Sofa set at the rate of Rs 5,000 each
 ii. 24 Dinning Chairs at the rate of Rs 200 per chair
 iii. 4 Dining Table at the rate of Rs 2,000 per table

4. Prepare Subsidiary Books and post them into ledger.

- 1999 Apr 1. Returned from Chandran Publication
 i.25 Copies of Corporate Accounting at the rate Rs 150 each
 ii 10 copies of Financial accounting at the rate of Rs 130 each
 Apr 7. Returned to Raman Stores
 i.8 Copies of Saticistics at the rate of Rs.100 per copy

ii.10 Copies of Economics at the rate of Rs.75 each per copies

5. Discuss the types of accounts.
6. Journalize the following transactions:
 1. Purchased goods for cash Rs 10,000
 2. Purchased stationary for cash Rs 500
 3. Purchased furniture for cash Rs 3000
 4. Sold goods for cash Rs 8000
 5. Sold goods to jane for cash Rs 3000
 6. Sold goods to james Rs 2000
 7. Paid rent to krishnan, the land lord Rs 800
 8. Paid salary of Rs 8000
7. Explain the concepts of accounting in detail.
8. Compare Double entry system and Single entry system.
9. Record the following in a Two column cash book.
2000
 - Apr 1 Sold goods to Kapil Rs 6000
 - Apr 5 Cash received from Kapil Rs 5800 and allowed him discount Rs 200
 - Apr 18 Kapil purchased goods Rs 8000
 - Apr 30 Received cash from kapil on account Rs 4500
 - May 12 Sold goods to Kapil Rs 12000
 - May 22 Received cash from Kapil Rs 4850 and allowed him discount Rs 150
 - May 31 Received cash in full settlement of Kapil a/c Rs 10250
10. Explain the accounting concepts and conventions in detail.

UNIT – II

11. The followings balances were extracted from the ledger of Ramakrishna engineering works on 31st march 1997. You are required to trial balance as on that date in proper form.

Particulars	Rs	Particulars	Rs
Drawing	6000	Opening stock	47000
Capital	24000	Cash in hand	900
Sundry creditors	43000	Cash at bank	12500
Bills payable	4000	Tax	3500
Sundry debtors	50000	Sales	128000
Bills receivable	5200	Salaries	9500
Loans from karthik	10000	Sales returns	1000
Furnitures&fixtres	4500	Purchases returns	1100
		Travelling expenses	4600
		Commission paid	100
		Discount earned	4000
		Rent	2000
		Bank overdraft	6000
		purchases	70800

12. specimen of a profit account.
13. From

Prepare a proforma & loss the under

mentioned particular of mr.m.mohan prepare a bank reconciliation statement as on 31stjuly 1994.

i) Cheques paid into bank on the 28thjuly 1994 but credited to mohan accounts in the first week of august 1994

ii) The following cheques were issued by mohan on 30thjuly 1994 but presented to bank for payment after the close of the year.

iii) A cheque for 300 was credited, direct to the account and was not paased through the cash book.

iv) The bank balance as per cash book on 31stjuly 1994 amounted to 30000

14. Prepare trading profit & loss a/c and balance sheet from the following trial balance of mr.m.madan

Debit balances	Rs	Credit balances	Rs
Sundry debtors	92000	Madans capital	70000
Plant & machinery	20000	Purchase return	2600
Interest	430	Sales	250000
Rent, rates, taxes & insurance	5600	Sundry creditors	60000
Conveyance charges	1320	Bank overdraft	20000
Wages	7000		
Sales return	5400		
Purchases	150000		

Opening stock	60000		
Madans drawings	22000		
Trade expenses	1350		
Salaries	11200		
Advertising	840		
Discount	600		
Bad debts	800		
Business premises	12000		
Furniture & fixtures	10000		
Cash in hand	2060		
	402600		402600

Adjustment:

- i) Stock on hand on 31-12-96' Rs 90000
- ii) Provide depreciation on premises at 2.5%; plant & machinery at 7.5% and furniture & fixture at 10%
- iii) Write off Rs 800 as further bad debts.
- iv) Provide for doubtful debts at 5% on sundry debtors.
- v) Outstanding rent was Rs 500 and outstanding wages Rs 400
- vi) Prepaid insurance Rs 300 and provide salaries Rs 700

15. Explain the rectification of errors in different stages of accounting cycle.

16. From the information given below prepare Trading Account.

Opening stock Rs 100000
 Purchases Rs 150000
 Purchase returns Rs 25000
 Power and oil Rs 10000
 Carriage inwards Rs 5000
 Sales Rs 400000
 Closing Stock Rs 50000
 Rent Rs 10000
 Wages and salaries Rs 20000

17. Prepare Profit and Loss Account, from the following balances of Mr.Kandan for the year ending 31.12.2003.

Office rent Rs. 30,000	Wages and Salaries Rs. 80,000
Printing expenses Rs. 2,000	Stationeries Rs. 3,000
Tax, Insurance Rs. 4,000	Discount allowed Rs. 6,000
Advertisement Rs. 36,000	Travelling expenses Rs. 26,000
Gross Profit Rs.2, 50,000	Discount received Rs. 4,000

18. Prepare Trial Balance

Name of account	Rs
Cash a/c	28650
Capital a/c	50000
Machinery a/c	13500
Furniture a/c	3000
Creditors a/c	2800
Debtors a/c	2000

Sales a/c	7000
Purchase a/c	10100
Wages a/c	200
Rent a/c	250
Drawings a/c	1000
Salary a/c	1100

19. A book keeper submitted to you the following details, prepare trail balance.

Capital	15000
Drawings	3250
Stock (1.1.2000)	17445
Returns inwards	554
Carriage inwards	1240
Deposited with Gupta	1375
Returns outwards	840
Carriage outwards	725
Loan to Ashok	1000
Rent	820
Interest on loan	25
Rent outstanding	180
Purchases	12970
Debtors	4000
Goodwill	1730
Creditors	3000
Advertisement	954
Provision for doubtful debts	1200
Bad debts	400
Patents	500
Cash	62
Sales	27914
Discount allowed	330
Wages	754

20. Pass Journal; Prepare Ledger a/c and Trail Balance

2010 May 1 Business started with Rs 100000

4 Cash sales Rs 25000

5 Purchased goods for Rs 7500

7 Amount paid to Suri Rs 6000

9 Paid in to bank Rs 50000

12 Commission paid Rs 2000

UNIT – III

21. A company purchased a plant for Rs 50000. The useful life of the plant is 10 year and the residual value is Rs 10000. Find out the rate of depreciation under the straight line method.

22. A company purchased a plant of Rs 10000 it is expected that its useful life will be 3 years and salvag value Rs 1000. You are required to determine the rate of depreciation and amount of depreciation to be provided in the first year as per written down value method.
23. A firm purchases a 5 years lease for Rs 80000 on 1stjan. it decides to write off depreciation on the annuity method, presuming the rate of interest to be 5% per annum. The annuity tables show that a sum of Rs 18,478 should be written off every year. Show the lease account for five years. Calculations are to be made to the nearest rupee.
24. A company acquired a machine on 1.1.88 at a cost of Rs 40,000 and spends Rs 1,000 on its installation. The firms write off depreciation at 10% on the diminishing balance. The books are closed on 31stdec of each year. Show the machinery a/c for 3 year.
25. A machine was purchased for Rs. 30,000 on 1.1.86. This is expected to last for 5 years. Estimated scrap at the end of five years is Rs. 5,000. Find out the rate of depreciation under the straight line method.
26. A lease is purchased on 1.1.90 for a term of 5 years on payment of Rs 40000. It is proposed to depreciate the lease by the annuity method charging 5% interest. If annuity of Re 1 for 5 years at 5% is Re 0.230975. Show the lease a/c for the full period.
27. A Company whose accounting year is the calendar year, purchased on 1.1.93 a machine for Rs 40000. It purchased further machinery on 1st Oct 1993 for Rs 20000 and 1st July 1994 for RS 10000. On 1.7.1995 machinery on 1.1.1993 became obsolete and was sold for Rs 20000. Show the machinery a/c and depreciation is to be provided at 10% p.a under Straight line Method.
28. On 1-7-1980, Raja gopal purchased an asset for Rs. 18,000 and spent Rs. 2,000 on its repairs. On 30-6-1983, the asset was disposed off for a sum of Rs. 13,600. Assuming that the depreciation is 10% on original cost; calculate the amount chargeable to Profit & Loss account for the year 1983.
29. What is the difference between Straight line method and Written down value method
30. Compare reserve and provision.

UNIT – IV

31. Differentiate income & expenditure account from receipts & payments account.
32. How do you incorporate the following in the tanjore turf club balance sheet for the year 31-3-1997?

Particulars	Rs
Medal distribution fund	98400
Interest on the fund investments	28900
Medal distributed	28700
Medal distribution fund investment	98000

33. From the following particulars, prepare income & expenditure a/c of the central sports society for the twelve months from april 1998 (date of incepting) to march 31,1999.

Particulars	Received or paid Rs	Outstanding on march 31,1999 Rs

Subscription from member	4,600	-
Subscription from affiliated societies		
Life subscription (10 yrs)	1,400	
Gift received	2,000	
Interest received	3,000	
Committee expenditure:	160	
Executive		
Planning	1,500	200
Tournament	1,440	640
Printing, postage & stationery	420	120
Office furniture	1,140	160
Investment purchased	2,000	
	3,000	

34. Prepare receipts & payment a/c of a club for the year ended 31stdec. 1999 from the following particulars

Particulars	Rs	Particulars	Rs
Opening balance of cash	40,000	Rent paid	1,200
Receipt of entrance fees	8,000	Payment of purchaser of cricket balls	500
Subscription received for 1999	16,000	Payment for purchase of cricket bats	1,600
Previous year's subscription received	1,600	Payment for stationary in cash	100
Paid salaries	2,000		
Paid for miscellaneous expenses	200		

35. From the following details ascertain the amount of subscriptions to be credited to income and expenditure account for the year 1999. Subscription received in 1999 ` Rs 48,000 which include ` Rs 4,000 for 1998 and ` Rs 8,000 for ` Rs 2,000. Subscription due but not received at the end of The year 1999. Were ` Rs 20,000 subscriptions received in 1998 in advance for 1999 were Rs` 12,000.

36. Find out the amount of salaries to be debited to income and expenditure account for 1999 from the details given below

Particulars	Amount
Payments made for salaries during 1999	48,000
Outstanding salary as on 31.12.1998	2,000
Outstanding salary as on 31.12.1999	3,200
Prepaid salary as on 31.12.1998	1,200
Prepaid salary as on 31.12.1999	1,600

37. Prepare Receipts and payments A/c of a club for the year ended 31st Dec 1999 from the following particulars

Particulars	Rs	Particulars	Rs
Opening balance cash	40,000	Rent paid	1,200
Receipt of entrance fees	8,000	Payment for purchase of cricket balls	500
Subscription received for fees	16,000	Payment for purchase of cricket bats	1,600
Previous year's subscription received	1,600	Payment of stationary in cash	100
Paid salaries	2,000		
Miscellaneous expenses	200		

38. From the following particulars prepare Income and Expenditure Account

	Particulars	Rs
i	Fees collected, including '80,000 on account of the previous year	3,80,000
ii	Fees for the year outstanding	10,000
iii	Salary paid, including '3000 on account of the previous year	28,000
iv	Salary outstanding at the end of the year	1,000
v	Entertainment expense	3,000
vi	Tournament expense	12,000
vii	Meeting expenses	18,000
Viii	Travelling expense	6,000
ix	Purchase of books and periodicals including 19,000 for purchase of books	29,000
x	Rent	10,000
xi	Postage telegrams and telephones	15,000
xii	Printing and stationary	4,000
xiii	Donation received	20,000

39. Distinguish between income and expenditure account and receipt and payment account.

40. What are non trading concerns?

UNIT – V

41. Explain the features of joint venture.

42. Ramu and Chand enter into joint venture to share the results as to 2:1. The joint venture transaction are as under:

particulars	Ramu (₹)	Chand (₹)
Goods supplied	60000	30000
Expenses paid	8000	2000
Sales proceeds received	80000	56000

Show the journal entries and ledger account in the books of the both the parties

43. Prem consigned 200 boxes of medicines @ 100 per box to Ram. He incurred the following expenses:

Insurance	1,000
Loading charges	1,600
Freight	1,400

An account sale was received from Ram which showed that 160 boxes were sold @ 200 per box.

Ram incurred the following expenses:

Clearing charges	100
Godown rent	400
Advertisement	600
Other selling expenses	1,000

Ascertain the value of stock on consignment and show also the relevant entry.

44. A and B were partners in a joint venture sharing profits & losses equally. A supplied goods to the value of 10,000 and incurred expenses amounted to 800. B supplied goods to the value of 8,000 and his expenses amounted to 800. B sold the entire goods on behalf of the joint venture and realized 24,000. B was entitled to a commission of 5% on sales. B settled his accounts by bank draft. Show the journal entries and ledger accounts in the books of A and B under memorandum joint venture method.

45. Keshav of Bhopal send 100 electronic gadgets, which cost ₹9,000 each to Santhosh of Chennai on consignment basis. Keshav paid freight of ₹12,000 cartage ₹3,000 and insurance ₹4,000, in Chennai. Santhosh has spent ₹1,000 as cartage loading and unloading ₹500.

The goods have been kept in a godown at a monthly rent of ₹1,000 per month. At the end of Accounting period 20 gadgets remained unsold. The selling price of the gadgets is ₹10,000 At Chennai. What should be the value of stock unsold?

46. State the features of joint venture.

47. Describe the salient features of consignment

48. Maran, Saran and Maravan entered into a joint venture agreeing to share profits 6:3:1

They paid into a joint bank account their contribution amounts as follows Maran

₹60,000 Saran ₹40,000 and Maravan ₹2000. Purchases paid from joint bank account

₹1,00,000. Most of the goods were sold for ₹2,50,000. Maravan took over damaged goods

For ₹1,500 other expenses were as follows cartage paid by Maran ₹5,200 rent paid by Saran

₹2,500 and Maravan paid for advertising ₹2,000. Prepare the necessary ledger accounts.

49. Explain the term Account sales in detail

50. What are the accounting procedures followed in calculation of stock on consignment?

Section C

UNIT – I

1. Shri maintains a columnar petty cash book on the imprest system. The imprest amount is Rs 500. From the following information show how his petty cash book would appear for the week ended 12th Sep 1996.

- Sep 7 Postage Rs 12
 - Stationery Rs 32
 - Entertainment Rs 15
- 8 Travelling & Conveyance Rs 120
 - Miscellaneous expenses Rs 15
 - Refreshment Rs 17
- 9 Repairs Rs 156
- 10 Postage Rs 17
 - Entertainment Rs 12
 - Travelling Rs 38

2. Enter the following transactions in a Three column cash book: 2008

- Dec 1 commenced business with Rs 50000
- 2 sold goods to Arun Rs 28000
- 5 Received cash from Arun Rs 27500 in settlement of his a/c.
- 7 Paid cash to Sanjay Rs 2900
 - Discount allowed by him Rs 100
- 10 Paid into bank Rs 30000
- 14 Received from Rajesh Rs 950
 - Allowed him discount Rs 50
- 16 Paid rent by cheque Rs 10000
- 18 Cash sales Rs 2500
- 20 Purchased stationery Rs 250
- 23 Paid Suresh cash Rs 3900
 - Discount allowed Rs 100

3. Petty cashier received `600 on April 1, 1999, From the head cashier. Prepare a petty cash book on the imprest system for the month of April 1999. From the following items.

April	Particulars	` Rs
3	Stamps	50
5	Taxifare	100
6	Pencils & pads	75
7	Registry	25
10	Speed post	45
12	Telegram	35
15	Refreshment	55
16	Auto fare	20
19	Typing paper	60
20	Bus fare	15

22	Trunk calls	43
25	Office cleaning	18
30	Courier services	17

Show the analysis of payments as postage & stamps. Telephone and Telegrams Conveyance, stationary and sundry expense. Assume imprest amount `600. Enumerate the advantages and disadvantages of double entry system.

