Explain the various set operations with suitable examples.

1. Answer any FIVE Questions

Mathematics for Management

First Year

Business Administration

Part III

December - 2010

BBM/BBAC Degree Examinations

(Faculty of candidates admitted from 2007 onwards)

O'P. Code: 07DBBA03

O.P. Code: 07DBRMO3
### 6. Calculate Standard Deviation for the following data:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>200</td>
<td>280</td>
</tr>
<tr>
<td>Clothing</td>
<td>120</td>
<td>150</td>
</tr>
<tr>
<td>Rent</td>
<td>200</td>
<td>100</td>
</tr>
<tr>
<td>Fuel &amp; Lighting</td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

#### Calculation:

- **Mean (μ)**: \[ \mu = \frac{\sum x}{n} \]
- **Variance (σ^2)**: \[ \sigma^2 = \frac{\sum (x - \mu)^2}{n} \]
- **Standard Deviation (σ)**: \[ \sigma = \sqrt{\sigma^2} \]

### 5. Discuss the scope of Statistics and highlight its limitations.

- **Explanation**: Statistics is a field of study that deals with the collection, analysis, interpretation, presentation, and organization of data. Its scope includes applications in various fields such as economics, biology, psychology, and social sciences. However, it has certain limitations, such as the inability to make definitive conclusions from data and the potential for bias in data collection.

### 4. Explain the nature and scope of mathematics.

- **Nature of Mathematics**: Mathematics is a formal science that uses logic and parallel reasoning to structure and explore concepts and relationships. It includes areas such as arithmetic, algebra, geometry, and analysis.
- **Scope of Mathematics**: Mathematics is a fundamental tool in various fields, including science, engineering, economics, and computer science. It provides a framework for understanding patterns, structures, and relationships in the natural and social sciences.
What are the seasonal indices of various quarters?

<table>
<thead>
<tr>
<th>Year</th>
<th>1st Quarter</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>4th Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>0.0</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>2001</td>
<td>1.0</td>
<td>1.5</td>
<td>2.0</td>
<td>2.5</td>
</tr>
<tr>
<td>2002</td>
<td>2.0</td>
<td>2.5</td>
<td>3.0</td>
<td>3.5</td>
</tr>
<tr>
<td>2003</td>
<td>3.5</td>
<td>4.0</td>
<td>4.5</td>
<td>5.0</td>
</tr>
</tbody>
</table>

---

**Explanation:**

- The seasonal indices are calculated to adjust for seasonal variations in data. Each quarter is indexed relative to the overall mean.

- **Example:**
  - 2000: 1st Quarter (0.0) suggests no adjustment needed.
  - 2001: 2nd Quarter (1.5) indicates a 50% increase compared to the overall mean.
Accounting for Managers

Part III — Business Management/Business Administration

Time: Three hours
Maximum: 100 marks

Answer any five questions.

1. Enumerate any five accounting concepts.

Assume interest amount of Rs. 600.

Stationery and sundry expenses:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office cleaning</td>
<td>25</td>
</tr>
<tr>
<td>Think cells</td>
<td>45</td>
</tr>
<tr>
<td>Bus fare</td>
<td>20</td>
</tr>
<tr>
<td>Typing paper</td>
<td>60</td>
</tr>
<tr>
<td>Auto fare</td>
<td>20</td>
</tr>
<tr>
<td>Refreshment</td>
<td>55</td>
</tr>
<tr>
<td>Telegram</td>
<td>35</td>
</tr>
<tr>
<td>Speed Post</td>
<td>10</td>
</tr>
<tr>
<td>Registry</td>
<td>7</td>
</tr>
<tr>
<td>Pens &amp; pads</td>
<td>75</td>
</tr>
<tr>
<td>Taxi fare</td>
<td>100</td>
</tr>
<tr>
<td>Stamps</td>
<td>50</td>
</tr>
</tbody>
</table>

April

From the following items:

- from the head cashier: Prepare a petty cash book
- from the petty cashier: Received Rs. 600 on April 1, 2009

Rs.
Three months rent is outstanding.

(a) Reserve for bad debts at 5% on sundry debtors.

(b) Write off Rs. 80 as bad debts and create a reserve for Rs. 4,200.

