

PAPER CODE: MBE-1B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.
I B.B.A. – II SEMESTER END EXAMINATION – MARCH 2016
BUSINESS ENVIRONMENT

Time: 3 hrs.

Max.Marks: 50

SECTION – I

Answer any THREE of the following questions:

Each question carries 8 marks
marks

3x8=24

1. What is Business Environment? Explain the factors influencing Business Environment?
2. Explain the term political environment.
Discuss the main institutions in the political system of the country.
3. What is capitalism? Explain merits demerits of capitalism.
4. What are the objectives of the monetary policy of the Reserve Bank of India.
5. Explain the Importance of International Business Environment.

SECTION – II

Answer any FIVE of the following:

5x4=20 marks

6. Explain the importance of Business Environment.
7. What is Socio-cultural Environment?
Explain the elements of Socio-cultural environment.
8. Explain the components of Economic Environment of Business.
9. Explain the Economic planning in India?
10. Explain the determinants of the International Business Environment.
11. Explain the characteristics of Business Environment.
12. Write the features of Technological Environment?
13. Explain the functions of Economic Systems.

SECTION – III

Answer ALL of the following questions.

6x1=6 marks

14. Define Business Environment.
15. Impacts of technological Environment on Business.
16. Socialistic economy.
17. Fiscal Policy
18. International Business Environment.
19. Challenges of International Business Environment.

SUBJECT CODE: AME-1A

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU
I B.B.A. – I SEMESTER END EXAMINATION – OCTOBER 2017
MANAGERIAL ECONOMICS

Time: 3 hrs.

Max.Marks: 50

- I Answer any THREE of the following Essays: 3x8=24M
1. What is Managerial Economics and explain theories and concepts which are useful in Managerial Economics.
 2. Explain Law of demand and write its exceptions.
 3. Define the concept of production function and critically examine the law of variable proportions.
 4. What are characteristic features of perfect competition and explain.
 5. Explain the measurement of National Income.
- II Answer any FOUR of the following short notes: 4x4=16M
6. Explain the Limitations of Micro Economics.
 7. Define Samuelson's growth definition.
 8. Explain demand function.
 9. Explain cross demand.
 10. Explain the relationship between AC and MC.
 11. Explain different phases of trade cycles.
- III Answer the following questions with in one or two sentences.
10x1=10M
12. Wealth definition
 13. Total Utility
 14. Shifts in demand
 15. Price demand
 16. Increasing returns to scale.
 17. Variable costs
 18. Local Market
 19. Homogeneous products.
 20. Transfer payments
 21. Fiscal Policy

SUBJECT CODE: AEM-1A

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU
I B.B.A. – I SEMESTER END EXAMINATION – OCTOBER 2017
EVENT MANAGEMENT

Time: 3 hrs.

Max.Marks: 50

SECTION – A

Answer any THREE of the following:

3x8=24M

1. Define the concept of Event Management and explain Developing, Analyzing, Designing and Logistics of concept.
2. What is Event Marketing and explain its Nature and Process.
3. Define Staffing and Discuss the elements involved in Staffing.
4. Explain how to develop Crowd Management and Crowd Control Systems and Procedures.
5. Explain various job opportunities in Event Management.

SECTION – B

Answer any FIVE of the following:

5x4=20M

6. What is Logistics of the concept.
7. Explain the Federal Trade Commission Act.
8. What is Risk Management.
9. How to prepare job description.
10. How to arrange the accommodation.
11. Explain about Incident Reporting.
12. What are the implementing emergency procedures.
13. Explain monitoring and control systems.

SECTION – C

Answer ALL the following:

6x1=6M

14. Sporting
15. Fundraising
16. Image branding
17. Reharsals
18. Occupational Safety and health
19. Control

PAPER CODE: AME-1A

CH.S.D.ST.THERESA'S AUTONOMOUS COLLEGE FOR WOMEN:ELURU
I B.B.A. – I SEMESTER END EXAMINATION – OCTOBER 2016
MANAGERIAL ECONOMICS

Time: 3 hrs.

Max.Marks:50

I Answer any THREE of the following:

3x8=24M

1. Explain the law of Diminishing Marginal Utility.
2. Explain the law of Demand and Exemption.
3. Explain the law of variable proportions.
4. Explain the price Determination under perfect competition Market.
5. Explain the Methods to Measure National Income.

II Answer any FOUR of the following:

4x4=16M

6. Economic and Non Economic Activities.
7. Explain the concept of consumer surplus
8. Explain the types of Price Elasticity of Demand.
9. Explain the returns to scale.
10. Explain the features of Monopoly.
11. Write about the Balance of Payments.

III Answer the following questions with in one or two sentences.

10x1=10M

12. Micro Economics
13. Cardinal Utility
14. Income Demand
15. Supply
16. Production Function
17. Marginal cost
18. Monopoly
19. Selling cost
20. Trade cycles.
21. Fiscal policy

SEMESTER II

PAPER CODE: MHIN-1B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.
I B.B.A. – II SEMESTER END EXAMINATION – MARCH 2016
HINDI

Time: 3 hrs.

Max.Marks: 50

1

1. Adhoc
2. Dearness Allowance
3. Earnest Money
4. Fake document
5. perusal
6. Further action
7. Part Time
8. Memorandum
9. Head Quarters
10. Enclosure
11. Deputation
12. deduction
13. Bonafide
14. Counter Signature
15. Absence

2

1. Drawing officer
2. Chartered Accountant
3. Election Commission
4. Executive Officer
5. Customs Officer
6. High Commissioner
7. Labour Welfare Officer
8. Marketing Officer
9. Office Supervisor
10. Camp Officer
11. Enquiry Officer
12. Agent
13. Additional Secretary
14. Cashier
15. Vigilance Officer.

3

1. Yugesh ate an apple
2. Muktesh is eating a banana
3. Joel helped the poor
4. These Mangoes are sweet
5. Who has drawn this picture.
6. Godan is written by Premchand
7. Do not tell his
8. Sita, where are you going?
9. The mother gave a gift to her son.
10. He is the best student in the class.
11. The Prime Minister Narendra Modi Spoke about the need for Unity.
12. I was not there, when he came to my house.
13. India is a Vast Country
14. I would like to go to picture

15. The train had started 16. His house is near the station
 17. Today there is a feast in Rama's house.
 18. From whom do you buy milk? 19. He has no money for the present
 20. Sivaji had done much for India 21. There is a temple in the middle of the tank.
 22. Ume Salma is the one of the best teachers in our College.
 23. I will come to your house in the evening.
 24. We will return after 5 o'clock in the evening

P.T.O.

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25. Nirala asked a question. 26. We are poor, but not thieves.
 27. We had been to Bangalore last year. 28. The boys are playing under the tree.
 29. In which language do you talk? 30. The bullock walks slowly.

4.

1. Yugesh : Honesty has taken a back seat in Modern life.
 Muktesh : Yes
 Yugesh : What can be done to make people honest?
 Muktesh : I think, it is an uphill task.
 Yugesh : But I think there must be something that can be done.
 Muktesh : In my opinion, Laws should be made more stringent.
 Yugesh : That's correct.
 Muktesh : I think, rigorous punishments should be given to those who take bribe.
 Yugesh : I have other suggestions also.
 Muktesh : What are those?
 Yugesh : People have a great faith in religion. So, religious people should be approached to bring home to people the significance of honesty.
 Muktesh : Yes, I agree with you.
2. Ganesh : What are your views on books?
 Joel : I think, books are a precious store-house of knowledge
 Ganesh : Why do you think so?
 Joel : No, I don't think so
 Ganesh : A good book demands hard labour, a great amount of knowledge on the part of the author.
 Joel : Sometimes one loves to read a book in youth, but uses the taste as one grows up. Is n't it?
 Ganesh : I agree with you
 Joel : Still, there are certain books which a man does not like to read in youth but he appreciates them as he becomes mature.
 Ganesh : Yes, certainly
 Joel : Let's Learn to love, respect and preserve books.

Ganesh : Yes.