4. Explain the use of subsidiary books
5. Prepare cash book for M/s Rohan Traders

Date	Particulars	` Rs
2005 December 1	Cash in hand	27,500
05	Cash received from Nithya	12,000
08	Insurance premium paid	2,000
10	Furniture purchased	6,000
14	Sold goods for cash	16,500
18	Purchased goods from Narman for cash	26,000
22	Cash paid to Rohini	3,200
28	Sold goods to Kanika for cash	18,700
28	Cash deposited into bank	5,000
30	Rent paid	4,000
31	Salary paid	7,000

6. Enter the following transactions in a Simple Cash Book of Shri. Subramanian

1999 April	Particulars
1	Commenced business with cash `24,000
5	Bought goods for cash `6,000
10	Goods sold for cash `11,200
13	Paid into bank `2,500
14	Sold goods to Ganesan on credit `9,000
15	Bought goods from Mohan on credit `13,600
20	Purchased furniture `9,600
21	Purchased stationary `160
23	Received cheque from Ganesan `9,000
25	Paid Mohan `13,600
26	Received commission `740
27	Paid telephone charges `300
30	Drawn from bank `3,800

7. Journalise the following transactions

1998 June	Particulars
1	Karthik commenced business with `20,000
2	Paid into bank `5,000
3	Purchased plant worth `10,000 from Modi & Co
4	Purchased goods worth `5,000 from Anwar
6	Sold goods worth `2,000 for each

10	Goods worth ₹4,000 sold to Anbu
12	Goods returned by Anbu ₹50
18	Withdrawn from bank for office use ₹2500
20	Paid salaries ₹1,800
25	Withdrawn for personal use ₹250
26	Goods returned to anwar ₹100
27	Paid for office furniture ₹1,500 by cheque
28	Received ₹3,900 cash from Anbu and discounted allowed ₹50
29	Paid anwar on account ₹4,800 and discount allowed by him ₹100

8. What are subsidiary books?

9. Discuss about the methods of preparing trial balance.

10. What are the objectives of accounting?

UNIT – II

11. Prepare trading profit & loss a/c and balance sheet from the following trial balance of Mr. M. Mohan.

Debit	Rs	Credit	Rs
Opening stock	3000	Sales	30000
Purchase	18000	Capital	19000
Wages	5000		
Factory expenses	1000		
Discount	800		
Salaries	6000		
Office expenses	3000		
Debtors	10000		
Rent	2200		

Adjustments:

- a) Closing stock Rs10000
- b) Wages outstanding Rs 1200
- c) Rent prepaid Rs 1000
- d) Provide reserve for bad debts at 5%

12. The bank overdraft of Rajini on 31.12.1993 as per cash book is 9,000. From the following Particulars prepare bank reconciliation statement

- (i) Un presented cheque ₹3,000
- (ii) Un cleared cheque ₹1,700
- (iii) Bank interest debited in the pass book only ₹500
- (iv) Bill collected and credited in the pass book only ₹800
- (v) Cheque of Renu dishonoured ₹500
- (vi) Cheque issued to Sekar entered in the cash column of cash book ₹300

13. Rectify the following errors:

- (i) Sales to Sridhar ₹152, posted to his account as ₹125

- (ii) Purchased goods from Manohar `550 credited as `505
- (iii) Received Bills Receivable from Seenu `1,000, posted as `100
- (iv) Purchased furniture on cash for `2,000 was not posted

14. The following are the ledger balances extracted from the books of weifa;

Particulars	Rs `	Particulars	Rs `
Waifa's capital	50,000	Sales	3,01,000
Bank overdraft	8,400	Return inwards	5,000
Furniture	5,200	Discount (cr)	800
Business premises	40,000	Taxes & insurance	4,000
Creditors	26,600	General expenses	8,000
Opening stock	44,000	Salaries	18,000
Debtors	36,000	Commission allowed	4,400
Rent from tenants	2,000	Carriage on purchases	3,600
purchases	2,20,000	Provision for doubtful debts	1,000
		Bad debts written off	1,680

Adjustments :

- (i) Stock on hand on 31.12.1995 was extracted to `40,120
- (ii) Write off depreciation on business premises `600 and furniture `520
- (iii) Make a provision of 5% on debtors for bad & doubtful debts
- (iv) Allow interest on capital at 5 % and carry forward `1,400 for unexpired insurance

Prepare final Accounts for the year ended 31.12.1995.

15. Prepare a bank statement from the following data as on 31.12.1995

	Particulars	Rs `
i	Balance on per cash book	12,500
ii	Cheques issued but not presented for payment	900
iii	Cheques deposited in bank but not collected	1,200
iv	Bank paid insurance premium	500
v	Direct deposit by a customer	800
vi	Interest on investment collected by bank	200
vii	Bank charges	100

16. How will you rectify the following mistakes?

- o Goods worth Rs 58 returned by Raj was entered as Rs 85
- o Rs 150 paid to Ravi towards his salary debited to his personal a/c
- o Cash sales Rs 120 was not recorded in the books.
- o Goods sold to sam Rs 350 was debited to Ram
- o Purchase of goods from Devi Rs 2500 has been wrongly passed through the sales book.

17. From the following trial balance prepare Trading, Profit & Loss account and Balance sheet As on 31st December 2009.

Particulars	Debit (₹)	Credit (₹)
Drawings	10,000	
Opening stock	46,000	
Purchase and purchase returns	1,50,000	600
Cash in hand	3,400	
Bank balance	22,660	
Free hold premises	38,600	
Trade expenses	840	
Printing and stationary	1,640	
Professional charges	280	
Commission received		3,300
Investment	4,000	
Interest on deposit		200
Sundry debtors and creditors	36,000	29,000
Wages	25,000	
Salaries	14,000	
Rent	4,000	
Capital		1,14,700
Income tax	1,600	
Discount allowed and received	6,300	4,600
Sales returns and sales	500	2,08,000
Bills receivable and bills payable	3,200	10,000
Office furniture	3,050	
Bad debts provision		670
	3,71,070	3,71,070

Adjustments:

- (i) Provide for wages ₹5,000.
 - (ii) Write off 5% depreciation on free hold premises and 10% on office furniture.
 - (iii) Insurance to the extent of ₹200 belongs to the year 2010.
 - (iv) Closing stock as on 31.12.2009 is ₹52,000.
 - (v) Charge interest on capital @ 5%
18. The following errors were detected in account books of Prem & co
- (i) The sales book was undercast by ₹350
 - (ii) Entertainment expenses ₹95 though entered in the cash book was omitted to be Posted in the ledger
 - (iii) Discount column of the receipt side of the cash book wrongly added as ₹140 Instead of ₹120.
 - (iv) commission paid ₹25 was posted twice to discount and commission a/c
 - (v) A sale of ₹139 to Ram though correctly entered in the sales book was posted Wrongly to his account was ₹193
 - (vi) A purchase from Nandhu of ₹92, though correctly entered in the purchase book

Debited to his personal account.

Prepare necessary rectification journal entries.

19. Following are some accounting errors. Rectify them by making journal entries.
- Sales for `20,000 made to Malvika was not entered in the Sales Book.
 - Salary of `7,500 paid to accountant Raman was debited to his personal account.
 - Old furniture sold for `2,800 was entered in the Sales Book.
 - Carriage paid `500 on purchase of Machine was debited to carriage a/c.
20. From the following particular of M/s Ananya Industries. Prepare bank reconciliation statement as on December 31, 2006
- Bank balance as per cash book `32,500.
 - Cheques deposited into bank but not credited upto December 31, 2006 is `8,900.
 - Cheques issued but not presented for payment `12,500.
 - Bank credited `5,000 for receiving dividend through electronic clearing system
 - Bank charges debited by Bank `400.

UNIT – III

21. Mrs. Sarojini Balu & co purchased a machine for Rs `22,000 on January 1, 1992. The Estimated life of the machinery is 10 years after which its breakup value will be `2,000. Depreciation has to be charged at 21% on the diminishing balance. There was an addition To the original plant on January 1, 1994 to the value of ` Rs 4,000 you are required to prepare Machinery A/c for the first three years.
22. State the main causes of depreciation.
23. A machine purchased on 1st July 1983 at a cost of Rs `14,000 and Rs `1,000 was spent on its Installation. The depreciation is written off at 10% on the original cost every year. The Books are closed on 31st December each year. The machine was sold for Rs `9,500 on 31st March 1986. Show the machinery account for all the years.
24. Explain the methods of depreciation. Classify and discuss different types of depreciation methods in detail.
25. A firm purchased a machine on 1st April, 1998 for Rs `37,000 and spent Rs 3,000 on its installation. Depreciation is written off at the rate of 10% on the original cost. Accounts are closed on 31st December every year. On 30th June, 2002 the machine was disposed off for ` Rs 20,000. Write up the machinery account from 1998 to 2002.
26. 'A' Ltd purchased a machine for Rs `80,000 on 1.04.2005. Installment charges were ` Rs 5,000. Depreciation was charged to 5% p.a. under straight line method of depreciation. Prepare Machinery accounts for 3 years.
27. What are the various types of reserves?
28. What are the sources of Capital Reserve?
29. An asset is purchased for Rs `25,000. Depreciation is to be provided annually according to the straight line method. The useful life of the asset is 10 years and the residual value Rs `5,000. You are required to find out the rate of depreciation and prepare the asset A/c for the first three years.
30. A company acquired a machine on 1-1-88 at a cost of ` Rs 40,000 and spent Rs `1,000 on its installation. The firm writes off depreciation at 10% on the diminishing balance. The books are closed on 31st December of each year. Show the machinery A/c for 3 years.

UNIT – IV

31. From the following particulars relating to Silver Sports Club prepare a receipt and Payment account for the year ending March 31, 2015.

Particulars	Rs `	Particulars	Rs `
Opening cash balance	1,000	Rent paid	3,000
Opening bank balance	7,200	Sport material purchased	4,800
Subscription collected 2013-2014 = 500 2014-2015 = 7,600 2015-2016 = 900	9,000	Purchase of refreshment	600
		Expense for maintenance	2,000
		Salary paid	2,500
		Tournament expenses	2,400
Sale of refreshments	1,000	Furniture purchased	1,500
Entrance fees received	1,000	Office expenses	1,200
Sale of old sports materials	1,200	Cash in hand	400
Donation received for pavilion	4,600		

32. From the receipt and payment account given below, prepare the Income and Expenditure Account of clean Delhi Club for the year ended March 31, 2014

Receipts	Rs `	Payments	` Rs
Cash in hand	3,200	Salary	1,500
Subscription	22,500	Rent	800
Entrance fees	1,250	Electricity	3,500
Donation	2,500	Taxes	1,700
Hall rent	750	Printing and stationary	380
Sale of investments	3,000	Sundry expenses	920
		Book purchased	7,500
		Govt. bonds purchased	10,000
		Fixed deposit	5,000
		Balance c/d	
		Cash in hand	400
		Bank	1,500
	33,200		33,200

33. Draw specimen of income and expenditure account.

34. In 2004, the subscription received were `17,500 which includes `400 for 2003 and `600 for 2005. At the end of 2004 subscription outstanding were `500. The subscription due but not Received at the end of the previous year i.e. 2003 were `600, what amount should be credited .To income and expenditure account as subscriptions?

35. Find out the amount of salaries to be debited to income and expenditure account for 1999 from the details given below

Particulars	Rs `
Payments made for salaries during 1999	48,000
Outstanding salary as on 31-12-1998	2,000

Outstanding salary as on 31-12-1999	3,200
Prepaid salary as on 31-12-1998	1,200
Prepaid salary as on 31-12-1999	1,600

36. What are the cash and non cash items?

37. The following is the Receipts and Payments account of Kandan recreation club for the year ended 31st March 2012.

Receipts	Rs ‘	Payments	Rs ‘
To Balance B/d	7,000	By Salaries	28,000
To subscription		By general expenses	6,000
2000-2001	5,000	By Electricity	4,000
2001-2002	20,000	By books purchased	10,000
2002-2003	4000	By periodical purchased	8,000
To rent for use of conference room	14,000	By loan repaid	20,000
To receipts from entertainment facilities	28,000	By balance C/d	4,000
To sale of old magazines	2,000		
	80,000		80,000

Additional Data:

- (i) The club has 50 members. Each paying ‘500 p.a. as subscription
- (ii) Subscription outstanding on 31-12-2002 ‘6,000
- (iii) Salaries outstanding ‘2,000, salaries paid include ‘6,000 for 2000-1
- (iv) On 1-4-2001 the club properties were; Building ‘2,00,000, furniture & fittings ’20,000 and books ’20,000
- (v) Provide 10% depreciation on buildings and furniture

Prepare Income and Expenditure Account for the year ending 31-3-2002 and a balance sheet on that date.

38. From the following details, ascertain the amount of subscriptions to be credited to income and expenditure account for the year 1999. Subscription received in 1999 ’48,000 which include ‘4,000 for the year 1998 and ‘8,000 for the year 2000. Subscriptions due but not received at the end of year 1999 were ’20,000. Subscription received in 1998 in advance for 1999 were ’12,000.

39. How would the following items appear in the income and expenditure a/c of a sports club?

Opening stock of sports materials	12000
Opening creditors for sports materials	5000
Payment for sports materials	42000
Sale of old sports materials	1000
Closing stock of sports materials	15000
closing creditors for sports materials	6000

40. From the following, prepare an Income and Expenditure Account for the year ended 31st March, 2011:

Date	Receipts	Amt	Date	Payments	Amt
2010	To balance:		2011	By salaries	36000
Apr 1	Cash	550	Mar 31		
	Bank	4500			

2011 Mar 31	To Subscription (including Rs 2000 for 2011-2012)	30000		By Rent	6000
	To interest on investment (cost of Investment Rs 150000)	15000		By printing & stationery	1540
	To Bank Interest	100		By postage	250
	To sale of Scooter	7500		By purchase of bicycle	5950
				By government bonds	6800
				By balance:	
				Cash	120
				Bank	1130
		57700			57700

Subscriptions include Rs 1,200 for 2009-10. Also rent includes Rs 500 paid for March, 2010. Subscriptions amounting to Rs 1,500 have still to be collected for the year 2010-2011. Rent for March, 2011 is still to be paid and Rs 250 is outstanding against a stationery bill. The book value of the scooter was Rs 8,200. Prepare Income & Expenditure a/c and Balance sheet.

UNIT – V

41. Babu & Company of Chennai Consigned to Hamid & Company of Coimbatore 1,000 Numbers of Gaslights at `300 each. Babu & Company paid freight of `20,000 and insurance .In transit `3,000. During 100 Gaslights were totally damaged by fire Hamid & Company took Delivery of remaining Gaslights and paid `1,530 for Octroi. Hamid & Company sent a bank Draft for `1,00,000 as advance payment and later sent an account sales showing that 800 Gaslights were sold at `400 each. Expenses incurred in godown rent and advertisement etc., amounted `4,000. Hamid & Company is entitled to a commission of 5%. Prepare the consignment account accidental loss account and Hamid & Company account in the books of Babu & Company assuming that the claim of insurance company was settled for `28,000.

42. Gopal and Ahamed undertook jointly to construct a building for contract price of joint banking account was opened by them in their names. Gopal paid `1,00,000 and Ahmad paid `50,000. Profit and loss is to be distributed in the ratio of 2:1. The details of Transaction made are given below.

Particulars	` Rs
Wages	80,000
Materials purchased	1,60,000
Material supplied by Gopal	10,000
Material supplied by Ahamed	8,000
Gopal paid Architect's fee	4,000

After the completion of contract, the price was duly received. There was stock of unused materials valued at `10,000 and this was taken over by Ahamed. Prepare joint venture Account.

43. What are the characteristics of joint venture accounting?

44. What are the distinctions between a consignment and a sale?

45. Swastik Ltd forwarded on 1st January 2002, 100 bicycles to Narinder & Co of Delhi to be sold on behalf of Swastik Ltd. The cost of one bicycle was `250, but the invoice price was `300.

Swastik Ltd incurred ₹1,000 on freight and insurance and received ₹10,000 as advance from Narinder & Co. Narinder & Co paid ₹500 as octroi and carriage ₹400 as rent and ₹300 as insurance. By 30th June 2002, it has disposed of 80 bicycles for ₹25,000. Narinder & Co is entitled to commission on sale at 5% on proforma invoice price and 25% of any surplus price realized. Narinder & Co remitted the amount due from them by a bank draft.

You are required to give the journal entries to record the above transactions in the books of consignor.

46. S and P entered into joint venture and agreed to divide the profit as to S 60% and P 40%. S and P contributed ₹1,80,000 and ₹1,20,000 respectively for carrying on transactions relating to the venture. They opened a joint bank account with the above contributions. They purchased three old state buses for ₹2,40,000. S and P personally paid ₹45,000 and ₹30,000 respectively for repairs and renewals. They purchased a few tyres and tubes costing ₹54,000. Two buses were sold for ₹2,70,000 and the third one was taken by P at cost price. Pass necessary Journal entries.

47. Sekar of Salem sends goods amounting to Rs 50,000 to Mani of Madurai on consignment basis. He pays Rs 1,000 as forwarding charges and Mani spends Rs 500 for carriage. Mani sells the goods for Rs 65,000. He is entitled to a commission of 10% on sales. Pass Journal entries and prepare necessary ledger accounts..