(c) The closing stock on 31.03.2009 was

Adjustments:

- Drawings: 27,460
  - 27,460
  - 27,460
  - 600
  - 40
- Discount allowed: 1,350
  - 210
  - 450
- Stock: 1,470
  - 1,470
  - 1,470
- Cash: 8,000
  - 8,000
- Traveling expenses: 1,250
  - 1,250
- Salaries: 1,460
  - 1,460
- Bank deposit: 2,750
  - 2,750
- Bank overdraft: 1,250
- Reserve ledger: 4,200
  - 4,200
- Purchases: 11,170
  - 11,170

Rs.

Trial Balance

31.03.2009 and a balance sheet on that date:

Trading Profit and Loss A/c for the year ended 31.03.2009.
The following data relate to the manufacturing of a

5. New Ltd has an opening stock of 300 units of

6. During August 2009, the following occurred:

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issued</td>
<td>11</td>
</tr>
<tr>
<td>Received</td>
<td>22</td>
</tr>
<tr>
<td>Issued</td>
<td>19</td>
</tr>
<tr>
<td>Received</td>
<td>6</td>
</tr>
<tr>
<td>Issued</td>
<td>4</td>
</tr>
<tr>
<td>Received</td>
<td>2</td>
</tr>
</tbody>
</table>

During the month of April:

- RAW materials consumed Rs. 8,000
- Direct wages Rs. 18,000
- Machinery hours cost Rs. 8,000
- Office overhead 10% on labour cost
- Selling overhead Rs. 1,500
- Profit before taxation Rs. 8,000
- Taxation 10%

Prepare a cost sheet and show (a) Cost per Unit

- Units produced 4,000
- Units sold 3,600 at Rs. 60 each
- Selling prices Rs. 60.00

During the month of August 2009, the following occurred:

- Material A valued at Rs. 600

Weighted average price method.

(a) FIFO method and

(b) Weighted average price method.

Show the Stores Ledger account

- Issued: 90
- Received: 160
7. From the following particulars you are required to determine:

(a) The break even sales volume

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Fixed Costs</th>
<th>Variable Costs</th>
<th>Break-even Sales Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Labour</td>
<td>28.4% of Fixed Costs</td>
<td>32.6% of Fixed Costs</td>
<td>( \text{Rs. 18,90,000} )</td>
</tr>
<tr>
<td>Parts</td>
<td>( \text{Rs. 6,90,000} )</td>
<td>( \text{Rs. 4,40,000} )</td>
<td>( \text{Rs. 1,39,000} )</td>
</tr>
<tr>
<td>Raw Material</td>
<td>1.1% of Fixed Costs</td>
<td>1.4% of Fixed Costs</td>
<td>( \text{Rs. 6,70,000} )</td>
</tr>
<tr>
<td>Central Administration Overhead</td>
<td>( \text{Rs. 6,70,000} )</td>
<td>41% of Fixed Costs</td>
<td>( \text{Rs. 5,40,000} )</td>
</tr>
<tr>
<td>Purchases Overhead</td>
<td>( \text{Rs. 6,70,000} )</td>
<td>12.6% of Fixed Costs</td>
<td>( \text{Rs. 8,90,000} )</td>
</tr>
</tbody>
</table>

\( \text{Profit overhead} \)
You are required to prepare a flexible budget for 1,200 units, showing clearly the marginal and 2,000 units, showing clearly the marginal
the production and sale of 1,200 units, 1,600 units, 2,000 units at each level.

| 100 |
| 20 |
| 10 |
| 0 |

Distribution expenses (50% fixed) Rs
| 8 |
| 0 |
| 20 |

Selling expenses (50% fixed) Rs
| 60 |
| 0 |
| 20 |

Administration overheads (constant) Rs
| 80 |
| 0 |
| 20 |

Direct wages Rs
| 130 |
| 0 |
| 20 |

Direct materials Rs
| 130 |
| 0 |
| 20 |

The product which is sold at Rs. 180 per unit
expenses are for the production of 1,000 units of
total capacity of 2,000 units exists. The following
8. Chan produces and sells a product for which

| 120 |
| 0 |
| 20 |

(Variable) costs and total cost at each level.
D 555

Reg. No. : ............................................

Q.P. Code : [07 DBM 01/
07 DBBA 01]

(For the candidates admitted from 2007 onwards)

B.B.M./B.B.A. DEGREE EXAMINATION,
DECEMBER 2010.

First Year

Part III — Business Management/Business
Administration

MANAGEMENT PROCESS

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

\((5 \times 20 = 100)\)

1. Briefly explain the requisites of a successful
business organisation and distinguish between
partnership firm and limited company.

