BBA DEGREE EXAMINATION MAY 2018
(Fourth Semester)

Common to Branches – BUSINESS ADMINISTRATION,
BUSINESS ADMINISTRATION (INFORMATION SYSTEMS) &
BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

ENTREPRENEURSHIP DEVELOPMENT & PROJECT MANAGEMENT

Time : Three Hours   Maximum : 75 Marks

SECTION-A (20 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 2 = 20)

1   Define Entrepreneurship.
2   Who is called Intrapreneur?
3   What is the meaning of the term 'Innovation'?
4   What do you mean by 'sick units'?
5   Expand NIESBUD.
6   Give the meaning of venture capital.
7   State the concept of a business project.
8   What is meant by project appraisal?
9   List the responsibilities of a project manager.
10   Define project audit.

SECTION - B (25 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 5 = 25)

11 a   Briefly explain the various factors influencing entrepreneurship in India.
OR
    b   What are the competencies and skills required for an entrepreneur? Explain.

12 a   State the objectives and need for entrepreneurship development programmes. Explain them briefly.
OR
    b   Explain the various phases in the entrepreneurship development programmes.

13 a   What are the objectives and functions of IDBI? Explain.
OR
    b   Give a short note on various incentives given to SSI units in India.

14 a   Explain the characteristics of a business project.
OR
    b   Give a short note on various phases in a product life cycle.

15 a   Explain the responsibilities and functions of a project manager.
OR
    b   Give a short note on computer aided project management and its importance.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks   (3 x 10 = 30)

16   Discuss the role of Entrepreneurship in socio-economic development of the nation.

17   Explain in detail various steps involved in starting a small scale industrial unit in India.

18   Give a detailed account on role, objectives and functions of DIC in promoting entrepreneurship.

19   What are the contents of a project report? Explain in detail with examples.

20   Discuss the various functions in project management with examples.

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BBA DEGREE EXAMINATION MAY 2018
(Fifth Semester)

Common to Branches – BUSINESS ADMINISTRATION /
BUSINESS ADMINISTRATION (INFORMATION SYSTEM) /
BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

TAXATION

Time : Three Hours   Maximum : 75 Marks

SECTION-A (20 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 2 = 20)

1   Define the term 'Previous year'.
2   What is the residential status of the company?
3   What do you mean by Perquisites?
4   What is Qualifying Amount?
5   What are the different types of rental values?
6   Define the term 'Business'.
7   What is Short-term capital gain?
8   What is meant by Clubbing of Income?
9   What do you meant by Alternative Minimum Tax?
10   What are the features of Wealth Tax?

SECTION - B (25 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks (5 x 5 = 25)

11 a   Describe the scope of total income liable to tax.

OR

    b   Mr.S.Anand an engineer, left India for London on 15th March 2016 for taking practical training in an engineering firm there. He returned to India on 28th March 2017. He was never out of India in the past. State giving reasons what will be the residential status of Mr.S.Anand for the assessment year 2017-18.

12 a   From the particulars given below compute the gross salary of Mr.Kumar:
         (a) Salary Rs.1,48,000
         (b) Bonus Rs.12,000
         (c) Free gas, electricity, water (actual bill paid by company)Rs.6,000
         (d) Furnished flat provided to the employee at Kanpur (Population above 25 lakhs) for which actual rent paid by the company Rs.78,000
         (e) Furniture at cost(including television, fridge and AC) Rs.50,000

OR

    b   Mr.Rajendar retired on 31.12.2016 and his pension was fixed at Rs.3,600 p.m. He got 3/4th of the pension commuted for which he received Rs.1,80,000 from his employer, a Ltd. Co. Find out the taxable amount of commuted value of pension if he gets gratuity.

13 a   Calculate ARV from the particulars given below:
         MRV – Rs.60,000 p.a   Actual rent – Rs.7,000 p.m
         FRV – Rs.66,000 p.a   Standard rent – Rs.69,000 p.a
         The house was vacant for two months during the previous year.

OR

13 b Discuss the admissibility of following item under the head Profits and Gains:
A Payment of Rs.42,000 by cheque as employers' contribution to provident fund, made on 31.11.2016, due date being 15.12.2016. The cheque was realized on 31.12.2016.

14 a Compute the taxable capital gain from particulars given below:
Net consideration of the residential house Rs.20,00,000(2.6.2016) (CII:1125)
Cost of acquisition of this house Rs.2,10,000 (1.5.87) (CII:150)
New house acquired on 1.9.2016 for Rs.2,00,000.