48. X and Y were partners in a joint venture sharing profits and losses in the ratio of 1:2. X supplies goods to the value of Rs 20,000 and incurs freight Rs 500. Y supplies goods to the value of Rs 10,000 and incurs freight Rs 600. Y sells the entire stock of goods for Rs 40,000. He is entitled to a commission of 10% on sales. Prepare Memorandum joint venture a/c and necessary Venturers a/c.

49. Das, Bose and Gupta undertake to construct a mansion for National Housing Trust Ltd. The contract price is agreed at Rs 25,00,000 to be paid in cash, Rs 22,00,000 by four equal installments and the balance amount in 8% Debentures of the company. They agree to share equally the profit or loss. They opened a Joint Bank Account with cash contributed as stated below: Das Rs 3,00,000; Bose Rs 3,75,000 and Gupta Rs 2,00,000. They paid in cash for the following: Material Rs 12,26,800, Wages Rs 7,33,200, sundry expenses Rs 20,000 and Plant Rs 60,000. Das arranges the preparation of building plans etc. and pays Rs 32,000 as architect's fees. Bose brings a concrete mixer and other implements valued at Rs 80,000 and Gupta brings a motor lorry valued at Rs 75,000. On completion of the venture concrete mixer is sold for Rs 50,000 and Plant and other implements are sold for Rs 10,000. Gupta takes back the motor lorry at Rs 40,000. Das took over the Debentures issued by the company at a valuation of Rs 2,80,000. Show the necessary ledger accounts for the Joint Venture.

50. What are the methods involved in preparation of Joint Venture a/c?

ANSWER KEY

1	a	11	a	21	b	31	a	41	b	51	b	61	a	71	b	81	b	91	b
2	c	12	c	22	c	32	b	42	b	52	b	62	a	72	b	82	a	92	a
3	a	13	a	23	c	33	a	43	b	53	b	63	b	73	b	83	a	93	a
4	a	14	c	24	d	34	c	44	b	54	a	64	a	74	c	84	a	94	a
5	a	15	a	25	c	35	c	45	c	55	b	65	c	75	b	85	c	95	c
6	d	16	d	26	c	36	a	46	c	56	c	66	a	76	c	86	d	96	d
7	c	17	a	27	d	37	b	47	a	57	a	67	a	77	a	87	b	97	b
8	a	18	b	28	b	38	a	48	b	58	a	68	b	78	b	88	c	98	c
9	a	19	a	29	b	39	d	49	a	59	d	69	d	79	b	89	c	99	b
10	b	20	b	30	c	40	d	50	d	60	b	70	b	80	a	90	a	100	a

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COIMBATORE – 641 029



DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

TITLE OF THE PAPER: C.P.1-PRINCIPLES OF MANAGEMENT AND
ORGANISATIONAL BEHAVIOUR
SUBJECT CODE: 18UBA101

PREPARED BY: Mrs.M.Sangeetha, Assistant Professor

Section A**UNIT - I**

1. Management is a
 - a) Continuous process
 - b) Short –term process
 - c) Static process
 - d) Functional process
2. _____ is a multipurpose organ that manages a business manager and manages workers and work.
 - a) Recruitment
 - b) Selection
 - c) Management
 - d) Decision making
3. The concept of scientific management was announced by
 - a) Elton Mayo
 - b) Peter F Drucker
 - c) Frederick Winslow Taylor
 - d) Mary Parker
4. _____ is known as the “Father of Human Relations movement”
 - a) Elton Mayo
 - b) Peter F Drucker
 - c) Frederick Winslow Taylor
 - d) Mary Parker
5. Contingency approach can also be termed as
 - a) Social approach
 - b) Situational approach
 - c) Behavioural approach
 - d) Organisational approach
6. The author of the famous book “The function of the Execution” is
 - a) Chester Barnard
 - b) Frederick Winslow Taylor
 - c) Elton Mayo
 - d) Peter F. Ducker
7. What is the term used to define the number of subordinates directly controlled by a manager?
 - a) Division management
 - b) Departmentalization
 - c) Investment span
 - d) Span of management
8. Which source of power is based on a manager's ability to punish a subordinate?
 - a) Coercive power
 - b) Referent power
 - c) Rewarded power
 - d) Legitimate power
9. Leadership can _____ subordinates to help the organization achieve its goals.
 - a) Motivate
 - b) Communicate
 - c) Direct
 - d) All of the above
10. The management of people/labor should be handled by what department in an organization?
 - a) Administration
 - b) Human Resources
 - c) Information Systems
 - d) Accounting
11. The Behavioral approach to management focused on:
 - a) The worker
 - b) The manager
 - c) The owner
 - d) None of the above.
12. The recently emerged type of managerial job is _____
 - a) Top Manager
 - b) Middle Manager
 - c) First Line Manager
 - d) Team Leader
13. Who studied the nature of specific jobs, and broke the tasks into basic work units with the end result providing the one right way to perform the job?
 - a) Douglas M. McGregor
 - b) Frederick W. Taylor
 - c) Henry L. Gantt
 - d) Henry L. Gantt
14. Which of the following is not a basic function of the management process?
 - a) Controlling
 - b) Organizing
 - c) Working
 - d) Leading
15. Authority, discipline, unity of command, and unity of direction are:
 - a) Taylor's four principles of management.
 - b) Principles of the human relations movement.
 - c) Elements of Weber's ideal bureaucratic structure.
 - d) Four of Fayol's fourteen principles of management.
16. When we classify managers according to their level in the organization they are described as
 - a) Functional, staff and line managers
 - b) Top managers, middle managers and supervisors
 - c) High level and lower level managers
 - d) General managers and administrative managers
17. _____ is the specialization of various tasks so as to increase the overall efficiency of individual employees.
 - a) Division of labour
 - b) Discipline
 - c) Order
 - d) Equity
18. _____ are organizational members who integrate and coordinate the work of others.
 - a) Managers
 - b) Team leaders
 - c) Subordinates
 - d) Operatives

19. The fourteen principles of management are associated with whom?
a) Weber b) Drucker c) Taylor d) Fayol
20. Which of the management tasks is the most important for a supervisory manager?
a) Planning b) Organizing c) Controlling d) Staffing

UNIT- II

21. The planning process can be used to promote _____ in organization
a) Advancement b) Technologies c) Innovation d) Discoveries
22. Which type of decision making is carried out by lower level management and deals with specific day-to-day processes?
a) Programmed decision making b) Operational decision making
c) Administrative decision making d) Mid-level decision making
23. _____ is the process of using the resources and personnel of an organization in an orderly way to achieve the objectives and long-term goals of the organization.
a) Planning b) Organizing c) Leading d) Controlling
24. The resources within an organization, used to achieve its goal, make up the _____ of a business.
a) External environment b) Internal environment c) Social responsibility d) Workers motivation
25. _____ plans have clearly defined objectives.
a) Directional b) Flexible c) Specific d) Standing
26. The General Manager's meeting was most likely a result of the following management function:
a) Organizing b) Planning c) Decision-Making d) Controlling
27. The decision-making model consists of four styles: directive, analytic, behavioral and _____.
a) Conceptual b) Intuitive c) Group interaction d) Laggard
28. Henri Fayol, a French industrialist, first analyzed what managers do and divided that work into functions. The study of the management function that defines goals and establishes strategies to achieve them is called:
a) Planning b) Organizing c) Leading d) Controlling
29. A plan developed to carry out a course of action that is not likely to be repeated in the future is called:
a) Single-use plan b) Specific plan c) Reaction plan d) Directional plan
- 30) The management function that specifies goals to be achieved and deciding in advance the appropriate actions to achieve those goals is:
a) Leading b) Controlling c) Organizing d) Planning
31. A primary benefit of MBO is:
a) Avoid competition b) Resistance against new entrance
c) Improve employee motivation d) Increase resources
32. The plans which deal with fairly small set of activities are called:
a) Strategic plan b) Tactical plan c) Operational plan d) Personal plan
33. Low level management has a complete authority to make decisions in case of:
a) Centralization b) Decentralization c) Scalar Chain
34. Which of the following is a function of how much decision-making authority is pushed down to lower levels in the organization?

- a) Departmentalization b) Centralization c) Span of control d) Power
35. Which of the following is the final step in the decision-making process?
 a) Identifying the problem b) Evaluating the decision's effectiveness
 c) Identifying decision criteria d) Selecting an alternative that can resolve the problem
36. In the MBO system:
 a) Objectives are determined by management b) Goals are only reviewed at the time of completion
 c) Goals are used as controls d) Progress is periodically reviewed
- 37.) The first step in the decision-making process is which of the following?
 a) Developing decision criteria b) Allocating weights to the criteria
 c) Analyzing alternatives d) Identifying a problem
38. If all criteria in the decision making are equal, weighting the criteria _____.
 a). improves decision making when large numbers of criteria are involved
 b) is not needed
 c) produces excellent decisions
 d) improves the criteria
39. Decision making is (simplistically) typically described as which of the following?
 a) deciding what is correct b) putting preferences on paper
 c) choosing among alternatives d) processing information to completion
40. In Step 6 of the decision-making process, each alternative is evaluated by appraising it against the _____.
 a) subjective goals of the decision maker b) criteria
 c) assessed values d) implementation strategy
- UNIT-III:**
41. _____ is the process of getting results accomplished through others.
 a) Ordering b) Mandating c) Delegating d) Working
42. When a subordinate or lower level manager passes information or offers suggestions to higher level management, they're using which level of communication?
 a) Upward communication b) Downward communication
 c) Lateral communication d) Diagonal communication
43. A budget is what type of control?
 a) Standard b) Process c) Division d) Financial
44. A _____ organizational structure is the simplest form and has clear lines of authority and ease of decision making.
 a) Horizontal b) Line c) Vertical d) Staff
45. Which of the following functions or activities requires recruiting and placing qualified personnel needed for the organization so that it may achieve its objectives and goals?
 a) Planning b) Staffing c) Organizing d) Controlling
46. A variation of the electronic meeting that links together media from different locations is _____
 a) E-commerce b) The Delphi technique c) Video conference d) E-conference
47. The vertical flow of communication from lower level to one or more higher levels is _____.
 a) Upward communication b) Downward communication
 c) Formal Communication c) Horizontal communication
48. _____ is not one of the eight steps in the decision making process.
 a) Identifying the problem b) Analyzing alternative solutions
 c) Implementing the decision d) Delegating the decision making

49. The assignment of new or additional responsibilities to a subordinate is called:
a) Coordination b) Specialization c) Delegation d) Span of control
50. Each subordinate should report to one and only one superior is called:
a) Authority b) Unity of command c) Unity of direction d) Order
51. Monitoring organizational progress towards goal attainment is called:
a) Planning b) Organizing c) Leading d) Controlling
52. Inspiring people to be high performer is called:
a) Controlling b) Leading c) Planning d) Organizing
53. A _____ is the number of subordinates that an executive supervises
a) Span of control b) Committees c) Staffing d) Delegation
54. _____ is the process of making a hire or no-hire decision regarding each applicants for a job
a) Selection b) Recruitment c) Staffing d) Training
55. Which function involves maintaining records of all employees
a) Recruitment b) Staffing c) Selection d) Controlling
56. Can be defined as the concentration of all power and authority in the hands of few top-level managers.
a) Centralisation b) Decentralisation c) Authority d) Delegation
57. Elements of directing are
a) Supervision b) Leadership c) Motivation d) All the above
58. The main objective behind directing is to
a) Trigger a will to do b) Maintain discipline c) Enforce control d) Future achievement
59. Controlling function management cannot be performed without
a) Planning b) Organising c) Staffing d) Directin
60. Which is the following is a part of controlling?
a) Setting performance standard b) Taking corrective action
c) Measuring and comparing performance d) All of the above.
- UNIT-IV**
61. Positive science explains
a) Cause and effect relationship b) prescribing solutions for problems
c) Both a and b d) Neither
62. Objective of OB is to explain
a) Behaviour description and behaviour influence
b) Behaviour influence and behaviour prediction
c) Behaviour prediction and behaviour understanding
d) Behaviour description, behaviour influence, behaviour prediction and behaviour understanding
63. Which discipline is concerned with science of mind, soul, consciousness and human behaviour.
a) Sociology b) Anthropology c) Psychology d) Political science
64. Oranisational decides what is best for its employee under
a) Supportive model b) Autocratic model c) Collegial model d) Custodial model
65. Supportive model of OB is based on
a) X theory b) Y theory c) Z theory d) Both Z and X theory
66. Behavioural solution given are organizational context dependent according to
a) Human resources approach b) System approach
c) Inter disciplinary approach d) Contingency approach

67.who constructed sociogram in terms of behavioural data and contributed sociometric technique

a)Maslow b)Jacob Morend c) Skinner d)Fayol

68.An individual working in the organization is to be viewed holistically according to concept of

a)Whole person b) Individual difference c) dignity of labour d) Caused behaviour

69.Unique and stable pattern of behaviour, thoughts and emotions shown by individual is.

a)Emotion b) Personality c) Values d) Attitude

70.Basic conviction about what is right or wrong good or bad, desirable or not is

a) Ethics b) Values c) Emotion d) Satisfaction

71.Individuals general affective , cognitive and international response towards object other people, themselves or social issues is

a)Values b)Ethics c)Emotion d) Attitude

72.The need to discover who we are and to develop ourselves to the full extent possible

a)Self actualization b)Affiliation need c)Physiological need d)Eskom need

73.Ability to exert muscular force repeatedly continuously is

a)Dynamic strength b) Trunk strength c) Static strength d) Exposure strength

74.Refer to ones stamina, manual dexterity, leg strength

a) Balance b) body c) Physical ability d)Body co-ordination

75.Which ego represented social norms/personal norms

a)Id b)Fgo c)Super ego d).None of these

76.Which image represent ones' true self

a)Self image b)Ideal self image c) Glass image d) Real self image

77.Person who is moving freely with other communicates freely with other and prefers to be in the company of others is called personality

a)Extrovert b) Introvert c)Judgement d)Perception

78.The self actualization is the brain child of

a)Taylor b) Fayol c) Maslow d)Gibbson

79.Point out the measures to tone up ones perception

a)Empathy b)Improving self concept c) Positive attitude d) All of them

80.Larger object induce deep perception as per

a) Stimuli selection factors b) stimuli organizing factors

c)Stimuli interpreting d)Stimuli checking factors

UNIT-V

81.Which team enjoys utmost autonomy in its functioning

a)Lead team b) Cross functional team c) Problem solving team d)Self managed team

82.Head team refers to

a)Task force b)Difference functional department c) Self managed team d) Problem solving team

83.Interactions among the people in transaction analysis are called

a)Ego b) Transaction c) Life position d) stroking

84.Who keeps the emotion under control

a)Child ego b)Parent ego c) Adult ego d) Both parent and adult ego

85.Persons way of thinking is called

a) Ego b) Stroking c) Transaction d) Life position

86.The process of breaking whole job into number of parts and entrusting them to different person without offering any specializing training is

a) Job enlargement b) Job rotation c) Job simplification d) Job enrichment

87. In a grid which point refers to maximum concern for people and for productivity is called
 a) Middle of the road manager b) Country club manager
 c) Task management leader b) Impoverished leader
88. Allowing employees to vary working hours within the stipulated limit is called
 a) Compressed work week b) Shorter work week c) Flexi timing d) Tele commuting
89. Allowing employees to work for lesser number of days in a week by overworking on the days of their presence is
 a) Compressed work week b) Shorter work week c) Tele commuting d) Flexi timing
90. Expansion of scope of job so as to make it interesting is
 a) Job simplification b) Job rotation c) Job enrichment d) Job enlargement
91. A set of values used in competing values approach is
 a) Flexibility Vs control b) People Vs organization c) Means Vs values d) All the above
92. Power is concentrated in the hands of few in
 a) Democratic culture b) Participative culture c) Laise faire d) Paternalistic
93. Holidays declared in a country reflect
 a) Professional culture b) Participative culture c) Weak culture d) National culture
94. Which organization recognizes that meaningful work nourishes the inner life of employees
 a) Bureaucratic b) Paternalistic c) Spiritual d) Committee organization
95. Display of values, belief, and norms in the organization is a method of
 a) Creating a culture b) Sustaining a culture c) Changing a culture d) Learning a new culture
96. In which form of organization project and functional structure overlap
 a) Project b) Matrix c) Team d) committee
97. Team set up to address a specific issues by drawing expert related to a given field is
 a) Cross functional team b) Virtual team c) Problem solving d) Task force
98. Which of the following is idea generation technique
 a) Delphi technique b) Brainstorming c) Electronic meeting d) Nominal group technique
99. Employee participated in decision making is
 a) Monetary motivation b) Non-monetary motivation
 c) Partly monetary motivation d) Partly non-Monetary motivation
100. Group of task willton a unit is
 a) Goal b) Policy c) Job d) Work

Section B

UNIT – I

1. Define Management.
2. Is management an art or science- Explain.
3. What is scientific management?
4. Who is referred the father of scientific management? What is the goal of scientific management?
5. What are the techniques of scientific management?
6. Mention the role of Managers?
7. Name the different levels of Management?
8. Define administration?
9. Discuss the scope and nature of management.
10. What are the environmental factors that affect business.