3. Mohan : Hello, Sudhir! How are you?
Sudhir : I am fine, what about you?
Mohan : Me too
Sudhir : Have you noticed any change in me?

P.T.O.

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- Mohan : I feel that of late you 've got some new energy and calmness in you.
Sudhir : Yes, you are right.
Mohan : How has it been possible?
Sudhir : I have started attending a yoga camp.
Mohan : Since when?
Sudhir : For the last one fort-night
Mohan : Where is it held?
Sudhir : In the local government school ground.
Mohan : When?
Sudhir : In the morning from 5 am to 7 am
Mohan : Can I also attend it?
Sudhir : Yes, everybody is welcome there
Mohan : From tomorrow I will also attend it regularly.
Sudhir : O.K.
4. Smitha : Hi, Laxmi, how are you?
Laxmi : Fine, very fine
Smitha : You are so naughty.
Laxmi : May be, well!
Smitha : I am thinking of going other seas
Laxmi : Why?
Smitha : That's the toughest question to answer.
Laxmi : Why?
Smitha : Again why?
Laxmi : Then?
Smitha : You are a girl and so am I
Laxmi : What then?
Smitha : Can't you understand that a girl's marriage prospects get greatly enhanced if she has lived abroad for a few years?
Laxmi : Now, tell me who is naughty you or I?
Smitha : I think both.
(They Laugh)

PAPER CODE: MBE-1B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.
I B.B.A. – II SEMESTER END EXAMINATION – MARCH 2016
BUSINESS ENVIRONMENT

Time: 3 hrs.

Max.Marks: 50

SECTION – I

Answer any THREE of the following questions:

Each question carries 8 marks
marks

3x8=24

1. What is Business Environment? Explain the factors influencing Business Environment?
2. Explain the term political environment.
Discuss the main institutions in the political system of the country.
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SECTION – II

Answer any FIVE of the following:

5x4=20 marks

6. Explain the importance of Business Environment.

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SECTION – III

Answer ALL of the following questions.

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19. Challenges of International Business Environment.

PAPER CODE: MAM-1B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.

I B.B.A. – II SEMESTER END EXAMINATION – MARCH 2016

ACCOUNTING FOR MANAGERS

Time: 3 hrs.

Max.Marks: 50

SECTION - I

I Answer any THREE of the following:

3x8=24

1. Explain the accounting concepts and conventions.
2. Explain the types of Cash books:
3. From the Following Ledger Balances prepare Trial Balances for the Ram and Co. Books for the period of 2014-15.
 1. Capital A/c Rs.10,000
 2. Drawings A/c Rs. 2,000
 3. Sundry Debtors Rs. 5,000
 4. Bills Payable Rs. 6,000
 5. Discount Received Rs. 2,000
 6. Loan Borrowed Rs. 5,000
 7. Machinery A/c Rs. 7,000
 8. Salaries A/c Rs. 5,000
 9. Rent A/c Rs. 4,000

10. Insurance Premium Rs. 2,000
11. Purchase A/c Rs. 10,000
12. Sales A/c Rs. 15,000
13. Purchase Returns Rs. 1,000
14. Sales Returns Rs. 1,500
15. Commission Paid Rs. 2,500
4. What is errors? Explain the types of errors.
5. Define consignment. Explain its Features.

SECTION – II

II Answer any FIVE of the followings:
5x4=20

6. Discuss about Branches of accounting.
7. Journalise the following transaction in the Books of Seetha Books for the period of April month 2015.
April 1 - Purchase of goods worth Rs.5000 from X & Co.
5 - Purchase returns to X & Co Rs.500/-
8 - Building Rent paid Rs.2,500/-
10 - Commission Received from Raja Rs.100/-
8. Difference between Cash Book and Pass Book.

P.T.O.

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9. Rectify the following errors.
 1. Raja's contribution for business as debited. Drawings Rs.50,000/-
 2. Rent paid is credited Rs.1000/-
 3. Insurance Premium is credited 2000/-
 4. Drawn from Bank for Company use is debited in Drawings Rs.5000/-
10. Define Suspense Account. How it deals in Error and Rectification.
11. Differentiate Trial Balance and Balance Sheet.
12. Difference between Joint Venture and consignment.
13. What are the disadvantages of computerized Accounting.

SECTION – III

III Answer ALL the questions. 6x1=6

14. Write a brief note on Journal.
15. Capital + Liabilities = -----
16. Cash Book is not a proper Books of account. Say true or False.
17. Purchase Register is subsidiary Book. True/False
18. What is the use of Trading Account?
19. Normal Loss is an ordinary loss which is not accounted in consignment account True
/False.

PAPER CODE: MQTM-2B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.

I B.B.A. – II SEMESTER END EXAMINATION – MARCH 2016

QUANTITATIVE TECHNIQUES FOR MANAGERS

Time: 3 hrs.

Max.Marks: 50

SECTION - I

I Answer any THREE of the following: 3x10=30

1. What are the objects of Tabulation.

2. From the following data calculate the missing Value when the mean is 115.86.

Wages (Rs)	110	112	113	117	?	125	128	130
No of Workers	25	17	13	15	14	8	6	2

3. Calculate Karl Pearson's Co-efficient of Skewness from the following information given when its mode is 54.
- | | | | | | |
|----------------|------|-------|-------|-------|--------|
| Marks: | 0-20 | 20-40 | 40-60 | 60-80 | 80-100 |
| No of Students | 10 | - | 30 | - | 14 |
- Total Number of Students is 94 and find the missing frequencies:
4. In a certain city, there are 5000 people out of them 1200 donot drink Coffee or Tea, 2700 drink Coffee and 1800 drink Tea. Find how many drink both?
5. If $A+B = \begin{bmatrix} 1 & 2 \\ 6 & 8 \end{bmatrix}$ and $A-B = \begin{bmatrix} 3 & 4 \\ 2 & 2 \end{bmatrix}$ find the matrices A and B.

SECTION – II

II Answer any FIVE of the following questions: 5x4=20

6. Write the objects of Statistics
7. Sub divided percentage Bar Diagrams.
8. Write and Explain Types of Statistical Averages.
9. Write any Four Types of Sets
10. Find the Harmonic means between $1/5$ and $1/9$.
11. Explain Secendanya data with examples.
12. Standard deviation.
13. Adjoint of a square matrix

PAPER CODE: MFA-1B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.
I B.B.M. – II SEMESTER SUPPLEMENTARY EXAMINATION – MARCH 2016
FINANCIAL ACCOUNTING
(for Present III Years)

Time: 3 hrs.

Max.Marks: 50

SECTION - A

I Answer any FOUR of the following: 4x10=40

1. A and B are partners sharing profits in equal proportion. The following is the balancesheet of the firm as on 31st December 1991.
- | | | | |
|-------------|-----|--------|-----|
| Liabilities | Rs. | Assets | Rs. |
|-------------|-----|--------|-----|

Creditors	40,000	Cash in hand	
2,000			
Salaries Outstanding	14,000	Cash at bank	
10,000			
A's Capital	50,000	Sundry debtors	42,000
B's Capital	45,000	less provision for D.D	4,000
38,000	95,000		
		Bills receivable	
17,000			
		Stock	
20,000			
		Investments	
20,000		Furniture	
5,000			
		Buildings	
37,000			
	-----		---
-----	1,49,000		
1,49,000	-----		-

Before C joins the firm as a partner it was found that the provision for doubtful debts be raised to Rs.6,500 and the furniture be valued at Rs.4,500. The value of buildings has been mutually arrived at Rs.45,000. Personal investments of A worth Rs.4,300 be treated as firm's investment. A claim of Rs.1200 by an Ex-employee has been admitted and the same be provided.

Pass Journal entries and prepare revaluation account and balance sheet after giving effect to the above.

2. The partnership between Ram and Mohan was dissolved on 3rd March 1991. On that date the respective Credit to the capitals were Ram Rs.50,000 and Mohan Rs.30,000. Rs.10,000 were owed by Mohan to the firm Rs. 20,000 were owed by the firm to Ram and Rs.15,000 were due to trade Creditors.