(தேர்வு அவச்சையின் பண்புகள் தொடர்பு
வாயிலை குறிப்பிடுவது மற்றும் இயற்கை வலு
கட்டுப்பாடையின் தொடர் வேறு மீற்றித்து
விளக்குவதற்கு வேதியிடும் தொடரும்.
)
6. Write short notes on:

6. Explain the General Principles of Commitment from

7. What is directivity? Explain the principles and
demerits.

7. Measurement thought. Explain its nature, merits
and demerits.

8. What are the contributions made by Taylor to

8. Steps in selection process.
INDUSTRIAL PSYCHOLOGY

Part III — Business Management

Second Year

B.B.M. DEGREE EXAMINATION, DECEMBER 2010.

(REGULAR/OPEN) EXAMINATION

D. 658

Faculty of Humanities

Reg. No.: [07 DNM 04]
3. Make a detailed account on hand and non-hand financial motivation.

4. Define "job satisfaction." Write an essay on "Management of job satisfaction."

5. Write an essay on "Human resource management and its role in organizational development."

6. What do you mean by conflict? Explain its type and methods of resolution.

7. Examine the concept of leadership under the influence of situational leadership.

8. Explain the various types of counselling and its merits and limitations.
D 559

Finacial Management

Part III - Business Management

Second Year

B.B.M. Degree Examination, December 2010.

Q.P. Code: 107 DBM 05

Reg. No.: ...

Time: Three hours

Answer any FIVE questions

Maximum: 100 marks

(5 x 20 = 100)

1. "Finance is the force that both stimulates and restrains business action," Discuss.

2. Explain the merits and demerits of debenture finance.
The company has fixed three years as standard pay-back period. Suppose with which project should be accepted.

<table>
<thead>
<tr>
<th>Year</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1</td>
<td>1,000</td>
</tr>
<tr>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>000’2</td>
</tr>
<tr>
<td>4</td>
<td>000’4</td>
</tr>
<tr>
<td>5</td>
<td>000’6</td>
</tr>
<tr>
<td>6</td>
<td>000’8</td>
</tr>
</tbody>
</table>

The above table shows the expected returns on investment. The rate of interest on Rs. 10,000 is 6% per annum, the net cash flow from the investment in the two projects X and Y are as follows:

- Project X: Rs. 6,000
- Project Y: Rs. 5,000

The company’s cost of equity capital is 8.5% per annum. Share and the investor expects a growth rate of 5% per annum. The company pays a dividend of 20%. The company pays a dividend of 20% of its earnings. The company’s share is quoted in the market at Rs. 20.

1. Explain the relationship between leverage and cost of capital.
2. Explain the importance of weighted average cost of capital.
3. Explain the determinants of dividend policy decisions.
4. Explain the meaning of financial gearing and operating gearing.
5. Explain the determinants of dividend policy decisions.
6. Explain the importance of weighted average cost.
<table>
<thead>
<tr>
<th>000'6</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>000'5</td>
<td>9</td>
</tr>
<tr>
<td>000'4</td>
<td>4</td>
</tr>
<tr>
<td>000'3</td>
<td>3</td>
</tr>
<tr>
<td>000'2</td>
<td>3</td>
</tr>
<tr>
<td>000'1</td>
<td>1</td>
</tr>
</tbody>
</table>

X X 000'
Part III — Business Management

PRODUCTION AND MATERIALS MANAGEMENT

Time: Three hours
Maximum: 100 marks

All questions carry equal marks.

Answer any FIVE questions.

(6 × 20 = 120)

1. Production management is process of planning, organizing and controlling the activities of production function. Explain.

2. Explain the objectives of good plant layout.
6. Explain the fundamental principles of material management.

7. Explain the duties and responsibilities of a controller.

8. Describe the procedure for ABC analysis. Briefly explain the context of work measurement.

9. What are the guidelines to be followed while designing the material handling system? Explain.
1. Briefly explain marketing concept.

2. The marketing concept hold the ground work for ____________.

The marketing strategy - Discussion on the application of consumer behaviour principles.

MARKETING MANAGEMENT
Business Management
Second Year
B.B.M. Degree Examination, December 2010
For the candidates admitted from 2007 onwards
D. 662 Code: [97 DBM 07]
Reg. No.: [ ]
7. Describe the procedure for price determination.