UNIT-II

11. Define the term Planning

12. List out the various principles of organization
13. Give the importance of Management Decision Making.
14. What is Decision making?
15. Mention any two features of Decision making
16. What is the necessity of organization?
17. Define organizing
18. Why is informal organization needed?
19. What do you understand by the term span of management
20. What is meant by "Management by Objectives"

UNIT-III

21. What is meant by delegation?
22. Explain the term Authority.
23. Define staffing.
24. What do you mean by 'Recruitment'?
25. Distinguish between line and staff system and functional system.
26. Explain the different types of Budget.
27. What are the merits of staffing?-
28. What are the Pre-requisites of Control-
29. Mention the elements of directing
30. What are all the external sources of recruitment.

UNIT IV

31. Define organizational behavior.
32. What is meant by organizational structure?
33. Define organizational culture.
34. What is human resource approach in organizational behavior.
35. Define personality.
36. Explain type A personality with example.
37. State the dimension of personality.
38. What do you mean by perception?
39. What is belief?
40. Explain non- financial motivation.

UNIT V

41. Define organizational development.
42. What do you mean by team building?
43. What is survey feedback?
44. Explain about job satisfaction.
45. Discuss about job rotation .
46. What is meant by TQM.
47. Distinguish Organisational development and managerial development.
48. State the operational goals of organizational development.
49. What are organizational interventions?
50. What are the objectives of organizational interventions

Section C

UNIT – I

1. Is management a science or art? & discuss the steps in method study.
2. Discuss the contribution made by Henry Fayol to management thought.

3. What is Management- State its features.
4. How does Management differ from Administration-
5. State the contributions of F.W. Taylor towards scientific management.
6. What are the various functions of management?
7. Explain the responsibilities of Managers.
8. What are the contribution of Peter F. Ducker?
9. Explain Hawthorne studies and mention its findings.
10. What are the functional area of management? And also give its importance.

UNIT II

11. Explain the various kinds of Planning.
12. State the principles of effective planning
13. Explain steps involved in planning
14. Explain about Decision Making and describe its process.
15. Distinguish between programmed & non programmed Decisions and discuss the modern approaches to Decision making under uncertainty.
16. Explain the nature of organization.
17. Discuss the purpose of organizing.
18. Explain about Organisational structure with its importance
19. What are the process of organizing.
20. What is meant by "Management by Objectives"- Explain its principles.

UNIT III

21. Discuss the uses of authority. Explain various types of authority.
22. What do you understand by the term responsibility. Mention the elements of responsibility
23. What are the functions of staffing?
24. What are the sources of recruitment.
25. Explain the procedures for recruitment of employees in an organization
26. Define selection. Explain the process of selection.
27. Explain the principles of directing.
28. Explain the steps involved in the implementation of budgetary control.
29. Write a note on the different types of control.
30. Explain the concept and process of controlling.

UNIT IV

31. What are the characteristics of organizational behavior?
32. Specify the objective of organizational behavior.
33. Briefly point out the contribution of various disciplines to organizational behavior.
34. Explain the challenges facing organizational behavior.
35. Point out the functions of organizational culture.
36. Discuss the characteristics of personality.
37. State the dimensions of personality.
38. Elaborate on factors determining the perception.
39. Mention the characteristics of perception.
40. Elaborate the various types of financial and non-financial motivation. V

UNIT V

41. Discuss the advantages and limitations of organizational development.
42. What are the factors influencing organizational development?
43. Point out the assumption of organizational development.

44. Explain the process of TQM.
45. Describe the various models of Organisational development.
46. Explain the general and operational goal of organizational developemet.
47. What are the various methods of job redesign and alternate work options?
48. Explain the needs of organizational development.
49. Explain about the steps involved in organizational development.
50. Explain about organizational interventions.

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ANSWER KEY

1	a	21	c	41	c	61	a	81	d
2	c	22	b	42	a	62	d	82	b
3	c	23	b	43	d	63	c	83	b
4	a	24	b	44	b	64	d	84	c

5	b	25	c	45	b	65	b	85	a
6	a	26	c	46	c	66	d	86	c
7	d	27	a	47	a	67	b	87	d
8	a	28	a	48	d	68	a	88	c
9	d	29	a	49	c	69	b	89	a
10	b	30	d	50	b	70	a	90	d
11	a	31	c	51	d	71	d	91	d
12	c	32	c	52	b	72	a	92	b
13	b	33	b	53	a	73	a	93	d
14	c	34	a	54	a	74	c	94	c
15	d	35	b	55	b	75	c	95	b
16	b	36	a	56	a	76	d	96	b
17	a	37	d	57	d	77	a	97	c
18	a	38	b	58	c	78	c	98	b
19	d	39	c	59	a	79	d	99	b
20	c	40	b	60	d	80	a	100	c

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

TITLE OF THE PAPER: C.P.6 - PRODUCTION AND MATERIALS MANAGEMENT
SUBJECT CODE: 15UBA306

PREPARED BY: Mrs.K.Sudha, Assistant Professor

Section A

UNIT – I

1. The layout strategy that deals with low-volume, high-variety production is
 - a) fixed-position layout b) retail layout c) warehouse layout d) office layout
2. A good layout requires determining
 - a) material handling requirements b) capacity and space requirements
 - c) environment and aesthetics d) cost of moving between various work areas
3. One of the major advantages of process-oriented layouts is
 - a) high equipment utilization b) large work-in-process inventories
 - c) flexibility in equipment and labor assignment d) smooth and continuous flow of work
4. The main issue in designing process-oriented layout concerns the relative positioning of
 - a) work stations b) departments c) raw materials d) entrances, loading docks
5. A process-oriented layout is best suited for Production and Material Management
 - a) the assembly of products like automobiles and appliances b) the mass production of uniform products c) high-volume, low-variety production d) low-volume, high-variety production
6. Which of the following is true for process layouts, but false for product layouts?
 - a) low in-process inventories b) flexibility in equipment and labor assignments
 - c) low variety of products d) high volume of output
7. Which type of layout is used to achieve a smooth and rapid flow of large volumes of output?
 - a) process-oriented b) batch-oriented c) product-oriented d) unit production
8. A product layout would be most appropriate in which of the following cases?
 - a) a grocery store b) a doctor's office c) a gourmet restaurant d) a fast food restaurant
9. Which of the following is true about business strategies?
 - a) An organization should stick with its strategy for the life of the business) b) All firms within an industry will adopt the same strategy) c) Well defined missions make strategy development much easier) d) Strategies are formulated independently of SWOT analysis)
10. The fundamental purpose for the existence of any organization is described by its
 - a) policies b) mission c) procedures d) strategy
11. Which of the following activities takes place once the mission has been developed?
 - a) The firm develops alternative or back-up missions in case the original mission fails) b) The functional areas develop their functional area strategies) c) The functional areas develop their supporting missions) d) The ten OM decision areas are prioritized)
12. Which of the following statements about organizational missions is false?
 - a) They reflect a company's purpose) b) They indicate what a company intends to contribute to society) c) They are formulated after strategies are known) d) They define a company's reason for existence)
13. The impact of strategies on the general direction and basic character of a company is
 - a) short ranged b) medium range c) long range d) temporal e) minimal
14. The fundamental purpose of an organization's mission statement is to
 - a) create a good human relations climate in the organization b) define the organization's purpose in society c) define the operational structure of the organization d) generate good public relations for the organization

15. Which of the following is true?
 a) Corporate mission is shaped by functional strategies
 b) Corporate strategy is shaped by functional strategies
 c) Functional strategies are shaped by corporate strategy
 d) External conditions are shaped by corporate mission)
16. According to the authors, which of the following strategic concepts allow firms to achieve their missions?
 a) productivity, efficiency, and quality leadership
 b) differentiation, cost leadership, and quick response
 c) differentiation, quality leadership, and quick response
 d) distinctive competency, cost leadership, and experience
17. A firm can effectively use its operations function to yield competitive advantage via all of the following except
 a) customization of the product b) set equipment utilization goals below the industry average c) speed of delivery d) constant innovation of new products
18. Which of the following is not an operations strategy?
 a) response b) low-cost leadership
 c) differentiation Production and Material Management d) technology
19. Which of the following is not a key way in which business organizations compete with one-another?
 a) production cost b) quality c) product duplication d) flexibility

UNIT -II

20. A strategy is a
 a) set of opportunities in the marketplace b) broad statement of purpose
 c) simulation used to test various product line options d) plan for cost reduction
21. Which of the following statements best characterizes delivery reliability?
 a) a company that always delivers on the same day of the week
 a company that always delivers at the promised time
 c) a company that delivers more frequently than its competitors
 d) a company that delivers faster than its competitors
22. Which of the following is an example of competing on the basis of differentiation?
 a) A firm manufactures its product with less raw material waste than its competitors
 b) A firm's products are introduced into the market faster than its competitors'
 c) A firm's distribution network routinely delivers its product on time
 d) A firm offers more reliable products than its competitors
23. Which of the following statements best characterizes delivery speed?
 a) a company that uses airlines, not trucks, to move its goods
 b) a company that delivers frequently
 c) a company that delivers faster than its competitors
 d) a company that always delivers on the promised due date
24. Which of the following is true regarding forward scheduling? Forward scheduling is the scheduling of
 a) the end items or finished products b) jobs as soon as the requirements are known c) the start items or component parts d) the final operation first beginning with the due date
25. Which of the following best describes how short-term schedules are prepared? Short-term schedules are prepared

- a) directly from the aggregate plans
 - b) directly from the capacity plans
 - c) from inventory records for items that have been used up
 - d) from master schedules which are derived from aggregate plans
26. Which scheduling technique should be employed when due dates are important for a job order?
- a) forward scheduling b) loading c) dispatching d) backward scheduling
27. Which of the following is not an effectiveness criterion for scheduling?
- a) maximizing flow time b) minimizing completion time
 - c) minimizing WIP inventory d) maximizing utilization
28. Forward scheduling
- a) begins with a delivery date, then each operation is offset one at a time, in reverse order
 - b) is well suited where the supplier is usually able to meet precise delivery dates
 - c) tends to minimize in-process inventory
 - d) assumes that procurement of material and operations start as soon as requirements are known
29. Which file contains important information regarding an item's flow through the shop?
- a) routing file b) work center master file c) control files d) item master file
30. Which of these is not part of the planning files of a production planning and control system?
- a) a progress file b) a work center master file c) an item master file d) a routing file
31. Which of the following files tracks work order progress?
- a) work center master files b) routing files c) item master files d) control files
32. The production database containing information about each of the components that a firm produces or purchases is the
- a) routing file b) work center master file c) control file d) item master file
33. The short-term scheduling activity called loading
- a) assigns dates to specific jobs or operations steps
 - b) specifies the order in which jobs should be done at each center
 - c) assigns jobs to work centers
 - d) assigns workers to jobs
34. The assignment method is
- a) a method to highlight overloads in a given work center Production and Material Management
 - b) a computerized method of determining appropriate tasks for an operation
 - c) a form of linear programming for optimally assigning tasks or jobs to resources
 - d) the same thing as the Gantt schedule chart
35. A scheduling technique used to achieve optimum, one-to-one matching of tasks and resources is
- a) the assignment method b) Johnson's rule
 - c) the CDS Algorithm d) the appointment method
37. Which of the following is an aid used to monitor jobs in process?
- a) a Gantt load chart b) the assignment method
 - c) a Gantt schedule chart d) Johnson's Rule
37. If an assignment problem consists of 7 workers and 7 projects,
- a) one worker will not get a project assignment
 - b) one worker will be assigned two projects

- c) each worker will contribute work toward the seventh project
 - d) one project will not get a worker assigned
38. Orders are processed in the sequence in which they arrive if the rule sequences the jobs
- a) earliest due date b) slack time remaining c) first come, first serve d) critical ratio
39. Which of the following is a function of inventory?
- a) to decouple or separate parts of the production process
 - b) to provide a stock of goods that will provide a selection for customers
 - c) to take advantage of quantity discounts
 - d) to hedge against inflation
40. Which of the following would not generally be a motive for a firm to hold inventories?
- a) to decouple or separate parts of the production process
 - b) to provide a stock of goods that will provide a selection for customers
 - c) to take advantage of quantity discounts
 - d) to minimize holding costs

UNIT -III

41. All of the following statements about ABC analysis are true except
- a) inventory may be categorized by measures other than dollar volume
 - b) it categorizes on-hand inventory into three groups based on annual dollar volume
 - c) it is an application of the Pareto principle
 - d) it states that all items require the same degree of control
42. ABC analysis is based upon the principle that
- a) all items in inventory must be monitored very closely
 - b) there are usually a few critical items, and many items which are less critical
 - c) an item is critical if its usage is high
 - d) the safety stock in terms of volume should be higher for A items than for C items
43. Which of the following statements about ABC analysis is false?
- a) ABC analysis is based on the presumption that controlling the few most important items produces the vast majority of inventory savings
 - b) In ABC analysis, "A" Items are tightly controlled, have accurate records, and receive regular review by major decision makers
 - c) In ABC analysis, "C" Items have minimal records, periodic review, and simple controls
 - d) ABC analysis is based on the presumption that all items must be tightly controlled to produce important cost savings
44. ABC analysis divides on-hand inventory into three classes, generally based upon
- a) item quality b) unit price c) the number of units on hand d) annual demand
45. Cycle counting
- a) is a process by which inventory records are verified once a year
 - b) provides a measure of inventory accuracy
 - c) provides a measure of inventory turnover
 - d) assumes that all inventory records must be verified with the same frequency
46. Among the advantages of cycle counting is that it
- a) does not need to be performed for less expensive items

- b) does not require the detailed inventory records necessary when annual physical inventory is used
 - c) does not require highly trained people
 - d) allows more rapid identification of errors and consequent remedial action than is possible with annual physical inventory
47. The two most basic inventory questions answered by the typical inventory model are
- a) timing and cost of orders b) quantity and cost of orders
 - c) timing and quantity of orders d) order quantity and service level
48. A certain type of computer costs \$1,000, and the annual holding cost is 25% Annual demand is 10,000 units, and the order cost is \$150 per order) What is the approximate economic order quantity?
- a) 70 b) 110 c) 250 d) 12,000
49. Most inventory models attempt to minimize
- a) the likelihood of a stockout b) the number of items ordered
 - c) total inventory based costs d) the number of orders placed
50. In the basic EOQ model, if the cost of placing an order doubles, and all other values remain constant, the EOQ will
- a) increase by about 41% b) increase by 100% c) increase by 200% d) either increase or decrease
51. In the basic EOQ model, if $D = 7,000$ per year, $S = \$100$, $H = \$5$ per unit per month, the Economic Order Quantity is approximately
- a) 527 b) 100 c) 490 d) 142
51. Which of the following statements about the basic EOQ model is true?
- a) If the ordering cost were to double, the EOQ would rise
 - b) If annual demand were to double, the EOQ would increase
 - c) If the carrying cost were to increase, the EOQ would fall
 - d) All of the above statements are true
52. Which of the following statements about the basic EOQ model is false?
- a) If the setup cost were to decrease, the EOQ would fall
 - b) If annual demand were to increase, the EOQ would increase
 - c) If the ordering cost were to increase, the EOQ would rise
 - d) If annual demand were to double, the EOQ would also double
53. Product life cycles for many products are
- a) shrinking rapidly, more flexible
 - b) shrinking rapidly, less flexible
 - c) growing rapidly, more flexible
 - d) growing rapidly, less flexible
54. portions of the material production from
- a) work in process, final customer
 - b) raw material, work in process
 - c) work in process, raw material
 - d) raw material, final customer
55. To get the most profit, a company should
- a) Provide little customer service
 - b) Provide high production costs
 - c) Provide the lowest inventory investment
 - d) Provide the highest distribution costs

56. must keep investment and costs low This can be done by
- a) Increasing inventory so inventory investment is at a maximum
 - b) Decreasing the number of plants and warehouses
 - c) Producing small quantities
 - d) Using short production runs
57. manufacturing stress the need to supply customers with what they want when they want it and to keep inventories at a
- a) TQM, maximum
 - b) Six Sigma, maximum
 - c) JIT, minimum
 - d) ISO 9000, minimum
58. The concept of having department(s) responsible for the flow of materials, from supplier through production to consumer, is relatively new
- a) one
 - b) multiple
 - c) functional
 - d) none of the above
59. Materials management is also called
- a) Distribution planning
 - b) Control and logistics management
 - c) Both of the above
 - d) Neither of the above
60. Materials management is a coordinating function responsible for planning and controlling materials flow Its objective(s) is/are:
- a) Maximize the use of the firm's resources
 - b) Provide the required level of customer service
 - c) Both of the above
 - d) Neither of the above