The assets represented by the above stated net liabilities realized Rs.90,000 exclusive of Rs.10,000 owed by Mohan. Trade Creditors will be settled at book figure. In addition, one bill for Rs.1000 under discount was dishonoured and had to be taken up by the firm. The expenses of realization came to Rs.1200.

Prepare necessary ledger accounts to close the books of the firm.

P.T.O

3. Mr.A does not maintain complete double entry books of accounts. From the following details determine the profit for the year and prepare revised statement of affairs at the end of the year.

Rs.1000(cost) furniture was sold for Rs. 5,000 on 1-1-1990; 10% depreciation is to be charged on furniture. Mr. A has drawn Rs.1000 per month. Rs.2000 was invested by Mr.A in 1990.

	1-1-1990	31-12-1990
Stock	40,000	60,000
Debtors	30,000	40,000
Cash	2,000	1,000
Bank	10,000	5,000(OD)
Creditors	15,000	25,000
O/S Expenses	5,000	8,000
Furniture(Cost)	3,000	2,000

Bank balance on 1-1-1990 is as per cash book, but the bank overdraft on 31-12-1990 is as per bank statement. Rs.2000 cheque drawn in December 1990 have not been encashed with in the year.

4. X Ltd. invited applications for 1,00,000 shares of Rs.10 each at a discount of 6% payable as follows.
On application Rs.250; on allotment Rs.3.40 and on First and Final call Rs.3.50.

The applications received were Rs.90,000 shares and all of these were accepted. All money due was received except the first and final call on 1000 shares.

Pass necessary entries in the journal of the company. Also show how these transactions would appear in balance sheet of the company.

5. For the year ended 31st March, 1995, provision for income tax has been made for Rs. 50,00,000. Advance payments of tax for that year amounted to Rs.45,00,000 and tax deducted at source on income earned by the company amounted to Rs.46,000. On November 15, 1995, the assessment at Rs.58,40,000. Advance payment of tax for the year ending 31st March 1996 was Rs.62,00,000.

Show the necessary accounts for the year ending 31st March 1996 assuming Rs. 70,00,000 provision for taxation for the year ending 31st March, 1996.

6. Explain the following accounts.
a) Revaluation account
b) Memorandum revaluation account
7. What is a share? Discuss the types of shares which a Company can issue. Distinguish between equity and preference shares.

P.T.O

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SECTION –B

Answer the following:

2x2 ½ =5

1. On 1-1-1991. Anil and Sunil entered in to partnership contributing Rs.20,000 and Rs.15,000 and sharing profits in the ratio of 3:2. In the middle of the year Anil further introduces Rs.80,000 to the partnership as a loan without any agreement as to interest. Sunil is to be allowed salary of Rs.4000 per year. Interest on capital is to be

allowed at 6% p.a. During the year, Anil withdrew Rs.3000 and Sunil Rs.6,000' interest on the same date being Rs.50 and Rs.70.
Profit in 1991 before the above noted adjustments was Rs.10,580.
Show how the profit is to be distributed.

2. Sky Rockets Ltd made an issue of 10,00 equity shares of Rs.100 each. Payable Rs.20 on application, Rs.40 on allotment and Rs.40 on Call. All the shares are subscribed and amounts duly received. Pass journal entries to give effect to these.

SECTION – C

Answer all the following:

5x1=5

1. Statutory Books
2. Preliminary expenses
3. Statement of Affairs
4. Goodwill
5. Joint life policy

PAPER CODE: MBAMSE-1B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.
I B.B.A. – II SEMESTER END EXAMINATION – MARCH 2016
BUSINESS ANALYSIS USING MS-EXCEL

Time: 3 hrs.

Max.Marks: 50

I Answer any THREE of the following essays: 3x8=24

1. Explain about work sheet formatting?
2. Explain procedure for creation of chart?
3. Write about Data Validation?
4. Explain about what-If Analysis?
5. Explain types of Net works?

II Answer any FIVE of the following: 5x4=20

6. Define Auto fill and custom fill? Give examples.
7. Write about conditional formatting?
8. Define Macro? How to simplify tasks using Macros?
9. Write about different views in Excel?
10. Write about Templates?
11. Write about Pivot tables?
12. How to create E-mail Account?
13. Write about web browsers?

III Answer ALL the following: 6x1=6

14. Draw and Briefly explain Excel window parts?
15. Briefly Explain about categories of functions?
16. How to create drop down list box?
17. How to link and consolidate work sheets?
18. Write about Goal seek and solver?
19. Write about Social Networking?

SEMESTER III

PAPER CODE: AOM-2A

CH.S.D.ST.THERESA'S AUTONOMOUS COLLEGE FOR WOMEN:ELURU
II B.B.A. – III SEMESTER END EXAMINATION – OCTOBER 2016
OPERATIONS MANAGEMENT

Time: 3 hrs.

Max.Marks:50

SECTION - A

Answer any THREE of the following:

3x8=24M

1. Explain the Objectives of Operations Management.
2. Explain the types of Plant Layout with relevant Example.
3. Discuss about factors affecting Materials Handling.
4. Describe the objectives of work study and what are the benefits of work Study?
5. Explain in detail about Network techniques.

SECTION – B

Answer any FOUR of the following:

4x4=16M

6. Discuss about Operations Management with other areas.
7. What are the steps in Plant Location selection?
8. What are the factors determining Plant Location?
9. What are the Scope of materials Handling?
10. Explain in brief about goals of Job Design.
11. What are the factors affecting job design?
12. What are the techniques of operation control?

SECTION – C

Answer any FIVE of the following:

5x2=10M

13. Service Operations.
14. Combined Layout
15. Storage Devices
16. Work study
17. Bench Marking
18. Transporting
19. Operations control.
20. Balanced Score Cards.

SUBJECT CODE: AOB-2A

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU
II B.B.A. – III SEMESTER END EXAMINATION – OCTOBER 2017
ORGANISATION BEHAVIOUR

Time: 3 hrs.

Max.Marks: 50

PART – A

Answer any THREE of the following:

3x8=24M

1. Explain the models of Organisation Behaviour.
2. Explain various factors that play an important role in determining the personality of a person.
3. Define Attitude. What are its Components and Sources.
4. Define Communication. What are the barriers of Communication.
5. Define leadership. Explain about leadership styles.

PART – B

Answer any FIVE of the following:

5x4=20M

6. How can the managers influence the behaviour of Employees.
7. What do you mean by the term Locus of control.
8. Distinguish between Type A and Type B people.
9. Emotional Labour and explain its determinants.
10. Importance of Perception.
11. Importance of Motivation.
12. Stages of group formation.
13. Write a Note on power Centres.

PART – C

Answer ALL the following questions in two or three sentences. 6x1=6M

14. Custodial Model
15. Local of control
16. IQ
17. Impression Management
18. Formal groups
19. Visionary leadership

SUBJECT CODE: AENG-2A

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU
II B.B.A. – III SEMESTER END EXAMINATION – OCTOBER 2017
PROFESSIONAL ENGLISH AND SOFT SKILLS-I

Time: 3 hrs.

Max.Marks: 50

UNIT I – BODY LANGUAGE

I Answer any ONE of the following in about 300 words.
6M

1. How is handshake an important aspect of body language?
Write an essay on the different kinds of hand shakes.
2. Why is body language important in building relationships? How can we develop good body language?

II Write a short note on any ONE of the following in about 150 words:
3M

3. Proximity in Body Language
4. Use of facial expressions in body language.
5. How can we develop good posture.

UNIT II – INTERPERSONAL RELATIONSHIPS

III Write an essay of about 300 words on any ONE of the following: 6M

6. How can better interpersonal skills be developed?
7. What are the essential aspects of good interpersonal skills?

IV Write a short note of about 150 words on ONE of the following: 3M

8. Effective conversation to build interpersonal skills.
9. Interviews and interpersonal skills.
10. What are the goals of interpersonal skills.