OR

b Mr.Gupta who is running a factory since 2011. purchased a machine on 30.11.2015 for Rs.2,00,000 and spent Rs.24,000 on its installation. It was used for his own business till 1.5.2016 on which date he sold it for Rs.1,20,000. He repurchased it on 1.10.2016 for Rs.3,20,000. Determine the actual cost and depreciation admissible for the year ending 31.3.2017. Rate of depreciation is 15% in the previous year 2015-16 and 2016-17.

15 a Mr.Raman is carrying on his own profession as a Lawyer. and for the assessment year 2017-18 he submits the following particulars:

		Rs.
(i)	Professional gain	2,68,400
(ii)	Share of income from a AOP(1/4th)	16,000
(iii)	Share of income from the another AOP(1/2)	16,000

Compute his tax liability for the assessment year 2017-18.

OR

b What are the steps in valuation of immovable property under Wealth Tax Act?

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16 Explain the conditions lid down for the determination of residential status of an individual.

17 Mr.Murugan is a Sales Manager of an industrial unit at Chennai. The particulars of his salary income are as under:

	Rs.
Basic Salary	15,000 p.m
Dearness Allowance (given under the terms of employment)	5,000 p.m
Entertainment Allowance	1,000 p.m
Medical Allowance	500 p.m
House Rent Allowance	4,000 p.m
Rent paid for the house	5,000 p.m

Car of 1.2 lt. Capacity provided by employer
He and his employer (each) contribute 15% of salary to RPF.
Mr.Murugan has taken interest free loan Rs.15,000 to purchase refrigerator.
Compute income under the head salary for the assessment year 2017-18.

18 From the following particulars, compute the business income of Mr.S.Ranganathan.

Profit and Loss Account

	Rs.		Rs.
To Salaries	90,000	By Gross Profit	3,50,000
To Rent and Taxes	20,000	By Dividend	4,000
To Service Charges	4,000	By Bad Debts recovered (allowed earlier)	4,400
To Legal Expenses	5,000	By Interest from post office savings bank	1,200

To Reserve for Income Tax	6,000		
To Depreciation	12,000		
To Expenses on acquisition of patent rights	56,000		
To Office expenses	42,000		
To Contribution to RPF	12,000		
To Bad Debts	4,500		
To Donation to NDF	2,500		
To Net Profit	1,05,600		
	3,59,600		3,59,600

Notes:

1. Legal expenses include Rs.2,000 incurred by assesse for defending a case for damages for breach of contract which was decided in favour of assesse.
2. Depreciation of the year on assets other than patent rights is Rs.16,900.
3. Contribution to RPF due on 31.3.2017 Rs.2,000

19   Mr.Ganesh, a resident individual, submits the following particulars of income for the previous year ending March, 31, 2017:

Dividend from REC International Ltd. Rs.4,800

Dividend declared on 16.5.2016 by Sundaram Finance Ltd. Rs.2,700, interest paid on capital borrowed for the purpose of investment in shares of Sundaram Finance Ltd. Rs.4,200. Collection charges in respect of dividend Rs.50.

Winning from Lottery: net amount Rs.70,000, tax deducted at source Rs.30,000, Winnings from card games: Rs.23,500. Interest on Securities issued by the Govt. of Sinagpore Rs.20,570.

Determine the income chargeable under the head 'Income from other sources' for the assessment year 2017-18.

20   Explain the wealth tax authorities and their jurisdiction.

Z-Z-Z   END

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RESEARCH METHODS FOR MANAGEMENT

Time : Three Hours   Maximum : 75 Marks

SECTION-A (20 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 2 = 20)

1   What is meant by Research Methodology?
2   State the two major objectives of research.
3   What is a research problem?
4   Explain : Hypothesis.
5   What do you mean by Research Design?
6   What do you understand by Scaling?
7   Define : Data.
8   What are the sources of data collection?
9   Market Research – Explain.
10 What is sales control research?

SECTION - B (25 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks (5 x 5 = 25)

11 a   What are the objectives of research?
                        OR
    b   Describe the criteria of a Good Research.

12 a   Narrate the points to be considered in a research problem.
                        OR
    b   Mention the steps in hypothesis testing.

13 a   What are the steps in sampling design?
                        OR
    b   Write the features of sound measurement.

14 a   Briefly explain the types of Reports.
                        OR
    b   Explain the steps involved in construction of a Questionnaire.

15 a   Write down the features of good marketing research.
                        OR
    b   Define : Advertising Research.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16   Enumerate major types of Research.
17   Explain about Type I & Type II errors of hypothesis testing.
18   Elucidate the various scaling techniques.
19   Describe in detail the contents of a Research Report.
20   Discuss the nature and techniques of Marketing Research.