UNIT -I V

61. Which costs that increase or decrease with the quantity sold
- a) Direct labor, indirect material
 - b) Direct labor, direct material
 - c) Indirect labor, indirect material
 - d) Indirect labor, direct material
62. Inventory not only makes up a portion of the cost of goods sold but has to be purchased at the beginning of production to be processed into finished goods This type of inventory is called
- a) work-in-proces
 - b) finished goods
 - c) raw materials
 - d) none of the above
63. A good planning system must consider:
- a) What are we going to make?
 - b) What does it take to make it?
 - c) What do we have and need?
 - d) All of the above
64. The capability of manufacturing to produce goods and services
- a) Capacity
 - b) Priority
 - c) Planning
 - d) Control

65. responsible for analyzing the marketplace and deciding the firm's response, the markets to be served, the products supplied, and desired levels of customer service its called
- Marketing
 - Finance
 - Production
 - Engineering
- 66) satisfy the demands of the marketplace It does so by using plants, machinery, equipment, labor, and materials as efficiently as possible its called
- Marketing
 - Finance
 - Production
 - Engineering
67. The plan for the production of individual end items
- MPS
 - JIT
 - MRP II
 - MRP
68. Purchasing represent the implementation and control phase of the production planning and control system its called
- production activity control (PAC)
 - material requirements planning (MRP)
 - just-in-time (JIT)
 - marketing
69. The strategy means producing the amounts demanded at any given time
- production leveling
 - chase
 - subcontracting
 - TQM
70. The environment, several product options exist (e.g), automobiles and the customer is not willing to wait until the product is made Therefore manufacturers produce and stock standard component parts
- make-to-order
 - assemble-to-order
 - level production
 - make-to-stock
71. the first step in a manufacturing planning and control system
- Production planning
 - Achieving the forecast
 - Maintaining the required inventory levels
 - Maintaining the planned backlog
72. The cost that is too large equals the cost of turning away business
- production plan
 - backlog
 - resource plan
 - capacity plan
73. The MRP forms a vital link between sales and production as follows:

- a) The MRP makes possible valid order promises
 - b) The MRP is a plan of what is to be produced and when
 - c) The MRP is a contract between marketing and manufacturing
 - d) All of the above
74. The information needed to develop an MPR includes:
- a) The production plan
 - b) Forecasts for individual end items
 - c) Actual orders received from customers and for stock replenishments
 - d) All of the above
75. A schedule is satisfactory when:
- a) Capacity is greater than the production plan
 - b) It doesn't specify to the plant when to start production
 - c) Capacity is consistent with the production plan
 - d) It doesn't specify to the plant when to stop production
76. The objectives in developing an MRP include:
- a) To maintain the desired level of customer service by maintaining finished goods inventory levels or by scheduling to meet customer delivery requirements
 - b) To make the best use of material, labor, and equipment
 - c) To maintain inventory investment at the required levels
 - d) All of the above
77. To reach its objectives, the master production schedule must:
- a) Satisfy customer demand
 - b) Be outside the capacity of manufacturing
 - c) Be outside the guidelines of the production plan
 - d) Be outside both the capacity of manufacturing and the guidelines of the production plan
78. The first step in preparing an MPS is:
- a) Resolve differences between the preliminary MPS and the capacity available
 - b) Check the preliminary MRP against available capacity
 - c) Develop a preliminary MRP
 - d) Develop a rough-cut capacity plan
79. Critical resources in rough-cut capacity planning include:
- a) Bottle-neck operations
 - b) Labor
 - c) Critical materials
 - d) All of the above
80. It is possible to increase the available capacity by:
- a) Using fewer workers
 - b) Scheduling overtime
 - c) Limiting subcontracting
 - d) Rerouting away from other work centers

UNIT -V

81. number of components
- a) make-to-stock

- b) make-to-order
 - c) assembly-to-order
 - d) engineer-to-order
82. In the environment, many end items can be made from combinations of basic components and subassemblies
- a) make-to-stock
 - b) make-to-order
 - c) assembly-to-order
 - d) engineer-to-order
83. The sides, ends, legs, and tops of tables are demand items
- a) dependent
 - b) independent
 - c) forecast
 - d) calculated
84. Since demand is not related to the demand for any other assemblies or products, it must be
- a) dependent, forecast
 - b) dependent, calculated
 - c) independent, forecast
 - d) independent, calculated
85. All major inputs to the MRP system include:
- a) Master production schedule and bill of material
 - b) Bill of material and inventory records
 - c) Inventory records and master production schedule
 - d) Master production schedule, inventory records, and bills of material
87. The _____ is a statement of which end items are to be produced, their quantity, and the dates they are to be completed
- a) MRP
 - b) MPS
 - c) inventory record
 - d) bill of materials
87. The bill of materials shows all the parts required to make
- a) one item
 - b) the MPR
 - c) work-in-process inventory
 - d) raw materials inventory
88. When companies usually make more than one product and the same components are often used in several products
- a) single-level bill
 - b) multiple bill
 - c) multilevel bill
 - d) product tree
89. Financially, inventories are very important to manufacturing companies and represent what total assets on the balance sheet
- a) 10% to 45%
 - b) 25% to 40%

- c) 20% to 70%
 - d) 50% to 80%
90. purchased items received that have not entered the production process They include purchased materials, component parts, and sub-assemblies
- a) Raw materials
 - b) Work-in-process
 - c) Finished goods
 - d) MRO supplies
91. what include hand tools, spare parts, lubricants, and cleaning supplies)
- a) Raw materials
 - b) Work-in-process
 - c) Finished goods
 - d) MRO supplies
92. Inventory serves as a buffer between:
- a) Supply and demand
 - b) Finished goods and component availability
 - c) Customer demand and finished goods
 - d) All of the above
93. inventory is held to cover random unpredictable changes in supply and demand or lead time
- a) Anticipation
 - b) Fluctuation
 - c) Lot-size
 - d) Transportation
94. what is a measure of customer service
- a) Percentage of orders shipped on schedule
 - b) Percentage of line items shipped on schedule
 - c) Order-days out of stock
 - d) All of the above
95. Storing inventory requires _____ and as inventory increases, so do these costs
- a) space and workers
 - b) workers and equipment
 - c) space and equipment
 - d) space, workers, and equipment
96. Liabilities are obligations or amounts owed by a company and include:
- a) Accounts payable
 - b) Wages payable
 - c) Long-term debt
 - d) All of the above
97. The risks in carrying inventory are:
- a) Obsolescence and damage
 - b) Damage and pilferage
 - c) Pilferage and deterioration
 - d) Obsolescence, damage, pilferage, and deterioration
98. The costs incurred in the process of making revenue
- a) Income
 - b) Cost of goods sold

- c) Expenses
 - d) Retained earnings
99. lists all the parts needed to make one complete assembly
- a) summarized parts list
 - b) indented bill
 - c) multilevel bill
 - d) single-level bill
100. The process of multiplying the requirements by the usage quantity and recording the appropriate requirements throughout the product tree
- a) Offsetting
 - b) Planning orders
 - c) Lead time
 - d) Exploding

Section B

UNIT – I

1. Define and explain the term production management.
2. What are the objectives of production management?
3. Describe the factors to be considered in selecting a plant location.
4. What is the significance of process layout for production planning and control ?
5. Explain the principles of plant layout.
7. What is meant routing?
7. List out the functions of production management.
8. List out the steps of production Planning.
9. Define and explain the term dispatching.
10. List out the importance of production management.

UNIT – II

11. Define material handling.
12. What is the importance of material handling?
13. Mention some of the major sources for identifying material handling equipment.
14. Give the types of material handling equipment.
15. State the difference between motion study and time study.
16. Write a short note on work measurement.
17. Describe the planning principles
18. List the factors influencing operating principle.
19. Describe cost analysis.
20. Write short note on safety in material handling.

UNIT – III

21. Highlight the limitations of purchasing.
22. Mention the importance of integrated material management.
23. Bring some guidelines vendor rating.
24. What are the different types of import substitution?
25. Define purchasing
26. Write short note on import substitution .
27. What is difference between vendor rating and vendor development?

28. Write short notes on centralized purchasing.
29. Bring some principles in classification of purchasing.
30. State the rules regarding the purchasing of material.

UNIT – IV

31. What is functions of inventory?
32. What is the need of inventory?
33. Bring some guidelines of storekeeping.
34. Highlight the importance of bin card.
35. Briefly describe the types of stores ledger.
36. What are the norms for using chart and diagrams in inventory analysis?
37. Give some norms of using ABC analysis.
38. Define and explain the term inventory.
39. What is VED analysis?
40. Explain the term MRP.

UNIT – V

41. Write short note on quality control.
42. What is inspection?
43. Bring some role of price fixing.
44. What are the types of inspection?
45. What do you mean by bench marking?
46. Describe various methods of quality checking.
47. What is the role of media in advertising ISO certification?
48. Explain the term ISO.
49. What is decentralized inspection?
50. What is features of ISO?

Section C**UNIT – I**

1. Explain activities related to production system designing.
2. Discuss 3 R's in production management.
3. Explain the methods of selecting location to start a new firm.
4. Discuss the global location of plants.
5. Explain the role of manager to start a new production unit.
6. Explain the term multi plant location.
7. Explain the various layouts .
8. Discuss the principles to be followed by production planning.
9. Discuss the action phase in production planning.
10. Explain dispatching with example.

UNIT – II

11. Explain manufacturing cycle.
12. Discuss reduction in machine time.
13. Explain the less congestion and non value added time with example.
14. Discuss the better customer services methods.
15. Explain the delegation principle and mechanization principle.
16. Explain the term use of gravity.
17. Explain the maintenance management.
18. Discuss the principles to be followed by work study analysis.

- 19. Discuss the method study with example.
- 20. Explain components of work measurement.

UNIT – III

- 21. Explain primary objective of material management.
- 22. Discuss structure of material management.
- 23. Explain the interfaces of material management.
- 24. Discuss the market forecasting.
- 25) Explain the role of CEO in management.
- 26. Explain the term integrated system approach.
- 27. Explain the term continuous flow of production.
- 28. Discuss the principles to be followed by centralization.
- 29. Discuss the SWOT analysis.
- 30. Explain components of EOQ analysis.

UNIT – IV

- 31. Explain BUFFER inventory .
- 32. Discuss lead time analysis with all tools and techniques of inventory.
- 33. Explain the JIT in inventory.
- 34. Discuss the reorder level in go down management.
- 35. Explain FSN analysis with diagram.
- 36. Explain the types of stores.
- 37. Explain the METHODS of keeping records in store.
- 38. Discuss the stores ledger with diagram.
- 39. Discuss the stock card with example.
- 40. Explain preservation and protection of material.

UNIT – V

- 41. Explain cent percent inspection.
- 42. Discuss quality inspection methods.
- 43. Explain the term TQM.
- 44. Discuss the strategic and system approach of TQM.
- 45) Explain corporate culture .
- 46. Explain participative management.
- 47. Explain the elements of TQM.
- 48. Discuss the performance bench marking.
- 49. Discuss the ISO 9000.
- 50. Explain procedure to get ISO certification.

ANSWER KEY

1	d	21	b	41	d	61	a	81	b
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2	d	22	d	42	b	62	a	82	c
3	c	23	c	43	d	63	d	83	a
4	b	24	b	44	d	64	a	84	d
5	d	25	d	45	b	65	a	85	d
6	c	26	d	46	d	66	c	86	b
7	d	27	a	47	c	67	a	87	a
8	b	28	d	48	b	68	a	88	b
9	c	29	a	49	b	69	b	89	c
10	b	30	a	50	a	70	b	90	a
11	c	31	d	51	d	71	a	91	d
12	c	32	d	52	d	72	b	92	d
13	c	33	c	53	a	73	d	93	b
14	b	34	c	54	d	74	d	94	d
15	c	35	a	55	c	75	c	95	d
16	b	36	c	56	b	76	d	96	d
17	b	37	d	57	c	77	a	97	d
18	d	38	c	58	a	78	c	98	c
19	c	39	d	59	c	79	d	99	a
20	d	40	d	60	a,	80	b	100	d

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

TITLE OF THE PAPER: C.P.13-RELATIONAL DATABASE MANAGEMENT SYSTEM

SUBJECT CODE: 15UBA513

PREPARED BY: Mrs.S.Manjula Devi, Assistant Professor

Section A**UNIT - I**

1. Data can be called as
 - a) Information
 - b) Raw fact
 - c) Record
 - d) System
2. If there is more than one key for relation schema in DBMS then each key in relation schema is classified as
 - a) Prime key
 - b) Super key
 - c) Candidate key
 - d) Primary key
3. In the relational modes, cardinality is termed as
 - a) Number of tuples
 - b) Number of attributes
 - c) Number of tables
 - d) Number of constraints
4. Relational calculus is a
 - a) Procedural language.
 - b) Non- Procedural language.
 - c) Data definition language
 - d) High level language
5. Cartesian product in relational algebra is
 - a) A Unary operator.
 - b) A Binary operator.
 - c) A Ternary operator.
 - d) not defined.
6. The database schema is written in
 - a) HLL
 - b) DML
 - c) DDL
 - d) DCL
7. In the architecture of a database system external level is the
 - a) Physical level
 - b) Logical level
 - c) Conceptual level
 - d) View level
8. An entity set that does not have sufficient attributes to form a primary key is a
 - a) Strong entity set
 - b) Weak entity set
 - c) Simple entity set
 - d) Primary entity set
9. In a Hierarchical model records are organized as
 - a) Graph
 - b) List
 - c) Links
 - d) Tree
10. The language used in application programs to request data from the DBMS is referred to as the
 - a) DML
 - b) DDL
 - c) VDL
 - d) SDL
11. A logical schema
 - a) Is the entire database
 - b) Is a standard way of organizing information into accessible parts
 - c) Describes how data is actually stored on disk
 - d) Both (a) and (c)
12. Related fields in a database are grouped to form a
 - a) Data file
 - b) Data record
 - c) Menu
 - d) Bank
13. Which among the following is the correct syntax for creating table

- a) CREATE TABLE name
- b) CREATE TABLE
- c) CREATE name
- d) All of the above

14. Which command is used for the table definition in MYSQL

- a) DESC table name;
- b) DESC table-name
- c) DESC
- d) None of the above

15. Which data type character merge the “Check Constraint” into a data type definition

- a) ENUM2
- b) ENUM1
- c) ENUM
- d) None of the above

16. A table is also considered as a convenient representation of

- a) Record
- b) Tuple
- c) Relation
- d) Attribute

17. A relation key is an attribute which can uniquely identify a particular

- a) Tuple
- b) Relation
- c) Key
- d) Attribute

18. The key attribute should never be

- a) Null Value
- b) Real Value
- c) Float Value
- d) Integer Value

19. is a system software for creating and managing databases

- a) DBMS
- b) RDBMS
- c) SQL
- d) PL

20. BCNF is a higher version of

- a) 1NF
- b) 2NF
- c) 3NF
- d) None of the above

UNIT – II

21. Which of the following is not a level of data abstraction?

- a) Physical level
- b) View level
- c) Critical level
- d) Logical level

22. Disadvantages of File systems to store data is:

- a) Data redundancy & Inconsistency
- b) Data Isolation
- c) All of the options
- d) Difficulty in accessing data

23. DML enables users to

- a) Retrieval of information stored in database
- b) Deletion of information from the database
- c) Insertion of new information into the database
- d) All of the above

24. Which of the following is not a schema

- a) Logical Schema
- b) Critical Schema
- c) Database Schema
- d) Physical Schema

25. Which of the following is not a function of DBA?

- a) Authorization for data access
- b) Network Maintenance
- c) Routine Maintenance
- d) Schema Definition

26. Column header is refer as

- a) Attributes b) Table c) Domain d) Relations

27. Allow us to identify uniquely a tuple in the relation

- a) Superkey b) Schema c) Domain d) Attribute

28. SQL provides support the transactions with

- a) Commit b) Insert c) Update d) Delete

29. Statement returns a result in set of records from one or more tables

- a) ROLL BACK b) COMMIT c) SELECT d) INSERT

30. is used to combine the result of two or more select statements

- a) UNION ALL b) INTERSECTION c) MINUS d) UNION

31. Which is the Subset of SQL commands used to manipulate oracle database structures, including tables

- a) DDL b) DML c) DDL & DML d) All of the above

32. What operator tests column for the absence of data?

- a) EXISTS Operator b) NOT Operator c) IS NULL Operator d) None of these

33. In SQL, which commands is are used to change a table's storage characteristics

- a) ALTER Table b) MODIFY Table c) CHANGE Table d) All of the above

34. Which of the following SQL Commands is used to Retrieve data?

- a) DELETE b) SELECT c) INSERT d) JOIN

35. Which of the following is a SQL Aggregate Function?

- a) LEFT b) AVG c) JOIN d) LEN

36. Table employee has 10 records. It has a non-NULL SALARY column which is also UNIQUE. The SQL statement `SELECT COUNT(*) FROM employee WHERE SALARY > ALL (SELECT SALARY FROM EMPLOYEE);`