UNIT III – TIME MANAGEMENT

V Write an essay of about 300 words on ONE of the following:
6M

11. What is Time Management? How can you effectively schedule your work?
12. Write an essay on Time Management Matrix with suitable examples.

VI Write a short note on any ONE of the following in about 150 words:
3M

13. Time Circle Planner
14. Time Wasters
15. The 80/120 rule in Time Management.

P.T.O.

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UNIT IV – WRITING SKILLS

VII a) Write a paragraph of about 100 words on any ONE of the following.
3M

16. My favourite holiday spot.
17. My Town

b) Write an essay of about 200 words (1 page) on any ONE of the following topics:
5M

18. How to make my college clear.
19. “Self Help is the Best Help”.

20.c) Correct the following sentences and rewrite them.
1x5=5M

1. Every woman and every man were killed in the war.
2. She is elder than me
3. Kutub Minar is world famous
4. It is I who is to blame
5. Ashwin is a M.P.

21 d) Expanding any THREE of the following Abbreviations:
1x3=3M

1. yd.
2. Viz.
3. P.M
4. N.B.
5. KW.

UNIT V – SPEAKING SKILLS

VIII A. Mark stress on any THREE of the following words
1x3=3M

22. 1. delicious
2. configuration
3. remember
4. separate
5. manuscript

B Write a paragraph on any ONE of the following with an example.
4M

23. Accent in connected speech
24. Falling Tone.

PAPER CODE: AENG-2A

CH.S.D.ST.THERESA'S AUTONOMOUS COLLEGE FOR WOMEN:ELURU
II B.B.A. – III SEMESTER END EXAMINATION – OCTOBER 2016
ENGLISH AND SOFTSKILLS

Time: 3 hrs.

Max.Marks:50

Answer any THREE questions. Each question carries eight marks:
3x8=24M

1. What is the role played by different types of punctuations in writing?
Explain with Examples.
2. What is the importance of 'Body Language' in Communication?
Explain any five gestures.
3. What are the attributes of time management? Why time management skills are critical for career growth?
4. "Positive personality traits: A must for leadership and career growth".
Elaborate.

Answer any TWO questions. Each question carries five marks.
5x2=10M

5. How should a team leader motivate his team members during crisis?
6. What the desirable aspects body language to be exhibited during an interview process right from time of entry to time of exit?

7. Explain the different factors affecting personality of an individual?

PUNCTUATE THE FOLLOWING:

6M

The Brexit Cruise dint get far EU leaders drifted down the Danube for an hour said little about Britain over a leisurely shipboard lunch then circled back to Bratislava to resume Fridays summit.

Answer the following vocabulary:

10x1=10M

- a) give Synonyms
1. Splendid
 2. Kind
 3. Novice
 4. Huge
 5. Vanquish
- b) Give antonyms
1. Create
 2. marriage
 3. Permit
 4. reserved
 5. extravagant

SUBJECT CODE: AFW-2A

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU
II B.B.A. – III SEMESTER END EXAMINATION – OCTOBER 2017
FUNDAMENTALS OF WEBTECHNOLOGIES

Time: 3 hrs.

Max.Marks: 50

SECTION - I

I Answer any THREE of the following questions: 3x8=24M

1. Explain about internet concepts in detail.
2. Define Protocol? Explain about UDP and HTTP Protocols.
3. Explain about tables in HTML.
4. What is the purpose of creating cascading Stylesheet? Explain the Types of CSS. With Examples.
5. Explain about Operators used in javascript.

SECTION – II

II Answer any FIVE of the following questions. 5x4=20M

6. What is the use of computer in business world.
7. What are the different types of networks explain?
8. How to insert image in a webpage.
9. Explain in detail about multimedia objects in HTML.
10. Explain about CSS image gallery.
11. How to create a form in CSS.
12. Explain about identifiers, keywords used in javascript.
13. Explain the expressions used in javascript.

SECTION – III

III Answer ALL the following questions.
6x1=6M

14. Define Protocol.
15. Define TCP?
16. Write the Syntax of Hyper Link tag.
17. Frame tag syntax
18. What is DHTML
19. What are the datatypes used in javaScript?

SUBJECT CODE: AHRM-2A

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU
II B.B.A. – III SEMESTER END EXAMINATION – OCTOBER 2017
HUMAN RESOURCE MANAGEMENT

Time: 3 hrs.

Max.Marks: 50

SECTION – I

Answer any THREE of the following Questions.

3x8=24M

1. Discuss the Operations functions of HRM?
2. Explain the Importance of Human Resource Planning?
3. Discuss about the Recruitment Procedure?
4. Explain in detail about employment tests?
5. Difference between Training and Development? Explain.

SECTION – II

Answer any FIVE of the following questions.

5x4=20M

6. Explain the Nature of Human Resource Management?
7. Write a short note on Scope of HRM?
8. What are the characteristics of HRP?
9. Explain about HRP at different levels?
10. What are the merits of external source?
11. Explain the Importance of selection?
12. What are the factors affecting Selection Decision?
13. Write a short note on off the job methods?

SECTION – III

Answer ALL the following questions.

6x1=6M

14. Pervasive
15. Manager
16. Bonus
17. Third party
18. Hiring
19. OJT

PAPER CODE:AHRM-2A

CH.S.D.ST.THERESA'S AUTONOMOUS COLLEGE FOR WOMEN:ELURU

II B.B.A – III SEMESTER END EXAMINATION – OCTOBER 2016

HUMAN RESOURCE MANAGEMENT

Time: 3 hrs.

Max.Marks:50

SECTION - I

Answer any THREE of the following questions:

3x8=24M

Each question carries 8 marks.

1. Define Human Resource Management. Discuss the functions of Human Resource Management in brief.
2. Define Human Resource Planning. Discuss the need and importance of Human Resource Planning.
3. Discuss various sources of recruitment in detail.
4. Discuss the process of selection in elaborate along with limitations.

5. Define training. Explain the process of training.

SECTION – II

Answer any FIVE of the following questions.

5x4=20M

Each question carries 4 marks.

6. Discuss the scope of HRM
7. Features of Human Resource Planning.
8. Differentiate between Recruitment and Selection.
9. Different types of interviews in brief.
10. Objectives of training.
11. Differentiate b/w training and development.
12. Explain importance of recruitment.
13. Types of Human Resource Planning.

SECTION –III

Answer ALL of the following questions.

6x1=6M

Each question carries one mark.

14. Recruitment
15. Development
16. Interview
17. Vestibule training.
18. Induction
19. Head hunting

PAPER CODE:A0B-2A

CH.S.D.ST.THERESA'S AUTONOMOUS COLLEGE FOR WOMEN:ELURU
II B.B.A. – III SEMESTER END EXAMINATION – OCTOBER 2016
ORGANISATION BEHAVIOUR

Time: 3 hrs.

Max.Marks:50

PART-A

Answer any THREE of the following :

3x8=24M

1. What is Organisation Behaviour? What is the importance of the Study and Practice of organization behaviour, in this contemporary era.
2. Determinants of personality? Explain BIG-5 Model of Personality.
3. What is perception? What is the importance of per caption .
4. What is Motivation? Explain Abraham Maslow's need hierarchy theory in-detail, with an example.
5. What is power? Explain the sources of power. And consequences of each source of power.

PART-B

Answer any FIVE of the following:

5x4=20M

6. Emotional Intelligence and Emotional labor.
7. Define learning. Explain classical conditional theory of learning.
8. Explain Managerial Grid.
9. Explain organisation structure and level of the organisation.
10. What is control. How it works in the organisation.
11. Leader Vs Manager.

PART-C

Answer the following:

6x1=6M

12. Attitude
13. Knowledge power
14. Leadership
15. Organisation learning
16. Informal Group
17. Halo effect.

PAPER CODE: AFWT-2A

CH.S.D.ST.THERESA'S AUTONOMOUS COLLEGE FOR WOMEN:ELURU
II B.B.A. – III SEMESTER END EXAMINATION – OCTOBER 2016
FUNDAMENTALS OF WEB TECHNOLOGIES

Time: 3 hrs.