Z Z Z   END

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BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

APPLIED OPERATIONS RESEARCH

Time : Three Hours   Maximum : 75 Marks

SECTION-A (20 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 2 = 20)

1   State any two limitations of O.R.
2   What is LPP?
3   Define Basic feasible solution.
4   What is an assignment problem?
5   What are the elements that characteristic a sequencing problem?
6   What is 'no passing rule' in a sequencing problem?
7   Find the saddle point of the pay-off matrix.

$$\begin{pmatrix} -7 & -4 \\ 7 & -3 \\ 8 & -2 \end{pmatrix}$$

8   What is service channel?
9   Define Critical path.
10 What is Burst event?

SECTION - B (25 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks (5 x 5 = 25)

11 a   State the various scope of O.R in Management.

OR

b   A Company makes three products X,Y and Z which pass through three departments, Drill, Lathe and Assembly. The hours available in each department, hours required by each product in each department and profit combination of each product are given below:

| Product | Time required in hours | | | Profit/Unit |
	Drill	Lathe	Assembly	(Rs.)
X	3	3	8	9
Y	6	5	10	15
Z	7	4	12	20
Hours available	210	240	260	

Formulate the above as an L.P.P.

12 a   Find the initial basic feasible solution to the following transportation problem using North-West corner rule.

	E	F	G	H	Availability
A	4	8	10	16	100
B	7	2	3	1	200.
C	5	9	11	2	300
Demand	160	240	105	95	

OR

b   What are the steps in the Hungarian method of solving an assignment problem?

13 a   Explain the method of Processing 'm' jobs on 3 machines A,B and C in the order ABC.

OR

b   Explain the principal assumptions made while dealing with sequencing problem.

14 a   Explain Pure and Mixed Strategy.

OR

b   Solve the following game and determine the value of the game.

$$A\begin{bmatrix} 1 & 3 \\ 4 & 2 \end{bmatrix}$$

(with B across the top)

15 a   Explain the basic steps involved in PERT/CPM techniques.

OR

b   State the various rules for drawing network diagram.

SECTION - C (30 Marks)
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16   Use graphical method to solve
Min z=4x+5y
Subject to constraints
x+y≥10
2x+5y≥35
x,y≥0

17   Solve the following minimal assignment problem by Hurgarian method.

		Worker			
		A	B	C	D
	1	41	72	39	52
Job	2	22	29	49	65
	3	27	39	60	51
	4	45	50	48	52

18   A book binder has one printing press; one blinding machine and the manuscripts of a number of different books. The time required to perform the printing and binding operations for each book are shown below. Determine the order in which books should be processed in order to minimize the total time required to turn out all the books.

Book	1	2	3	4	5	6
Printing Time (Hrs)	30	120	50	20	90	110
Binding Time(Hrs)	80	100	90	60	30	10

19   In a railway marshalling yard, goods train arrive at a rate of 30 trains per day. Assuming that the inter-arrival time follows an exponential distribution and the service time distribution is also exponential with an average of 36 minutes. Calculate the following:
(i) the mean queue size(line length)
(ii) the probability that the queue size exceeds 10.

20   A Project has the following time schedule:

Activity	1-2	1-3	1-4	2-5	3-6	3-7	4-6	5-8	6-9	7-8	8-9
Time in Hours	2	2	1	4	8	5	3	1	5	4	3

Construct PERT network and compute
(i) Total float for each activity
(ii) Critical path and duration

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MARKETING MANAGEMENT

Time : Three Hours   Maximum : 75 Marks

SECTION-A (20 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 2 = 20)

1   Define Marketing.
2   What is Re-Marketing?
3   Write short notes on Post purchase dissonance.
4   Why studying Consumer Behavior?
5   Enumerate the concept 'Market Positioning'.
6   Define Branding.
7   Mention any two benefits of Web marketing.
8   Who are Wholesalers?
9   What do you mean by Physical distribution?
10   Expand AIDA.

SECTION - B (25 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks (5 x 5 = 25)

11 a   State the score of Marketing.
OR
    b   Distinguish the term marketing from selling.

12 a   Explain the various elements of marketing mix.
OR
    b   Write the advantages of market segmentation.

13 a   Illustrate the various components of Product mix.
OR
    b   Describe the important branding strategies.

14 a   Give details to the benefits of retailer.
OR
    b   Enunciate various levels of channel.

15 a   Differentiate the concept of advertisement from Publicity.
OR
    b   Write details on the elements of Physical distribution.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16   Discuss the various environmental factors influencing marketing decision.
17   Brief out the different stages in Consumer decision making process.
18   Elaborate the important stages in new product development process.
19   Bring out a variety of pricing strategy available for marketing.
20   Narrate the stages of Personal selling.