- a) 10 b) 9 c) 5 d) 0

37. The SQL ALTER Statement Can be Used to:

- a) Change the table data b) Change the table structure
c) Delete rows from the table d) Add rows to the table

38. The SQL WHERE Clause:

- a) Limits the row data are returned b) Limits the column data that are returned
c) Both A & B are Correct d) Neither A nor B are correct

39. A Subquery in an SQL SELECT Statement is enclosed in:

- a) Paranthesis(...) b) Brackets [...] c) CAPITAL LETTERS d) Braces {...}

40. The result of a SQL SELECT statement is a

- a) File b) Report c) Table d) Form

UNIT – III

41. Which among the following is the correct syntax for defining “Constraint Check” in Mysql?

a) Genderchar(1)check(genderIN('M', 'F'))

b) Genderchar(1)check,

c) Genderchar(1)check(gender),

d) None of the mentioned

42. What is the role of “CONSTRAINS” in defining a table in Mysql?

a) Declaring primary key b) Declaring Foreign Key

c) Restrictions on columns d) All of the mentioned

43. What is meaning of “REFERENCES” in table definition?

a) Primary key b) NULL

c) Foreign Key d) A ”foreign Key” belong to this particular table

44. What default value gets stored in columns of the table?

a) NULL b) 0 c) 1 d) -1

45. Which Statement is used to insert the values in the table?

a) INSERT INTO b) Insert c) INSERT d) None of the above

46. Is it necessary to insert the value in each column of the table?

a) Yes b) No c) Depends on the server d) Depends on the usage of the table

47. Which statement can be used for modifying the definition for an existing table?

a) ALTER b) Modified c) SELECT d) FROM

48. Which Clause is used to select a particular row from the set of row in an existing table?

a) WHERE b) FROM c) ALTER d) None of the mentioned

49. Which Clause is used to sort the stored data in alphabetical order?

a) ORDER by CLAUSE b) MODIFY c) ALTER d) UPDATE

50. Which Clause is used to select a particular table in Mysql?

a) WHERE b) SELECT c) FROM d) ALTER

51. Which command is used to show all tables that are stored in a database?

- a) SHOWS b) SHOW c) SHOWES d) None of the mentioned
52. A key is a minimal super key
- a) Primary b) Foreign c) Candidate d) Non-Prime
53. Which of the following is not a Key in SQL Server?
- a) Primary b) Foreign c) Alternate d) Secondary
54. By default, which key creates Clustered index?
- a) Foreign Key b) Unique Key c) Primary Key d) None of the Mentioned
55. A Key which is a set of one or more columns that can identify a record uniquely is called?
- a) Natural key b) Candidate key c) Not Null key d) Alternate key
56. Which key accepts multiple NULL values?
- a) Foreign Key b) Unique Key c) Primary Key d) None of the Mentioned
57. A relational database developer refers to a record as
- a) A criteria b) A relation c) A tuple d) An attribute
58. The relational model is based on the concept that data is organized and stored in two-dimensional tables called
- a) Fields b) Records c) Relations d) Keys
59. In an SQL statement, which of the following parts states the conditions for row selection?
- a) Where b) From c) Order By d) Group By
60. A transaction completes its execution is said to be
- a) Committed b) Aborted c) Rolled back d) Failed

UNIT – IV

61. What type of join is needed when you wish to include rows that do not have matching values?
- a) Equi-join b) Natural join c) Outer join d) All of the Mentioned
62. What type of join is needed when you wish to return rows that do have matching values?
- a) Equi-join b) Natural join c) Outer join d) All of the Mentioned
63. Which of the following is one of the basic approaches for joining tables?
- a) Subqueries b) Union Join c) Natural join d) All of the Mentioned
64. How many tables may be included with a join?
- a) One b) Two c) Three d) All of the Mentioned
65. Which is not a type of join in T-SQL?
- a) Equi-join b) Natural join c) Outer join d) Cartesian join

66. SQL Server has mainly how many types of views?

- a) One b) Two c) Three d) Four

67. Which of the following is not a limitation of view?

- a) ORDER BY Does Not Work
b) Index Created on View Used Often
c) Cross Database Queries Not Allowed in Indexed View
d) Adding Column is Expensive by Joining Table Outside View

68. What is a view?

- a) A view is a special stored procedure executed when certain event occurs
b) A view is a virtual table which results of executing a pre-compiled query
c) A view is a database diagram
d) None of the Mentioned

69. Which of the following following statement is true?

- a) Views could be looked as an additional layer on the table which enables us to protect intricate or sensitive data based upon our needs
b) Views are virtual tables that are compiled at run time
c) Creating views can improve query response time
d) All of the Mentioned

70. Dynamic Management View is a type of

- a) System Defined Views b) User Defined View
c) Simple View d) Complex View

71. Syntax for creating views is

- a) CREATE VIEW AS SELECT b) CREATE VIEW AS UPDATE
c) DROP VIEW AS SELECT d) CREATE VIEW AS UPDATE

72. You can delete a view with _____ command.

- a) DROP VIEW b) DELETE VIEW c) REMOVE VIEW d) TRUNCATE VIEW

73. What is SCHEMABINDING a VIEW?

- a) Schema binding binds your views to the dependent physical columns of the accessed tables specified in the contents of the view
b) These are stored only in the Master database
c) These types of view are defined by users on specified schema

d) These are used to show database self describing information

74. Which of the following is not a SQL Server INFORMATION_SCHEMA view?

a) INFORMATION_SCHEMA.CONSTRAINT_TABLE_USAGE

b) INFORMATION_SCHEMA.DOMAIN_CONSTRAINTS

c) INFORMATION_SCHEMA.KEY_COLUMN_USAGE

d) sys.dm_exec_connections

75. A synonym is an alias for which object?

a) Schema b) Segment c) Extents d) Rollback Segments

76. Which view Shows all columns in all tables and views accessible to the user that are modifiable in the UPDATABLE_COLUMNS VIEWS?

a) DBA_UPDATABLE_COLUMNS b) ALL_UPDATABLE_COLUMNS

c) USER_UPDATABLE_COLUMNS d) None of the above

77. Which is a database objects from which multiple users can generate unique integers?

a) Views b) Sequences c) Synonyms d) None of the above

78. If nested loop join is done on a per block basis rather than on a per tuple basis, it is called as

a) Equi join b) Hash join c) Nested loop join d) Block nested loop join

79. The splitting of input until each partition of the build input fits the memory is called as

a) Temporary partitioning b) Block partitioning

c) Recursive partitioning d) Byte partitioning

80. Which of the following is not a set operation

a) Union b) Intersection c) And operation d) Set difference

UNIT - V

81. Collections of operations that form a single logical unit of work are called

a) Views b) Networks c) Units d) Transactions

82. The “all-or-none” property is commonly referred to as

a) Isolation b) Durability c) Atomicity d) None of the mentioned

83. Which of the following is a property of transactions?

a) Atomicity b) Durability c) Atomicity d) None of the mentioned

84. Execution of transaction in isolation preserves the of a database

a) Atomicity b) Consistency c) Durability d) All of the mentioned

85. Which of the following systems is responsible for ensuring durability?

- a) Recovery system b) Atomic system
 c) Concurrency control system d) Compiler system
86. Which of the following systems is responsible for ensuring isolation?
 a) Recovery system b) Atomic system
 c) Concurrency control system d) Compiler system
87. A transaction that has not been completed successfully is called as
 a) Compensating transaction b) Aborted transaction
 c) Active transaction d) Partially committed transaction
88. Which of the following is not a transaction state?
 a) Active b) Partially committed c) Failed d) Compensated
89. The execution sequences in concurrency control are termed as
 a) Serials b) Schedules c) Organizations d) Time tables
90. The scheme that controls the interaction between executing transactions is called as
 a) Concurrency control scheme b) Multiprogramming scheme
 c) Serialization scheme d) Schedule scheme
91. A transaction that performs only one operation is called as a
 a) Partial schedule b) Complete schedule
 c) Dependent schedule d) Independent schedule
92. The phenomenon in which one failure leads to a series of transaction rollbacks is called as
 a) Cascading rollback b) Cascadeless rollback
 c) Cascade cause d) None of the mentioned
93. A is one where, for each pair of transactions T_i and T_j such that T_j reads a data item previously written by T_i , the commit operation of T_i appears before the commit operation of T_j
 a) Partial schedule b) Dependent schedule
 c) Recoverable schedule d) None of the mentioned
94. Which of the following are the advantages of transaction concurrency?
 a) Increased throughput b) Increased utilization
 c) Reduces average response time d) All of the mentioned
95. The average time for a transaction to be completed after it has been submitted is called as
 a) Minimum response time b) Average response time

- c) Average reaction time
d) Minimum reaction time
96. Which of the following are the advantages of PL/SQL Packages?
a) Modularity
b) Easier Application Design
c) Information Hiding
d) All of the mentioned
97. Any subprogram not in the package specification but coded in the package body is called a
a) Public object
b) Private object
c) Both A & B
d) None of the above
98. The constructs of a procedure, function or a package are
a) Variables and Constants
b) Cursors
c) Exceptions
d) All of the mentioned
99. A package will have which of these mandatory parts?
a) Package specification
b) Package body or definition
c) Both A & B
d) None of the above
100. Which of the following is not a schema object?
a) Packages
b) Indexes
c) Public Synonyms
d) Triggers

Section B

UNIT – I

1. Define DBMS.
2. What are the Goals of DBMS?
3. Describe the Components of Database.
4. Define RDBMS.
5. Explain the advantages of RDBMS
6. What do you mean by Partial Dependency?
7. Write short notes on Attribute, Tuple?
8. Write short notes on Record, Field, Column in RDBMS?
9. Define SQL.
10. Explain about DCL.

UNIT – II

11. Define DML
12. What is the necessity of COMMIT & ROLLBACK Command
13. Write short notes on INSERT Statement.
14. Illustrate about Insertion Set Operations.

15. Write short notes on SQL Order by clause.
16. Write a short note on SQL Where Clause.
17. Write short notes on DELETE Statement.
18. Explain about UNION & UNION ALL Set Operations
19. Describe the types of data types.
20. Write short note on BOOLEAN Datatype.

UNIT – III

21. What do you mean by strings in RDBMS.
22. Mention the importance of Strings in RDBMS
23. Explain about CONCAT Functions in Strings.
24. Write about ASCII & CHAR?
25. Define Constraints.
26. Write short note on Creating table Constraints.
27. What is difference between Primary key constraints & Foreign key constraints?
28. Write short notes on editing Commands.
29. Write short notes on SQL ?
30. State the rules for creating date function in SQL.

UNIT – IV

31. What short notes on Queries?
32. What do you mean by Group Functions?
33. Bring some examples for Sophisticated Queeries?.
34. Highlight the importance of Queries in RDBMS.
35. Briefly describe the types Join Operations.
36. What are the norms for creating a table?
37. Give some Points about Truncate Query.
38. Explain Cartesian Join.
39. What is Self-Join?
40. Explain the term Sequence

UNIT – V

41. Write short note on Transactions.
42. Write the properties of Transactions?

43. Bring the statement for COMMIT Command.
44. Bring the statement for ROLLBACK Command.
45. Explain about Savepoint Command?
46. Describe about Functions.
47. What do you mean by cursor in rdbms?
48. Briefly Explain about Packages?
49. What is Database Triggers?
50. What is Packages?

Section C

UNIT – I

1. Briefly explain about Database system architecture?
2. Give the example for DBMS & RDBMS with an Neat Diagram?
3. Explain the types of DBMS with diagrammatic representation.
4. State the difference between DBMS & RDBMS.
5. Briefly discuss about Normalisation.
6. Explain about Relational database model.
7. Elaborate about Theoretical Relational Language
8. Elaborate the ethics in business research.
9. Discuss about Oracle Terminology.
10. Explain the SQL and types of SQL.

UNIT – II

11. Discuss in detail about the basics of SQL?
12. What do you mean by DML in RDBMS
13. Write a Example program to create a table and how to insert a record in a table.
14. Give a Program to Update & Delete a record in a table.
15. Explain about Set Opertions in SQL.
16. Elucidate about the SQL Data types .
17. What do you mean by Where clause modifying structure with example program.
18. What do you mean by Multiple Condition using where clause with example program.
19. Discuss SQL PLUS Commands.

20. Discuss SQL * PLUS Commands.

UNIT – III

21. What do you mean by manipulating strings.

22. How to handle numbers in Strings.

23. Define table? With Example.

24. What do you mean by Primary key Constraints.

25. What do you mean by Column key Constraints

26. Define the date functions commands used in RDBMS .

27. How to define a indexes for table .

28. What do you mean by Error Logging Table.

29. Briefly explain about Constraints

30. Illustrate the Functions & Description for SQL date functions.

UNIT – IV

31. Write note on Oracle Date Functions.

32. Explain about the Numeric data's to store the data in SQL.

33. Discuss in detail about the Group Functions in SQL.

35. Discuss in detail about the Built-in-Functions

36. Explain about the Sophisticated Queries.

37. Explain about the Join Operation & its types?

38. What do you mean by Sequence & its uses?

39. What do you mean by Synonyms?

40. What do you mean by Views in SQL?

UNIT – V

41. Write short notes on PL/SQL?.

42. Describe about Transactions.

43. What do you mean by Functions, Functions Header?

44. How to call a function from an SQL Statement?

45. What do you mean by Packages & its Specification?

46. Explain about database trigger?

47. Write short notes on Implicit Cursor & Explicit Cursor?

48. Discuss about cursor for loops and cursor with Parameters.

49. Illustrate the restrictions in creating tables.
50. Briefly Explain about the history of PL/SQL.

ANSWER KEY

1	b	21	c	41	a	61	c	81	d
2	c	22	c	42	d	62	d	82	c
3	a	23	d	43	d	63	d	83	d
4	b	24	b	44	a	64	d	84	b
5	b	25	b	45	a	65	b	85	a
6	c	26	a	46	b	66	b	86	c
7	d	27	a	47	a	67	b	87	b
8	b	28	a	48	a	68	b	88	d
9	d	29	c	49	a	69	d	89	b
10	a	30	d	50	c	70	a	90	a
11	a	31	a	51	d	71	a	91	a
12	b	32	c	52	c	72	a	92	a
13	a	33	a	53	d	73	b	93	c
14	b	34	b	54	c	74	d	94	d
15	c	35	b	55	b	75	a	95	b
16	c	36	d	56	a	76	b	96	d
17	a	37	b	57	c	77	b	97	b
18	a	38	a	58	b	78	d	98	d
19	a	39	a	59	a	79	c	99	c
20	c	40	c	60	a	80	c	100	c

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

TITLE OF THE PAPER: C.P.11-RESEARCH METHODS FOR MANAGEMENT

SUBJECT CODE: 15UBA511

**PREPARED BY: Dr.S.Punitha Devi,
Assistant Professor & Head**

Section A**UNIT - I**

1. Who authored the book “methods in Social Research”
 - a) Wilkinson
 - b) CR Kothari
 - c) Kerlinger
 - d) Goode and Halt
2. “Research is an organized and systematic enquiry” Defined by
 - a) Marshall
 - b) P.V. Young
 - c) Emory
 - d) Kerlinger
3. Research is a “Scientific undertaking” opined by
 - a) Young
 - b) Kerlinger
 - c) Kothari
 - d) Emory
4. “A systematic step-by-step Procedure following logical process of reasoning” called
 - a) Experiment
 - b) Observation
 - c) Deduction
 - d) Scientific method
5. An essential Criterion of Scientific study is
 - a) Belief
 - b) Value
 - c) Objectivity
 - d) Subjectivity
6. Research is classified on the basis of and methods
 - a) Purpose
 - b) Intent
 - c) Methodology
 - d) Techniques
7. Research undertaken for knowledge sake is
 - a) Pure Research
 - b) Action Research
 - c) Pilot study
 - d) Survey
8. Example for fact finding study is
 - a) Pure Research
 - b) Survey
 - c) Action Research
 - d) Long term Research
9. Facts or information’s are analyzed and critical evaluation is made in
 - a) Survey
 - b) Action research
 - c) Analytical research
 - d) Pilot study
10. Fundamental Research is otherwise called
 - a) Action Research
 - b) Survey
 - c) Pilot study
 - d) Pure Research
11. Motivation Research is a type of research
 - a) Quantitative
 - b) Qualitative
 - c) Pure
 - d) applied
12. “Criteria of Good Research” is written by
 - a) Delta Kappan
 - b) James Harold Fox
 - c) P.V. Young
 - d) Karl Popper
13. Major drawback to researchers in India is
 - a) Lack of sufficient number of Universities
 - b) Lack of sufficient research guides
 - c) Lack of sufficient Fund
 - d) Lack of scientific training in research
14. is the first step of Research process