Max.Marks:50

SECTION - I

I Answer any THREE of the following questions.

3x8=24M

1. What is Internet? Explain different uses of Internet.
2. Explain about TCP, IP and HTTP protocols.
3. Explain various types of lists with examples.
4. Explain the types of cascading Style sheets with example.
5. What is Java Script? Explain objects in Java Script.

SECTION – II

II Answer any FIVE of the following Questions. 5x4=20M

6. What is E-mail? How to create an e-mail account.
7. What is Network? Write about different types of Network..
8. Discuss about tables in HTML
9. Write about class and id selectors in CSS.
10. Explain about Layers.
11. Discuss about Multimedia objects.
12. What are the operators used in JavaScript.
13. Explain about control structures in JavaScript.

SECTION – III

III Answer all the following questions. 6x1=6

14. What is web browser?
15. What is Modem?
16. What is Hyperlink?
17. What is DHTML?
18. What are the Data types in JavaScript?
19. What is Function?

SEMESTER IV

PAPER CODE: MCATT-2B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.

II B.B.M. – IV SEMESTER END EXAMINATION – MARCH 2016

COMPUTERIZED ACCOUNTING THROUGH TALLY

Time: 3 hrs.

Max.Marks: 50

I Answer any THREE of the following: 3x8=24

1. Explain in brief the menu items of both “Accounts Info” and “Inventory Info”.
2. What are Accounts groups? Explain any FOUR groups of Balance Sheet and any Four groups of Profit and loss account.

3. What are the various Accounting Vouchers used for recording various business transactions.
4. What are “Inventory Features”? Explain in brief any EIGHT inventory Features.
5. What is TDS? Explain in brief the procedure of enabling TDS feature in Tally and the ledgers to be created for a TDS transaction.

II Answer any FIVE of the following: 5x4=20

6. Features of Tally
7. Default ledgers created in Tally.
8. Inventory Vouchers.
9. Trial Balance
10. Multi-currency option.
11. Budgets in Tally
12. Godown creation in Tally
13. FBT

III Answer ALL the questions: 6x1=6

14. Button Bar in Tally
15. Configuration (F:12)
16. Stock Categories
17. Interest calculation
18. Service Tax
19. Cost Centres.

PAPER CODE: MESSI-2B

CH.S.D.ST. THERESA’S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.

II B.B.M. – IV SEMESTER END EXAMINATION – MARCH 2016

ENTREPRENEURSHIP AND SMALL SCALE INDUSTRIES

Time: 3 hrs.

Max.Marks: 50

SECTION - I

Answer any THREE of the following: 3x8=24

1. Describe the important causes for the failure of small business and suggest suitable measures to improve it.
2. Explain the main characteristics of an Entrepreneur.
3. Describe the various steps involved in business planning.

4. Discuss the various sources of finance for a newly established Project.
5. Examine the various problems of women entrepreneurs in India. How the problems can be minimized.

SECTION – II

Answer any FIVE of the following:

5x4=20

6. State the characteristics of Small Business.
7. Explain the role of SSI in economic development.
8. State the functions of an entrepreneur.
9. Explain the significance of feasibility report.
10. Discuss the importance of Market Research.
11. Explain the features of venture Capital.
12. What are support provided by Government to women entrepreneurs in India.
13. What are the factors to be considered while setting a firm?

SECTION – III

Answer ALL questions.

6x1=6

14. Who is an entrepreneur?
15. Define Small Business
16. What is sampling?
17. What is seed Capital?
18. State any two types of women entrepreneurs.
19. What is NRDC?

PAPER CODE: MPM-2B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.

II B.B.M. – IV SEMESTER END EXAMINATION – APRIL 2016

PRINCIPLES OF MARKETING-II

Time: 3 hrs.

Max.Marks: 50

SECTION - I

Answer any THREE of the following questions:

3x8=24

1. Explain the major factors influencing consumer Behaviour.
2. Describe the various product Mix strategies.

3. Write the characteristic and advantage of a good brand.
4. Define the term packing. Mention the objectives of Packaging
5. Explain the various pricing strategies.

SECTION – II

Answer any FIVE of the following questions.

5x4=20

6. Write the important buying motives.
7. State the difference between product mix and product line.
8. List the reasons for branding the product.
9. Define Label. State the kinds of Labels.
10. Explain the factors influencing pricing decision.
11. Write the fine stages in the buying decision process.
12. Enumerate the Industrial goods types.
13. How do you measure brand loyalty.

SECTION – III

Answer ALL of the following questions.

6x1=6

14. When a brand name is registered it becomes a -----
a. Brand image b. brand symbol c. Trade Marks
15. Modern Marketing focuses on the
a. Business Environment b. Consumer Satisfaction
c. Profit making
16. Age of a person is a -----
a. Demographic variable b. Geographical c. Socio-economic variable
17. Zonal pricing results in -----prices for different areas.
a. Demand oriented b. Uniform c. Mixed
18. The exchange value of a goods or services in terms of money in
a. Cost b. Price c. Profit d. Sales
19. Consumer behaviour depends upon
a. Consumer decision b. Buying decision c. Pricing decision d. Market price

PAPER CODE: MFMS-2B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.

II B.B.M. – IV SEMESTER END EXAMINATION – MARCH 2016

FINANCIAL MARKETS AND SERVICES

Time: 3 hrs.

Max.Marks: 50

SECTION - A

I Answer any THREE of the following :

3x8=24

1. Discuss the features of Organised money market with suitable examples.
2. What is New Issue Market? Explain various types of New Issue.
3. What is Merchant Banking? Explain the functions and services of merchant Banking.
4. Explain the steps involved in Loan Syndication.
5. What are the important principles of Insurance?

SECTION – B

II Answer any FIVE of the following: 5x4=20

6. Need for Money Market.
7. Commercial Bill Market.
8. Discount Market.
9. Advantages of Listing.
10. Portfolio management
11. Domestic Loan Syndication.
12. Advantages of Insurance to Economy.
13. SEBI

SECTION – C

III Answer ALL the Questions. 6x1=6

14. T.Bills
15. New Issue Market.
16. Primary Market
17. Merchant Banker
18. Contribution
19. Mutual funds

SEMESTER V

SUBJECT CODE: AMA-3A

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU

III B.B.A. – V SEMESTER END EXAMINATION - OCTOBER 2017

MANAGEMENT ACCOUNTING

Time: 3 hrs.

Max.Marks: 50

SECTION – A

I Answer any FOUR of the following:

4x10=40M

1. The following is the trial balance of Bright Manufacturing Company Ltd. as on 31-3-2016.

PARTICULARS	Dr.	Cr.
Stock on 1 st April 2015	7,50,000	
Sales	--	35,00,000
Purchases	24,50,000	--
Productive wages	5,00,000	--
Discounts	70,000	50,000
Salaries	75,000	
Rent	49,500	
General Expenses including Insurance	1,70,500	
Profit and Loss A/c 1-4-2015	90,000	1,65,600
Dividend Paid	15,300	
Dividend Distribution Tax		
Capital 1,00,000 shares		10,00,000
Of Rs.10 each.	3,75,000	1,75,000
Sundry Debtors and Creditors	2,90,000	
Plant and Machinery	1,62,000	1,55,000
Cash on hand and at bank	48,300	
General Reserve		
Bad debts		

You are required to prepare Statement of Profit and Loss Account for the year ended 31-3-2016 and the Balance Sheet at that date. You are also make provision in respect of the following:

- Stock on 31-3-2016 was Rs.8,20,000
 - Depreciate machinery @15% p.a.
 - One month's rent @ Rs.54,000 p.a. was due on 31-3-2016.
 - Make a provision for Income Tax @ Rs.10,000.
2. The following is the Profit and Loss Account of Alfa Manufacturing Company for the year ending 31-3-2016.

P.T.O.