6. Explain the different bases of market segmentation.

5. Explain how brand image helps in increasing the sales of a product.

4. Examine the factors to be taken into consideration while selecting the channel of distribution.

3. Discuss the marketing mix relevant for the different stages of a PLC. Include your answer with examples.
HUMAN RESOURCE MANAGEMENT

Part III — Business Management

Second Year

B.B.A. DEGREE EXAMINATION, DECEMBER 2010

FOR THE CANDIDATES ADMITTED FROM 2007 ONWARDS

Q.P. Code: 07 DEB 06

Re: No.
3. What is demotion and why is it needed? Discuss the pre-requisites for an effective demotion procedure in Indian conditions.

4. Explain the factors influencing wage and salary fixation. Discuss the recommendations of a proper demotion policy.

5. What are the causes of poor industrial relations? Suggest measures for improving industrial relations.

6. What are the objectives of training? How would you identify the training needs of managerial personnel in a large industrial undertaking?

7. How can the executive pay fixation carried out under State

8. The role of incentives in executive pay fixation.
B.A. DEGREE EXAMINATION, DECEMBER 2010
(FOR THE CANDIDATES ADMITTED FROM 2007 ONWARDS)

6. Write a letter requesting a director to attend a Board Meeting.

7. How will you prepare a report? Discuss the various steps involved in preparing a report.

8. Write a note on the following:
   (a) E-Commerce
   (b) E-mail
   (c) Voice mail
   (d) Cell phone
   (e) Video conferencing

9. Explain each one of these briefly.

10. Explain the various components of a speech.

3. Discuss the qualities of a good business letter.

4. Ask a firm of advertising agents to give you particulars of the hoarding available for your poster in your area. State the size of your poster, the number of posters you intend to display.

5. What is business communication? Why is it needed? Explain the different forms of face to face communication.

I. List out the various barriers to communication.

II. How will you overcome them?

III. All questions carry equal marks.

Time: Three hours
Maximum: 100 marks

BUSINESS COMMUNICATION
Part III — Business Management
Third Year

6P. Code: [07 DBM 06]
6. Explain the different types of software.
5. Marketing decisions.
4. Identify sources of information needed to make
   marketing decisions.
3. Discuss the role and major decision activities of
   manufacturing function and how technology
   can support this function.
2. Discuss the roles of Management Information
   System's structure.
1. How MIS is useful to planning, organising and
   controlling functions? Explain.

(6 x 20 = 120)

Answer any FIVE out of eight questions.

MANAGEMENT INFORMATION SYSTEM
Part III — Business Management
Third Semester
B.P.M. DEGREE EXAMINATION, DECEMBER 2010

G.P. Code: [07 DBM 10]
Reg. No. :
4. What are the remedies available to an aggrieved party in case of breach of contract? Discuss.

3. A warranty agreement is valid and unenforceable, but it is not forbidden by law. Critically examine the statement with suitable examples.

2. Define the term "offer," "offer and invitation to other." Discuss. Are not contracts, "offer, "offer and invitation to other. All contracts are agreements, but all agreements are contracts. (5 x 20 = 100 marks)

Answer any FIVE out of Eight questions.

Maximum : 100 marks

Time : Three Hours

BUSINESS LAW

Part III - Business Management

Third Year

B. B. M. Degree Examination December 2010

(for the candidates admitted from 2007 onwards)

E. P. Code : [07 DBM 11]

Reg. No. : [Redacted]

5. Define a contract of sale. What are its essentials?

6. A contract of sale of goods is always subject to certain implied conditions but they can be read into the contract. Discuss.

7. Discuss the procedures associated with the determination of defects. Explain.

8. A charge is a species of a bill of exchange. Discuss.

Additional Qualifications : [Redacted]
3. Discuss the Functions of Insurance Regulatory Development Authority.

2. Risk.

1. Define uncertainty. Explain the various sources of uncertainty.

5. Define a Fire Insurance Contract. What are the characteristics of a Fire Insurance Contract?

4. Discuss the role and functions of LIC.

Time: Three hour
Maximum: 100 marks

Answer Any Five out of Eight Questions.

Part III — Business Management

Third Year

B.Bus. Degree Examination, December 2010
(For the candidates admitted from 2007 onwards)

Q.P. Code: [04 DBM 12]

Reg. No.
1. Explain the different forms of outdoor advertising.

2. What are the essentials of a good copy of an advertisement?

3. Why are the different types of themes used in advertising?

4. What is the importance of the human mind as a selling tool?

Answer any FIVE out of Eight questions

Max. marks: 100

Promotion Management — Applied

Part III — Business Management

Time: Three hours

B.M. Degree Examination, December 2010

(For the candidates admitted from 2007 onwards)

DPE: 68

Ref. Code: [07 DBM 13]