- a) Formulation of a problem b) Collection of Data
c) Editing and Coding d) Selection of a problem
15. is a quality of Good Researcher
a) Scientific temper b) Age c) Money d) time
16. Research is
a) Searching again and again b) Finding solution to any problem
c) Working in a scientific way to search for truth of any problem d) None of the above
17. In the process of conducting research ‘Formulation of Hypothesis’ is followed by
a) Statement of Objectives b) Analysis of Data
c) Selection of Research Tools d) Collection of Data
18. Which of the following is the first step in starting the research process?
a) Searching sources of information to locate problem b) Survey of related literature
c) Identification of problem d) Searching for solutions to the problem
19. Research method is a part of
a) problem b) experiment c) research techniques d) research methodology
20. Good research is always.....
a) slow b) fast c) narrow d) systematic
- UNIT – II**
21. The method by which a sample is chosen
a) Unit b) design c) Random d) Census
22. is a way to systematically solve the research problem
a) Technique b) Operations c) Research methodology d) Research Process
23. Converting a question into a Researchable problem is called
a) Solution b) Examination c) Problem formulation d) Problem Solving
24. While Selecting a problem, problem which is is no taken
a) Very Common b) Overdone c) Easy one d) rare
25. The first step in formulating a problem is
a) Statement of the problem b) Gathering of Data c) Measurement d) Survey
26. Another name for a Likert Scale is
a) Interview protocol b) Summated rating scale c) Event sampling d) Ranking
27. Second step in problem formulation is

- a) Statement of the problem b) Understanding the nature of the problem
c) Survey d) Discussions
28. Third step in problem formulation is
a) Statement of the problem b) Understanding the nature of the problem
c) Survey the available literature d) Discussion
29. Fourth step in problem formulation is
a) Develop ideas through discussion b) Survey
c) Statement of problem d) Enactment
30. Last step in problem formulation is
a) Survey b) Discussion c) Literature survey d) Re Phrasing the Research problem
31. In the formulation of the problem we need to give a
- a) Title b) Index c) Bibliography d) Concepts
32. Objectives in problem formulation means
a) Questions to be answered b) methods c) Techniques d) methodology
33. Research design is a blue print, outline and a
- a) Plan b) System c) Strategy d) Guide
34. Probability sampling is otherwise called
a) Multiple choice b) Uni-variate Analysis c) Random Sampling d) Bi-variate Analysis
35. Sampling which provides for a known non zero chance of selection is
a) Probability sampling b) Non probability sampling
c) multiple Choice d) analysis
36. An example of probability sampling is
a) Quota Sampling b) Snow-ball sampling c) Purposive sampling d) Lottery method
37. are used for Random Sample when the population is very large
a) Calculator b) Telescope c) Computer d) Typewriter
38. In which sample population is divided into different strata and sample is taken from different strata?
a) Quota Sampling b) Snow ball sampling c) Stratified sampling d) Purposive Sampling
39. Drawing a sample from each stratum in the proportion to latter's share in the total population is called
a) Stratified sampling b) Proportioned stratified sampling

- c) Disproportionate sampling d) Quota sampling
40. Selecting sample units in just a “hit and miss” fashion is called
- a) Convenience or Accidental sampling b) Purposive sampling
c) Stratified sampling d) Proportionate sampling

UNIT – III

41. Which of the following is an example of primary data?
- a) Book b) Journal c) News Paper d) Census Report
42. Facts, figures and other relevant materials serving as bases for a study is called
- a) Sample b) Method c) Data d) Theory
43. There are mainly..... sources of data
- a) 10 b) 2 c) 5 d) 4
44. The original source from which researcher collects information is
- a) Primary Source b) Secondary Source c) Both primary and Secondary d) None of these
45. Source of Data collected and compiled by others is called
- a) Primary b) Secondary c) Primary and Secondary d) None of the above
46. Data related to human beings are called
- a) Territorial data b) Organizational data c) Peripheral data d) Demographic data
47. Data related to geophysical characteristics are called
- a) Demographic Data b) Territorial Data c) Personal Data d) Organizational Data
48. Camera, tape recorder, video tape etc are Devices of observation
- a) Casual b) Mechanical c) Technical d) Manual
49. Interview with a detailed standardized schedule is called
- a) Clinical Interview b) Structural Interview c) Group Interview d) Direct Interview
50. An Interview in which interviewer encourage the respondent to talk freely about a given topic is
- a) Focused Interview b) Structural Interview c) Un Structured Interview d) Clinical Interview
51. Interview which require “Probing” is called
- a) Clinical Interview b) Depth Interview c) Group Interview d) Telephone Interview
52. The Friendly relationship between Interviewer and respondent is called
- a) Morale b) Management c) Rapport d) Conclusion
53. Sending Questionnaire to a respondent with a request to complete and return by

post is called

a) Mail Survey b) Interview c) Observation d) Panel

54. Schedule is used as a

a) Questionnaire b) Tool c) Method d) technique

55. Schedule is filled by

a) Respondent b) Enumerator c) Everybody d) None of the above

56. Questionnaire is filled by

a) Respondent b) Everybody c) Enumerator d) None of the above

57. Questions which allow only a few alternative way of answering is called

a) Open ended questions b) Unstructured questions

c) Structural questions d) Dichotomous questions

58. Office Editing and are two types of Editing in Research

a) Lab editing b) Field Editing c) Class Room Editing d) Book Editing

59. Assigning numerals or other symbols to the categories or response is called

a) Editing b) Coding c) Transcription d) Tablet ion

60. Summarizing raw data and displaying them on compact statistical tables for analysis is

a) Tabulation b) Coding c) Transcription d) Editing

UNIT – IV

61. For Report writing % of time is devoted

a) 17% b) 33% c) 25% d) 10%

62. Final stage in the Research Process is

a) Problem formulation b) Data collection c) Data Analysis d) Report Writing

63. A Research Report is a formal statement of

a) Research Process b) Research Problem c) Data collection d) Data Editing

64. A comprehensive full Report of the research process is called

a) Thesis b) Summary Report c) Abstract d) Article

65. The Report submitted when there is a time lag between data collection and presentation of Result is called

a) Thesis b) Interim Report c) Summary Report d) Article

66. Technical Report is otherwise called
a) Interim Report b) Popular Report c) Thesis d) Summary
67. A short summary of Technical Report is called
a) Article b) Research Abstract c) Publication d) Guide
68. is called publication in a Research journal
a) Guide b) Popular report c) Research article d) Format
69. Bibliography means
a) Foot Note b) Quotations c) List of Books referred d) Biography
70. The first page of the research report is
a) Appendix b) Bibliography c) Index d) Title Page
71. In Research Report is used to acknowledge indebtedness
a) Bibliography b) Index c) Appendix d) Foot-Notes
72. A Blue print of Research work is called
a) Research Problem b) Research design c) Research tools d) Research methods
73. Generally, a shorter report is considered to be as;
a) one to five pages b) three to five pages c) four to five pages d) two paragraph
74. Once getting problem identified with its causes, next step involved in;
a) choosing team lead b) identifying solution to problem
c) identifying the problem d) All of above
75. A list of illustrations, included; figures and tables, placed on;
a) abstract vision b) title page c) table of contents d) bottom line
76. A report writing related to study unexpected incident occurrence, called as:
a) trip report b) incident report
c) feasibility/recommendation report d) subject matter
77. A 'brochure' is comparatively less evolved than;
a) newsletters b) flyers c) emails d) reports
78. Reports present conclusions based on:
a) Intuition b) Belief c) Impression d) investigation
79. The terms of reference for producing a specific report are given by the:
a) Writer b) Organization c) Expert d) Reader
80. How many basic parts of a formal report are there?

- a) Three b) Four c) Six d) Five

UNIT - V

81. Which of the following is the impact of promotion cost during the decline stage of the product life cycle?

- a) **Promotion cost is high** b) Promotion cost is increased
c) Promotion cost is not adjusted d) Promotion cost is decreased.

82. The price strategy that prices are high at the beginning stage is called:

- a) Economy pricing b) Price penetration c) **Price skimming** d) Premium pricing.

83. The following are the objectives of promotion except:

- a) To deliver goods on time b) To support sales increases
c) **To create awareness** d) To create an image.

84. What is the purpose of using direct personal observation when conducting a marketing research?

- a) To obtain sufficient responses b) **To see the actions of the participants**
c) To interview respondents d) To avoid communication problem.

85. Promotion research plays following roles, except _____.

- a) Distribution research b) **Promotion research**
c) Motivation research d) Sales research

86. Which of the following is the method of product research?

- a) Staggered comparison test b) Paired comparison test
c) Non-directive method d) **All of the above**

87. In which of the following area, product research is not required?

- a) Concept testing b) **Media scheduling** c) Test marketing d) None of these

88. Price research plays following roles for marketing of the products, except _____.

- a) Trigger of first impressions b) Sales volumes
c) **Management of sales channels** d) None of these

89. Promotion research plays following roles, except

- a) Increasing retailers b) **Identifying the media trends**
c) Increasing sales and establishing brand d) None of these

90. Role of media research does not involve

- a) Tracking competitive advertising b) Study the audience characteristics of a medium

c) **Test marketing**

d) None of these

91. In various application of research, _____ can provide crucial information affecting the distribution of goods and services.

a) **Distribution research** b) Market research

c) Promotion research d) Motivation research

92. A method of distribution research does not include

a) Cycle time research b) Retailing research

c) Logistic assessment **d) Advertising communication**

93. Which of these is a type of hidden Advertisement?

a) Surrogating **b) Competitive** c) Comparative d) Industrial

94. Which of these is an advertising objective?

a) To entertain b) To create humour c) To persuade d) To increase goodwill

95. The credibility of a sales promotion event is usually:

a) of no consequence b) high **c) low** d) medium

96. Promotion technique for consumers according to which demonstrations and displays of products made at place of sale is called

a) point of purchase promotion b) cents off deals

c) sales premium d) advertising specialties

97. Personal selling step in which sales person asks for an order to customer is classified as

a) shipper approach b) handling shipment **c) closing** **d) follow up**

98. Third step in personal selling process after completion of pre-approach step is to

a) prospecting and qualifying b) handling objections

c) approach **d) presentation and demonstration**

99. Type of sales person who work from their offices through internet or telephone are classified as

a) channel intermediaries b) nominal sales force

c) inside sales force **d) outside sales force**

100. In personal selling process, step which consists of identifying potential customers is classified as

a) presenting quota b) demonstrating quota **c) prospecting** **d) qualifying**

Section B**UNIT – I**

1. Define and explain the term research.
2. What are the objectives of research?
3. Describe the factors to be considered in selecting research topic.
4. What is the significance of exploratory research?
5. Explain the descriptive research.
6. What is meant by causal?
7. List out the types of research.
8. List out the steps of research process.
9. Define and explain the term survey.
10. List out the importance of research.

UNIT – II

11. Define research problem
12. What is the necessity of defining a research problem?
13. Mention some of the major sources for identifying problem in research.
14. Give the types of research design.
15. State the difference between census and sample.
16. Write a short note on selection of sample.
17. Describe sampling errors.
18. List the factors influencing sample size.
19. Describe sampling errors.
20. Write short note on non-probability sampling.

UNIT – III

21. Highlight the limitations of primary data.
22. Mention the importance of interview.
23. Bring some guidelines for deciding length of questionnaire.
24. What are the different types of schedule?
25. Define test of sound measurement.
26. Write short note on secondary data.

27. What is difference between primary data and secondary data?
28. Write short notes on editing.
29. Bring some principles in classification of data.
30. State the rules regarding the table structure.

UNIT – IV

31. What is data analysis?
32. What is the need of data interpretation?
33. Bring some guidelines of data interpretation.
34. Highlight the importance of report writing.
35. Briefly describe the types of report.
36. What are the norms for using chart and diagrams?
37. Give some norms of using graphs.
38. Define and explain the term interpretation.
39. What is technical report?
40. Explain the term bibliography.

UNIT – V

41. Write short note on application of research.
42. What is customer research?
43. Bring some role of price research.
44. What are the types of information collected in motivational research?
45. What do you mean by promotion research?
46. Describe various methods of sales control research.
47. What is the role of media research?
48. Explain the term distribution research.
49. What is sales control research?
50. What is product research?

Section C

UNIT – I

1. Briefly examine the stages involved in formulation of a research project.
2. Account for the major steps followed in planning a research project.
3. Explain the meaning and need for literature survey in research.
4. Discuss the essential criteria of a good research.
5. Briefly discuss the various types of research.
6. Explain the steps involved in research process.
7. Elaborate the advantages and limitations of research.
8. Elaborate the ethics in business research.
9. Discuss the main problems encountered by researchers in India.
10. Explain the difference between survey and research.

UNIT – II

11. Discuss in detail the problem identification along with its process.
12. What do you understand by problem definition? Elaborate the steps in problem definition.
13. Describe in brief research design. Explain various concepts relating to research design.
14. Elaborate the stages involved in the research design process.
15. How do you define sampling? Throw light on the basic concepts of sampling.
16. Elucidate the steps involved in the sampling process.
17. What is sample size? Discuss how sample size is determined.
18. What is the meaning of probability sampling? Highlight the difference between probability and non-probability sampling.
19. The selection of a topic for research is only half a step forward. Discuss.
20. Discuss the components of a good research design.

UNIT – III

21. What is data collection? Discuss in detail the kinds and precautions in collection of data.
22. Define primary data. Explain various methods and tools for collecting primary data.
23. Define the term interview. Briefly describe characteristics and types of interview.
24. What do you mean by questionnaire? Discuss in detail the types and sequencing of questions involved in the questionnaire.
25. How do you define the term 'interview schedule'? Highlight the steps involved in the preparation of schedule.

26. Define the concept of attitude measurement. Explain various attitude measurement techniques and scales of measurement.
27. Briefly discuss the types of measurement scales along with its merits and demerits.
28. What is editing? Discuss the phases and guidelines for data editing.
29. Define the term coding. Describe the principles and procedure of coding.
30. What do you understand by tabulation? Discuss in detail the various types of tables.

UNIT – IV

31. What is meant by data analysis? Explain the types of data analysis.
32. What is the meaning of interpretation? Explain its process and techniques.
33. Define research report. Discuss in detail the layout of report.
34. Briefly describe report writing. Elaborate the steps in writing reports.
35. Discuss in detail the various principles of report writing.
36. What are tables? Describe in brief the types and norms for using tables.
37. What do you mean by graphical representation of results? Explain in detail the various types of charts and diagrams.
38. What do you understand by the term graphs? Briefly discuss the types of graph.
39. What is meant by interpretation in research? What are the pre-requisites for good interpretation?
40. What are the usual errors committed in interpretation of research findings? How would you overcome them?

UNIT – V

41. What is product research? Discuss in detail the role and methods of product research.
42. Describe the term price research. Explain various methods of price research.
43. How do you define motivation research? Briefly describe the different methods of motivation research.
44. Discuss in detail various methods of promotion research.
45. What do you understand by distribution research? Highlight the role and methods of distribution research.
46. Explain the term sales control research. Discuss in brief the role of sales research.
47. What is media research? Briefly describe several methods of media research
48. Discuss the factors that contributed to the growth of sales promotion.

49. Explain the factors that influence the media research.
50. Briefly describe the factors influence the motivation research.