-2-

Particulars	Rs.	Particulars	Rs.
To Opening Stock	26,000	By Sales	1,60,000
To Purchases	80,000	By Closing Stock	38,000
To Wages	24,000		
To Production expenses	16,000		
To Gross Profit b/d	52,000		
	-----		-----
	1,98,000		1,98,000
	-----		-----
To Selling and		By Gross Profit	52,000

Distribution expenses	4,000	b/d	
To Administrative Expenses	22,800	By Compensation for land acquisition	4,800
To General Expenses	1,200		
To Furniture (Cost) Lost due to fire	800		
To Interest on Debentures	6,000		
To Provision for Tax	8,000		
To Net Profit	14,000		
	<u>56,800</u>		<u>56,800</u>

Calculate Gross Profit Ratio, Operating Profit Ratio, Operating ratio and Net Profit Ratio.

3. From the following Balance Sheet of Gudivada Ltd. You are required to Prepare Funds Flow statement for the year ending 31-12-2016.

Liabilities	31-12-2015 Rs.	31-12-2016 Rs.	Assets	31-12-2015 Rs.	31-12-2016 Rs.
Share Capital	70,000	74,000	Cash	9,000	7,800
Debentures	12,000	6,000	Debtors	14,900	17,700
Provision for Bad Debts	700	800	Stock	49,200	42,700
Creditors	10,360	11,840	Land	20,000	30,000
Profit and Loss A/c	10,040	10,560	Good will	10,000	5,000
	<u>1,03,100</u>	<u>1,03,200</u>		<u>1,03,100</u>	<u>1,03,200</u>

Additional information:

- a) Dividends Paid Rs. 3,500. b) Land is purchased during the year Rs.10,000

-3-

4. From the following information prepare cash flow Statement.
Comparative Balance Sheet of Excellent Ltd.

Liabilities	31-03-2012 Rs.	31-03-2013 Rs.	Assets	31-03-2012 Rs.	31-03-2013 Rs.
Share Capital	40,00,000	50,00,000	Fixed Assets	30,00,000	31,00,000
Reserve Surplus	5,00,000	15,00,000	Investments	--	1,50,000
Secured Loans	40,00,000	35,00,000	Cash & Bank	1,25,000	2,50,000
Current Liabilities	60,00,000	50,00,000	Balances	78,75,000	75,00,000
			Stock		
			Sundry	35,00,000	40,00,000

	-----	-----	Debtors	-----	-----
	1,45,00,000	1,50,00,000		1,45,00,000	1,50,00,000

Adjustments:

- i) The Net Profit for the year after adjustment in respect of provision for dividends and taxation was Rs.10,00,000
- ii) There was addition to fixed assets during the year amounting to Rs.4,00,000 and depreciation for the year was Rs.3,00,000.

5. From the Liabilities and Assets of Aligarh Ltd given below you are required to prepare cash flow Statement.

Balance Sheet as on

Liabilities	31-3-2013 Rs.	31-3-2014 Rs.	Assets	31-3-2013 Rs.	31-3-2014 Rs.
EquityShare Capital		12,00,000	Land and Buildings	5,54,000	
Securities Premium	8,00,000		Plant and Machinery	3,56,000	11,32,000
Reserve General		1,20,000	Furniture & Fittings	24,000	5,13,000
Reserve Surplus Account	80,000	90,000	Stock	2,21,000	
5%	60,000	2,08,000	Debtors	3,65,000	
Debentures Corporation Tax		2,60,000	Bank & Cash	48,000	15,000
Creditors	1,95,000	1,09,000			2,60,000
	---	3,64,000			3,91,000
		-----		-----	
		23,51,000		15,68,000	40,000
	98,000				
	3,35,000				
	-----				-----
	15,68,000				--
					23,51,000

Additional Information:

- i) Depreciation written of during the year: Plant and Machinery Rs.1,28,000, Furniture & Fittings Rs.4,000.

6. From the following information calculate

- a) P/V Ratio b) Break Even Point c) Margin of Safety.

Particulars	Rs.
Total Sales	3,60,000
Selling price per unit	100
Variable Cost per unit	50
Fixed Cost	1,00,000

- b) If Selling price is reduced to Rs.90, by howmuch the margin of Safety is reduced.
7. What is Management Accounting. Explain the Scope and importance of Management Accounting?
8. What is Ratio Analysis. Explain the significance and advantages of Ratio Analysis.
9. Explain the Differences between Cash flow and funds flow Statement.

SECTION – B

II Answer any TWO of the following: 2x 2½=5M

10. From the following particulars calculate Gross Profit Ratio and Net Profit Ratio.

Sales	Rs. 10,00,000
Cost of Goods sold	Rs. 5,00,000
Other Operating Expenses	Rs. 2,50,000

11. Calculate PV Ratio from the following information.
- a. Given; selling Price Rs.10 per Unit, Variable cost Rs.6 per unit.
- b. Given the profit and Sales of two periods as under:

Year	Sales Rs.	Profit Rs.
2012	1,50,000	20,000
2013	1,70,000	25,000

12. Calculate Margin of Safety and the amount of Actual Sales from the following.

	Rs.
Profit	10,000
P/V Ratio	50%
BEP Sales	20,000

13. Give the List of Current Assets and Current Liabilities.

SECTION – C

III Answer the following questions. 5x1=5M

14. Company Final Accounts 15. Ratio Analysis
16. Funds Flow Statement 17. Cash Flow Statement
18. Marginal Costing

SUBJECT CODE: AEC-3A

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU

III B.B.A. – V SEMESTER END EXAMINATION - OCTOBER 2017

E-COMMERCE

Time: 3 hrs.

Max.Marks: 50

SECTION – I

I Answer any FOUR of the following: 3x8=24M
Each question carries 8 marks.

1. Explain the Required for successful implementation of e-commerce?
2. Describe the Model of SCM?
3. Debit Card?
4. Explain the Recommendations to motivate more Electronic Payment System?
5. Discuss the Strategies of CRM?

SECTION – II

II Answer any FIVE of the following: 5x4=20M
Each question carries 4 marks.

6. Explain the features of e-commerce?
7. List out the Types of E-Advertising.
8. List out Supply chain Steps?
9. List out any five Electronic Payment System?
10. Discuss the Attributes valued by End-users?
11. Discuss the problems in Traditional payment systems?
12. Explain the Desirable attribute for payment System Design?
13. Explain Different levels of e-CRM?

SECTION – III

III Answer ALL the following: 6x1=6M
Each question carries 1 mark.

14. C2B
15. Blog
16. Packing
17. Digital Wallet
18. Monetary Value.
19. Customer Centered Services in e-CRM.

SUBJECT CODE: AFMS-3A

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU

III B.B.A. – V SEMESTER END EXAMINATION - OCTOBER 2017

FINANCIAL MARKETS AND SERVICES

Time: 3 hrs.

Max.Marks: 50

SECTION – A

Answer any THREE of the following:

3x8=24M

1. Explain the differences between Capital Market and Money Market.
2. Define Derivatives. Explain Different types of Derivates.
3. What are the guidelines given by SEBI towards the issue of Equity shares and Debentures.
4. Give an account of Factoring and Forfaiting.
5. Explain the different types of Mutual Funds.

SECTION – B

Answer any FOUR of the following:

4x5=20M

6. Define Financial Markets. What are the functions of Financial Markets.
7. Dematerialisation of Securities.
8. Explain Stock Trading
9. Explain the Powers of SEBI
10. Open Ended Fund Vs closed Ended Fund.
11. What is the importance of Mutual Fund.

SECTION – C

Answer Any SIX of the following:

6x1=6M

12. Money Markets
13. Capital Markets
14. National Stock Exchange
15. Derivatives
16. Powers of SEBI
17. Preference Shares
18. Bills Discounting
19. Bank Guarantee
20. Expertise

SUBJECT CODE: APIA-3A

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU

III B.B.A. – V SEMESTER END EXAMINATION - OCTOBER 2017

PHOTOSHOP AND INTERNET APPLICATIONS

Time: 3 hrs.

Max.Marks: 50

I Answer any THREE of the following questions.

3x8=24M

1. Explain about the toolbox in photoshop.
2. Discuss the various level of Layerstyles.
3. Write about EDIT menu in Photoshop.
4. What are the steps involved in the preparation of wedding – invitation.
5. Write down the steps for Blog creation.

II Answer any FIVE of the following questions. 5x4=20M

6. How to create a different background
7. Write a short note on Screen modes.
8. Write a short note on opacity.
9. What is colour Balance? Explain the concept in detail.
10. Write note on artistic filter and blur filter.
11. Explain about colour pallet and History, Action pallets.
12. How to use Social media for business promotions.
13. What is Internet Security.

III Answer ALL the following questions. 6x1=6M

14. Write a note on Threshold.
15. Short cut key for creating new document.
16. Shortcut key for Transformation.
17. Shortcut key for Desaturate.
18. What is the purpose of sponge tool.
19. What is a website?

SUBJECT CODE: AFRM-3A

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU

III B.B.A. – V SEMESTER END EXAMINATION - OCTOBER 2017

FUNDAMENTALS OF RESEARCH METHODOLOGY

Time: 3 hrs.

Max.Marks: 50

SECTION – I

I Answer any THREE of the following: 3x8=24M

1. Comparison between qualitative and quantitative Research?
2. Explain the Techniques in Research problem?
3. Discuss the components of Research Design?
4. Explain the steps of sampling Plan?
5. Explain the merits and demerits of secondary Data?

SECTION – II

II Answer any FIVE of the following: 5x4=20M

6. Write a short note on Motivation of Research?
7. Discuss the qualities of Good Research?
8. Write a note on selecting the problem?
9. Explain the characteristics of Research Problem?
10. Explain need for Research Design?
11. Explain the advantages of Sampling?
12. Advantages of Primary Data?
13. Types of Primary Data?

SECTION – III

III Answer ALL the following: 6x1=6M

14. Analytical Research
15. Analysis of Data
16. Sampling
17. Sample
18. Sample frame
19. Sample unit

SUBJECT CODE: ABL-3A

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU

III B.B.A. – V SEMESTER END EXAMINATION - OCTOBER 2017

BUSINESS LAW

Time: 3 hrs.

Max.Marks: 50

SECTION - I

Answer any THREE of the following:

3x8=24M

1. What is contract. Explain its features and different kinds of contract.
2. What is the performance of a contract and who may perform a contract.
3. What are the differences between contract of Indemnity and contract of Guarantee
4. Explain about conditions and warranties.
5. What is meeting and explain the importance and procedure of Statutory Meeting

SECTION – II

Answer any FIVE of the following:

5x4=20M

6. What is Offer and Acceptance.
7. Who is Minor According to Company Law.
8. What are Remedies of Breach of contract.
9. What is Specific Contract.
10. What is contract of Agency.
11. Brief explain the rights of an unpaid Seller.
12. What do you mean by Transfer of Property.
13. What are the new companies Accounting to Company's Act 2013.

SECTION – III

Answer ALL of the following:

6x1=6M

14. Quasi contract
15. Alien enemies.
16. Injunction
17. Factor
18. Sale
19. AOA

PAPER CODE: MPSIA-3A

CH.S.D.ST.THERESA'S AUTONOMOUS COLLEGE FOR WOMEN:ELURU

III B.B.M. – V SEMESTER END EXAMINATION – OCTOBER 2016

PHOTOSHOP AND INTERNET APPLICATIONS

Time: 3 hrs.

Max.Marks:50

I Answer any THREE of the following Questions:
3x8=24M

1. Write a short note on:
 - a. into Palette
 - b. Zoom tool.
2. Briefly discuss different types of Brushes.
3. How to create layer Styles like a text?
4. How to prepare Wedding Invitation?
5. How to promote Social media for business promotions?

II Answer any FIVE of the following questions. 5x4=20M

6. What are the feature of Photoshop?
7. Write a short note on
 - a. Fill
 - b. Gradient
8. Write about operations on layers.
9. How to generate passport size photos in A4 sheet?
10. How to transform, rotate, skewing on Image?
11. How to create Photo Album in Photoshop?
12. How to sent free SMS in your friend give an example.
13. Write about Healing brush too and patch tool.

III Answer ALL of the following: 6x1=6M

14. Shortcut key for feather
15. Difference between Grayscale and RGB.
16. PSD stands for
17. Merging layers
18. How to change the SSL in Internet Options?
19. Difference between Brightness and contrast.

PAPER CODE: MAFM-3A

CH.S.D.ST.THERESA'S AUTONOMOUS COLLEGE FOR WOMEN:ELURU
III B.B.M. – V SEMESTER END EXAMINATION – OCTOBER 2016
ADVANCED FINANCIAL MANAGEMENT

Time: 3 hrs.
Max.Marks:50

SECTION – I

Answer any THREE of the following.

3x10=30M

1. A manufacturer has supplied the following information relating to one of his product.

Total variable cost	=	Rs.30,000
Total Sales	=	Rs.60,000
Units Sold	=	Rs.20,000
Total Fixed cost	=	Rs.18,000

Calculate

- Contribution
 - Break even point
 - Margin of Safety
 - Profit
 - Volume of Sales to earn a profit of Rs.24,000
2. Explain different techniques of Capital budgeting.
3. The following is the capital structure of M/s Krishma Ltd., as on 31-03-2016.

Equity Shares	
20,000 shares at Rs.100 each	=20,00,000
10% Preference shares of Rs.100 each	= 8,00,000
12% Debentures	=12,00,000

	40,00,000

The market Price of the company's share is Rs.110 and it is expected that a dividend of Rs.10 per share would be declared after 21 year. The dividend growth rate is 6%.

If the company is in the 50% tax bracket.

Computer the weighted Average Cost of Capital.

- What is Dividend Decision? Briefly explain different types of dividend Policies.
- Explain the regulatory frame work of Mergers and Takeovers in India.

P.T.O.

-2-

SECTION – II

Answer any FIVE of the following:

5x4=20M

- What is the concept of Profit Planning?
- Write the proforma of Income Statement.
- Explain the importance of capital expenditure decisions.

9. Briefly explain the CAPM approach.
10. Explain the measurement of cost of debt.
11. Define dividend decision. Explain different forms of dividend.
12. Explain the concept of financial Restructuring.
13. A Project costs 2,00,000 rupees and Yields an annual cash inflows of 25,000/- for 10 years. Calculate its payback period.

PAPER CODE: MBL-3A

CH.S.D.ST.THERESA'S AUTONOMOUS COLLEGE FOR WOMEN:ELURU

III B.B.M. – V SEMESTER END EXAMINATION – OCTOBER 2016

BUSINESS LAW

Time: 3 hrs.

Max.Marks:50

SECTION – I

Answer any THREE of the following:

3x10=30M

1. Define offer. Explain the essentials of offer?
2. "A stranger to the contract cannot sue". Give some exceptions?
3. Explain the reasons for "Incapacity of the parties".
4. Explain Breach of contracts and explain the remedies available for Breach of contracts?
5. Explain about Agency contracts. Differentiate Indemnity contract with Guarantee contracts?

SECTION – II

Answer any FIVE of the following:

5x4=20

6. Explain the essentials of valid contracts?
7. Void and voidable contracts.
8. Explain the Rules of consideration?
9. Explain about Minors contracts?
10. Explain the Rules of Quasi contracts?
11. Explain the modes of Termination of Agency?
12. Explain the differences between Sale and Agreement to Sell?

13. Explain the contracts prohibited by Law?

PAPER CODE: MASP-3A

CH.S.D.ST.THERESA'S AUTONOMOUS COLLEGE FOR WOMEN:ELURU

III B.B.M. – V SEMESTER END EXAMINATION – OCTOBER 2016

ADVERTISING AND SALES PROMOTION

Time: 3 hrs.

Max.Marks:50

PART - A

Answer any THREE of the following:

3x8=24

1. Describe the Social, economical and legal implications of advertisement.
2. Explain the types of advertising by geographical area(National, Local, Global).
3. Explain the different types of advertising agencies.
4. What are the functions of advertising agency.
5. Explain the code of conduct of ASCI.