KASC-BBA CA

ANSWER KEY

1	d	21	b	41	c	61	c	81	a
2	c	22	c	42	c	62	d	82	c
3	a	23	c	43	b	63	a	83	c
4	d	24	b	44	a	64	a	84	b
5	c	25	a	45	b	65	b	85	b
6	b	26	b	46	d	66	c	86	d
7	a	27	b	47	b	67	b	87	b
8	b	28	c	48	b	68	c	88	c
9	c	29	a	49	b	69	c	89	b
10	d	30	d	50	b	70	d	90	c
11	b	31	a	51	b	71	d	91	a
12	b	32	a	52	c	72	b	92	d
13	d	33	a	53	a	73	a	93	b
14	d	34	b	54	b	74	d	94	a
15	a	35	a	55	b	75	c	95	c
16	a	36	d	56	a	76	b	96	a
17	d	37	c	57	c	77	a	97	c
18	c	38	c	58	b	78	d	98	a
19	d	39	b	59	b	79	b	99	c
20	d	40	a	60	a	80	d	100	c

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COIMBATORE – 641 029



DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

TITLE OF THE PAPER: C.P.15-VISUAL BASIC

SUBJECT CODE: 16UBA615

PREPARED BY: Mrs.S.Manjula Devi, Assistant Professor

Section A**UNIT - I**

1. Visual Basic is a tool that allows you to develop application in _____
 - a) Real time
 - b) Graphical User Interface
 - c) Character User Interface
 - d) None Of These
2. _____ is used for finding out about objects, properties and methods.
 - a) Form layout window
 - b) Code editor window
 - c) Object browser
 - d) Project Window
3. In Visual Basic, a variable name cannot be more than _____ characters.
 - a) 255
 - b) 300
 - c) 355
 - d) 400
4. _____ function is used to return a copy of a string without leading spaces.
 - a) Rtrim
 - b) Ltrim
 - c) Trim
 - d) All of the above
5. _____ is a method which moves the focus to the specified control or form.
 - a) Setfocus
 - b) Lostfocus
 - c) Gotfocus
 - d) None of these.
6. IDE stands for _____
 - a) Internet Development Environment
 - b) Integrated Dual Environment
 - c) Integrated Development Environment
 - d) Integrated Desktop Environment
7. Which windows displays a list of all forms and modules making up your application
 - a) Project window
 - b) Properties window
 - c) Form layout window
 - d) All of the above
8. Properties can be viewed in two ways _____
 - a) Alphabetic and Categorized
 - b) Alphabetic and Numeric
 - c) Numeric and Alphanumeric
 - d) None of these
9. Which of the following provides quick access to commonly used commands in the programming environment?
 - a) Toolbox
 - b) Object browser
 - c) Toolbar
 - d) None of these
10. Visual Basic responds to events using which of the following?
 - a) A code procedure
 - b) An event procedure
 - c) A form procedure
 - d) A property
11. When the user clicks a button, _____ is triggered.
 - a) an event
 - b) a method
 - c) a setting
 - d) a property
12. Pseudocode is
 - a) Data that have been encoded for security
 - b) The incorrect results of a computer program
 - c) A description of an algorithm similar to a computer language

d) A program that doesn't work

13. _____ indicates whether a particular condition is on or off.

- a) Text box b) Check box c) List box d) Combo box

14. Frame Control acts as a _____

- a) Event b) Method c) Class d) Container

15. Form_Mouse Down() procedure is executed when any mouse button is clicked in a free area of the _____

- a) Form b) Window c) Screen d) None of these

16. _____ method removes a dialog box from view

- a) Enable b) Disable c) Hide d) Display

17. The _____ is a tool used for both the Input and output purpose

- a) Label b) Text box c) Combo box d) Command button

18. _____ method is used to clear the contents of MSFlexGrid control.

- a) Clr b) Cls c) Remove Item d) Clear

19. The _____ property is used in VB for maximum form at run time

- a) Caption b) Window resize c) Window status d) None of these

20. Which is not a property of the Common control class?

- a) Show b) Font c) BackColor d) ForeColor

UNIT – II

21. Visual Basic responds to events using which of the following?

- a) A code procedure b) An event procedure c) A form procedure d) A property

22. When the user clicks a button, _____ is triggered

- a) An event b) A method c) A setting d) A property

23. Different items appearing in the same value list of a Select Case block must be separated by _____.

- a) Semi colon b) Comma c) Colon d) Pair of quotation marks

24. What type of items are valid for use in the value list of a Case clause?

- a) Literals b) Variables c) Expressions d) All of the above

25. Variables declared inside a procedure are said to have _____.

- a) Local scope b) Procedure-level scope c) Class-level scope d) None of the above

26. The _____ of a Sub procedure are vehicles for passing numbers and strings to the Sub procedure
- a) Call Statements b) Arguments c) Parameters d) Variables declared inside
27. Variables appearing in the header of a Function procedure are called _____.
- a) Values of the function b) Parameters c) Coordinates d) Arguments
28. Which is not a main component of the Visual Studio IDE?
- a) Start menu b) Toolbox c) Designer window d) Solution Explorer
29. Which task is accomplished in the Code editor?
- a) Adding forms to the project b) Adding controls to the project
c) Adding controls to the title d) Adding event procedures to the form
30. An object is composed of:
- a) Properties b) Events c) Methods d) All of the above
31. Which is an example of Visual Basic Objects?
- a) ASP.NET b) ADO.NET c) Control objects d) All of the above
32. What operator tests column for the absence of data?
- a) EXISTS Operator b) NOT Operator c) IS NULL Operator d) None of these
33. Which is not a property of the Common control class?
- a) Font b) Show c) Forecolor d) Backcolor
34. Which property determines whether a control is displayed to the user?
- a) Visible b) Enabled c) Show d) Hide
35. The CancelButton property belongs to which object?
- a) Form b) Button c) Label d) Textbox
36. In event-driven programming an event is generated by:
- a) The System b) A User's action c) The Program Itself d) All of the above
37. A window that lists the solution name, the project name and all the forms used in the project.
- a) Properties Window b) Solution Explorer c) Windows Form Designer d) Project Window
38. Assembly is _____ grouping of all units
- a) Arithmetical b) Logical c) Physical d) Binary
39. _____ allow custom items of information about a program element to be stored with an assembly's metadata.
- a) Properties b) Attributes c) Methods d) Classes

40. The member "clear" of the Array class that sets a range of array elements to zero, false or null reference is a _____ method.

- a) Method b) Class c) Shared d) Object

UNIT – III

41. _____ function returns the numeric expression inside the parenthesis

- a) Exp b) Sqr c) Abs d) Log

42. Repeating an operation a fixed numbers of time is called as _____

- a) Determinant loop b) Indeterminate loop c) Do loop d) Loop

43. _____ loop statement repeats a block of statement while boolean condition is true

- a) Do while loop b) Determinant c) Do loop d) All the above

44. What is the value of vb app task bar

- a) 0 b) 1 c) 2 d) 3

45. _____ command allows to multiple branches but allows to test only one expression

- a) Nested if then statement b) Else statement c) Select cvase d) Properties of command

46. _____ is simply prepackage piece of code that accomplished a single task

- a) String function b) Built in function c) Numeric function d) Date and time function

47. One numeric function that we will use instead of the fix function is called as _____

- a) Sgn b) Exp c) Str d) Int

48. _____ is used to pass object itself s a function argument

- a) Property let procedure b) Property get procedure c) Property set procedure d) None of these

49. The _____ statement can branch only to lines in the procedures in which it appears.

- a) Do statement b) While statement c) Goto statement d) Do while statement

50. _____ is a set of code, that takes a finite number of input and optionally returns a value

- a) String function b) Built in function c) Financial function d) Numeric function

51. _____ removes leading spaces from a string

- a) Ltrim b) Mid function c) Like operator d) None of the above

52. Which function are used in computer programming languages to manipulate a query function.

- a) Numeric function b) Built in function c) Finacial function d) String function

53. _____ returns the length of the string or size of a variable

- a) L case function b) Left function c) Len function d) Right function

54. _____ returns principle payment for given period
a) Rate function b) Pmt function c) Pv function d) Ppmt function
55. Which statement of visual basic statements enclosed by the sub end statements?
a) Sub procedures b) Financial procedures c) Numeric function d) String function
56. A _____ is a series of visual basic statements enclosed by the function and end function statements.
a) Sub procedures b) Financial procedures c) Function procedures d) String function
57. _____ returns the current date
a) Isdate function b) Date function c) Date serial function d) Date statement
- 58) _____ allows you to regulate the flow of your programs execution
a) Goto statement b) Control statement c) If statement d) If then statement
- 59) _____ does not allow the user to see the text property and only allows user to enter into the text box area at run time
a) Drop down list b) Drop down combo c) Simple combo box d) Repetation statements
60. Which programmer make much use of _____ statements.
a) Repetation statements b) While statement c) Go to statement d) Dowhile statement

UNIT – IV

61. _____ is the important event of a timer control
a) Timer b) Click c) Change d) Got focus
62. _____ control return Boolean value
a) List box b) Combo box c) Option button d) Scroll bar
63. What is the most number of states a Check Box can have ?
a) 0 b) 1 c) 2 d) 3
64. Which symbol creates access key in the tent of menu item?
a) @ b) 2 c) \$ d) %
65. _____ control specifies current states of the form
a) Status bar b) Progress bar c) Grid d) None of these
66. _____ event occurs while the scroll box is moved by dragging the mouse
a) Change b) Scroll c) Mouse move d) None of these
67. _____ is the property of a flexgrid to access the index of current row

a)Index b)New index c)Row d)Row set

68. _____ event occurs when the form is set to nothing

a)Terminate b)Initialize c)Activate d)All of the above

69. _____ is a control related event.

a)Keydown b)Load c)Terminate d)Got focus

70. _____ combines the features of the text box and list box.

a)Picture box b)Check box c)Combo box d)Option button

71. What is the default range of horizontal scroll bar?

a) 0 to 32767 b) -32768 to 32767 c) -32768 to 0 d) None of these

72. _____ indicates whether a particular condition is on or off

a) Combo box b) List box c) Check box d)None of these

73. _____ is a group of control that share the same name and type

a)Fixed array b) Control array c) Dynamic array d)Multi dimensional array

74. In event-driven programming an event is generated by!

a)The system b)User's action c) The program itself d)All of above

75. _____ is used to display the data in a tabular format on the form

a) List b)Table c)Flex grid d)All of the above

76. _____ is the temporary buffer area which is used to store data temporarily

a)Rich text b)Text c)Clip board d)Cursor

77. What properties are required to be specified for a menu item

a)Name b)Caption c)Both a and b d)None of these

78. Extension of active X designers ?

a) .drs b) .axd c) .adx d) None of these

79. _____ present a list of choices to the user

a)Combo box b)Rich text box c) List box d)None of these

80. UDA stands for

a)Uniform data access b) Universal data address

c) Universal data access d)Uniform data address

UNIT - V

81. Visual basic incorporates the same database engine that powers _____

a) Data control b) Data access c) Microsoft access d) Microsoft fox

82. The important properties of _____, from the point of view of data access

a) Data access b) Microsoft access c) Data control d) None of the above

83. _____ property will be set either to the name of one of the tables in the database

a) Read only b) Record source c) Record set d) Connect

84. The _____ object contains a field collection and a properties collection.

a) Record b) Record source c) Data d) Record set

85. Visual basic provides us with a _____ to create our report

a) Data report designer b) Data set c) Data report d) Data

86. _____ add the report to the data

a) Data set b) Data report c) Data d) Data control

87. _____ includes the new data based on ado

a) Data environment b) Data set c) Data report d) Data

88. _____ connection object is used to create an open connection to a data source.

a) Prog b) Sql c) Ado d) None of the above

89. _____ sets or returns the number of seconds to wait while attempting to execute a command.

a) Command time out b) Connection time out c) Date and time function d) Time function

90. This sets the ado version number _____

a) Provider b) State c) Mode d) Version.

91. _____ was microsoft's first object oriented interface with database

a) Dc b) Dao c) Dro d) De

92. Which statement about data object is true ?

a) One object is used to create one class b) One class is used to create one object

c) One object can create many classes d) One class can create many objects

93. Where a single element of data stored ?

a) Field b) Record c) Table d) Both a and b

94. _____ are called runtime entities

a) Form b) Class c) Control d) None of these

95. Where is a collection of related data elements stored ?

a) Field b) Record c) Table d) Both a and b

96. Com stands for _____

a) Components object model b) Class object model
c) Common object model d) None of the above

97. Which means object property places a check mark in the display of the means text

a) Check b) Checked c) Check mark d) Check on

98. DAO stands for

a) Data access once b) Design assist par ordinate
c) Data access object d) Disk at once

99. _____ is used to execute a single query against database

a) Report designer b) Command object c) Report control d) Connection object

100. When a data report designer is added to a project, the controls are automatically created on a new tool box tab named as _____

a) Report control b) Data environment c) Data report control d) Data report

Section B

UNIT – I

1. What is Visual Basic?
2. How do I start Visual Basic programming?
3. What language does Visual Basic use?
4. Why do we need Visual Basic?
5. How do you create a form in Visual Basic?
6. What are the advantages of Visual Basic?
7. What is the function of Visual Basic?
8. What is form object in VB?
9. What is Toolbar in VB?
10. What are the components of Visual Basic?

UNIT – II

11. Define Form in VB.
12. What is the necessity of End Statement?
13. What is the necessity of Command Statement?

14. Illustrate about Tool Box with example?
15. Write short notes on Project Explorer Window in VB?
16. Write a short note on Property Windows in VB?
17. Write short notes on Command Buttons With example?
18. Explain about the Tools Box in VB?
19. Describe the Text Box in VB?
20. Write short note on List Box in VB?

UNIT – III

21. What is meant by the flow of control through a program?
22. What is looping in VB?
23. What are the 3 types of control structures?
24. What is the basic flow of program execution?
25. What is flow control statement?
26. How many different types of loops are there?
27. What is flow control Where should flow control be done?
28. What is IF statement in VB?
29. What is condition controlled loop?
30. What is the syntax of if else statement?

UNIT – IV

31. What are the advantages of using array?
32. What is control array in VB?
33. Why do we use arrays?
34. What is an array how it is useful?
35. What is the purpose of using arrays in programming?
36. Explain about Frames?
37. Explain about Option buttons?
38. Explain about Scroll bars?
39. Explain about Check boxes?
40. Write short notes on Slider Control?

UNIT – V

41. What is a data control?
42. What is ADO Data Control in VB?
43. What is data aware control in VB?
44. What is ADODB in VB?
45. What is ODBC in VB?
46. What is Adodb recordset?
47. What is DAO in Visual Basic?
48. What is record in VB?
49. What does Adodb stand for?
50. What is DataSet in Ado net with example?

Section C**UNIT – I**

1. Briefly explain about the fundamentals of VB?
2. Explain about VB Environment?
3. Explain how to get start in VB?
4. Explain how to Customize a form in VB?
5. Briefly discuss about Strings and variables with example program?
6. Explain about Code window with Example program?
7. Elaborate Statements in VB?
8. Explain about Code window with Example program?
9. Explain about Data types in VB?
10. Explain about the Strings with example?

UNIT – II

11. Explain how to Create a control in VB?
12. Discuss about Toolbox, Control name Property, Image controls?
13. Discuss about Labels, Textboxes, Command buttons with example?
14. Explain about Message & Grid box?

15. Explain about Picture Box with example?
16. Elucidate the Rich textbox with example program?
17. What do you mean Navigating between Controls?
18. What do you mean by Simple event Procedures for command buttons?
19. Discuss about the properties of Command buttons?
20. Discuss about Locking & Deleting Controls?

UNIT – III

21. What do you mean by Determinate Loop?
22. What do you mean by Indeterminate Loop?
23. Describe about Select Case Statement?
24. What do you mean by GO – TO Statements?
25. What do you mean by Built – in Functions?
26. Explain about Numeric Functions?
27. Explain about String Functions?
28. What do you mean by Financial Functions?
29. Briefly explain about Procedures?
30. Illustrate the Functions & Sub-Procedures in VB.

UNIT – IV

31. Write note on MDI Forms?
32. Explain about the FLEX Grid Control?
33. Discuss in detail about Control Arrays?
35. Discuss in detail about the List & Combo Boxes?
36. Explain about Progress Bar Control?
37. Explain about Frames?
38. What do you mean by Menus in VB?
39. What do you mean by Scroll bars?
40. What do you mean by List View Control?

UNIT – V

41. Write short notes on Data Control?

42. Describe about DAO (Data Access Objects)?
43. What do you mean by Record Set?
44. Explain about the types of record set?
45. What do you mean by Data Report?
46. Explain about Report designer?
47. Write short notes on Command Object?
48. Discuss about Data Report Control?
49. Illustrate the restrictions to create a record set.
50. Briefly Explain about the Selection of data report designer?

ANSWER KEY

1	b	21	b	41	b	61	a	81	c
2	c	22	a	42	a	62	c	82	c
3	a	23	b	43	c	63	d	83	b
4	b	24	d	44	d	64	b	84	d
5	a	25	a	45	c	65	a	85	a
6	c	26	c	46	b	66	b	86	d
7	a	27	b	47	d	67	c	87	a
8	a	28	a	48	c	68	a	88	c
9	c	29	d	49	c	69	d	89	a
10	b	30	d	50	b	70	c	90	d
11	a	31	b	51	a	71	a	91	b
12	c	32	d	52	d	72	c	92	d
13	b	33	b	53	c	73	b	93	a
14	d	34	a	54	d	74	d	94	b
15	a	35	a	55	a	75	c	95	a
16	C	36	D	56	C	76	C	96	A
17	B	37	B	57	B	77	C	97	B
18	D	38	C	58	B	78	A	98	C
19	C	39	B	59	C	79	C	99	B
20	A	40	C	60	A	80	C	100	D

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