PART – B

Answer any FIVE of the following:

5x4=20

6. Do you think advertising is important for development of a Society.
7. Write about Trade advertising.
8. Explain about public service advertising.
9. Write the criteria for Advertising agency.
10. What is advertising agency? How do you select good advertising agency?
11. Explain about illustration in advertisement.
12. What are the need of regulating advertising.
13. Define ethics in Advertising.

PART – C

Answer ALL the following:

6x1=6

14. Commercial advertising.
15. Dangler
16. In house Advertising agencies.
17. Informative advertising.
18. Niche Marketing.
19. Reach.

SEMESTERVI

PAPER CODE: CBL-3B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.

III B.Com./B.B.A. – VI SEMESTER END EXAMINATION – MARCH 2016

BUSINESS LAW

Time: 3 hrs.

Max.Marks: 50

SECTION - A

I Answer any THREE of the following: 3x8=24

1. What is the Meaning of factory? And explain about Health and welfare provisions in Factory?
2. Write about Company Definition? And write about kinds of Companies?
3. Write about Memorandum of Association and Articles of Association? And the Differences?
4. Write about Meaning of Director. And appointment and Removal of Director?
5. Write about the meaning of winding up. And the winding up by court.
6. Write about safety Measures in Factory? Explain.

SECTION – B

II Answer any FIVE of the following: 5x4=20

7. What is the welfare measures in factories?
8. Write about employment of women in Factories Act.
9. Write about various kinds of companies?
10. Write about Memorandum of Association?
11. Write the meaning of Director? And the qualifications of Director?
12. Meeting Meaning Types of Meetings in Company?
13. Winding up of a Company?
14. Winding up by court.

SECTION – C

III Answer the following in one Paragraph. 6x1=6

15. Working Hours
16. Kinds of Companies.
17. Memorandum of Association
18. Director Meaning, qualifications.
19. Types of Meetings
20. Winding up of a Company.

PAPER CODE: CBL-3B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.

III B.Com./B.B.M. – VI SEMESTER END EXAMINATION – MARCH 2016

BUSINESS LAW

Time: 3 hrs.

Max.Marks: 50

SECTION - A

I Answer any THREE of the following: 3x8=24

1. What is the Meaning of factory? And explain about Health and welfare provisions in Factory?
2. Write about Company Definition? And write about kinds of Companies?
3. Write about Memorandum of Association and Articles of Association? And the Differences?
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SECTION – B

II Answer any FIVE of the following: 5x4=20

7. What is the welfare measures in factories?
8. Write about employment of women in Factories Act.
9. Write about various kinds of companies?
10. Write about Memorandum of Association?
11. Write the meaning of Director? And the qualifications of Director?
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13. Winding up of a Company?
14. Winding up by court.

SECTION – C

III Answer the following in one Paragraph. 6x1=6

15. Working Hours
16. Kinds of Companies.
17. Memorandum of Association
18. Director Meaning, qualifications.
19. Types of Meetings
20. Winding up of a Company.

PAPER CODE: MSAPFM-3B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.

III B.B.M. – VI SEMESTER END EXAMINATION – MARCH 2016

SECURITY ANALYSIS AND PORT FOLIO MANAGEMENT

Time: 3 hrs.

Max.Marks: 50

SECTION - A

Answer any THREE of the following:

3x8=24

1. Explain the characteristics of Investment.
2. Discuss about Investment avenues.
3. Differentiate fundamental analysis and Technical analysis.
4. Explain about DOW Theory.
5. Describe the importance of Mutual Funds.

SECTION – B

Answer any FIVE of the following:

5x4=20

6. Writ a note on risk and return relationship.
7. What is Industry analysis? What are the characteristics of an Industry?
8. Explain about Japanese candle stick charts.
9. Define capital Market line.
10. What are the Advantages of mutual funds?
11. What are the components of risk?
12. What is CAPM Model? Discuss.
13. Discuss about objectives of Mutual funds.

SECTION – C

Answer the following:

6x1=6

14. Define risk
15. Define Company
16. Define Price charts.
17. SML stands for -----
18. SEBI Expansion
19. Expand BSE & NSE.

PAPER CODE: MWT-3B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.

III B.B.M. – VI SEMESTER END EXAMINATION – MARCH 2016

WEB TECHNOLOGY

Time: 3 hrs.

Max.Marks: 50

Answer any THREE of the following:

3x8=24

1. What does meant by table and Explain about table tags and its attributes with example?
2. Explain about cascading Stylesheets?
3. What is an Operator and explain different types of operators in Javascript?
4. Explain about exception handing?
5. What does meant by form and explain with example?

Answer any FIVE of the following:

5x4=20

6. Write short notes on string Manipulation functions in Javascript?
7. Explain about the structure of HTML?
8. Explain about Hyperlinks in HTML with example?
9. Explain about Multimedia object with example?
10. Explain various text formatting tags?
11. Explain the Mathematical functions with example?
12. Write short notes on Regular expression?
13. What is web browser? List any four web browsers?

Answer ALL the questions.

6x1=6

14. What is layer?
15. What is stylesheet?
16. Define an Event?
17. What is a variable?
18. Define HTML?
19. What is Webpage?

PAPER CODE: MHRM-3B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.

III B.B.M. – VI SEMESTER END EXAMINATION – MARCH 2016

HUMAN RESOURCE MANAGEMENT

Time: 3 hrs.

Max.Marks: 50

SECTION – I

Answer any THREE of the following:

3x8=24

1. Define training, Describe their significance in a changing business environment.
2. Explain the methods of performance appraisal.
3. Discuss various practical considerations in counseling. Is it a line or staff responsibility?
4. Explain the criteria in determining basic compensation.
5. Define Financial Rewards. Discuss its advantages and disadvantages.

SECTION – II

Answer any FIVE of the following:

5x4=20

6. What can be done to ascertain training need?
7. What is 360 degree appraisal? What are its objectives.
8. State the current status of counseling in Indian Industry?
9. Explain the components of compensation.
10. List out the types of Non-financial incentives.
11. State the Principles of training.
12. Is performance appraisal really necessary? Discuss.
13. What are the accomplishments of counseling?

SECTION – III

Answer ALL the following:

6x1=6

14. It takes place when an employee moves to a position higher than the one formerly occupied.
a. Promotion b. Demotion c. Transfer d. None.
15. Which one is off the job training method?
a. Apprenticeship b. conferences c. position d. rotation.
16. A popular technique of appraisal of management performance is
a. Assessment center b. MBO c. Field Review
17. Direct compensation towards the contribution of Labour is
a. Money b. Pay c. Reward d. Wages.
18. Grievances affect the employees
a. promotion b. Training c. Wages d. Morale

PAPER CODE: MASP-3B

CH.S.D.ST. THERESA'S AUTONOMOUS COLLEGE FOR WOMEN: ELURU.

III B.B.M. – VI SEMESTER END EXAMINATION – APRIL 2016

ADVERTISING AND SALES PROMOTION-II

Time: 3 hrs.

Max.Marks: 50

SECTION - A

Answer any THREE of the following questions:

3x8=24

1. Explain the objectives of sales promotion.
2. Enumerate the consumer oriented sales promotion technique.
3. Narrate how to build good Public Relations?
4. Explain the various approaches to advertising budget.
5. State the positive economic effects of advertising.

SECTION - B

Answer any FIVE of the following questions:

5x4=20

6. Write the suitability of sales Promotion.
7. State the Trade oriented sales promotion technique.
8. Distinguish between advertising and Publicity.
9. List the factors affecting allocation of advertising budget.
10. How will you measure the advertising effectiveness.
11. Explain the scope of Sales promotion.
12. Explain the process of advertisement budget.
13. Difficulties is evaluating the advertisement effectiveness.

SECTION - C

Answer ALL the following:

6x1=6

14. Define sales promotion.
15. What is point of purchase?
16. List the problems faces the Public Relations.
17. Define advertisement budget.
18. What is advertisement effectiveness?
19. Mention the good qualities of a sales person.
