

# SHRIMATI INDIRA GANDHI COLLEGE

(Nationally Accredited at 'A' Grade (3rd Cycle) By NAAC)

Tiruchirappalli – 2.

## QUESTION BANK FOR BBA STUDENTS 2017-2018



DEPARTMENT OF BUSINESS ADMINISTRATION

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**QUESTION BANK**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FINANCIAL ACCOUNTING**  
**16CCBB2**  
**PART-A**

- 1.Accounting-Explain.
- 2.Write a note on Book keeping.
- 3.What is double entry system
- 4 What is Journal?
- 5 Ledger-Explain
6. what is capital?
- 7 What is personal account?
- 8 Define subsidiary Books.
- 9.Explain purchases Book
- 10 Write a note on purchases returns book.
- 11 Explain Debit note.
12. Define petty cash book.
- 13.What is cash discount.?
- 14.What is Trial balance?
15. Write a note on suspense account.
- 16.What is bank pass book?
- 17.Define Bank Reconciliation statement.
- 18.What is bank overdraft?
- 19.What is cash book?
- 20.Define Balance sheet.
- 21.What is the purpose of preparing balance sheet?
- 22.Write a note on Fixed Assets.
- 23.what do you mean by fictitious assets.?
- 24.What are Bad Debts?
- 25.What is Gross Profit?
- 26.Operating loss-explain
- 27.What are prepaid expenses?
- 28.Why do non-profit organization prepare final accounts?
- 29.Define income.
- 30.write a note on legacy.
- 31.What is deferred revenue expenditure.?
- 32.capital Expenditure- explain
- 33.What is Capital Receipt?
- 34.Payments-Explain

35. Define Depreciation.
36. What is scrap value.?
37. Annuity method-Explain.
38. What are outstanding expenses.?
39. Write a note on Drawings.
40. What is single entry system?
41. What is final account?
42. What is the purpose of preparing trading account?
43. Explain the term net profit.
44. Write a note on profit & loss account.
45. What do you mean by current assets?
46. What are long term liabilities.?
47. What are current liabilities?
48. Closing stock-explain.
49. What is credit note.?
50. What is invoice.?
51. Write a note on inward invoice.
52. What is outward invoice.
53. Explain-voucher.
54. What is contra entry?
55. Mention the various methods of providing depreciation.

#### **PART-B**

1. State the objectives of financial accounting.
2. Distinguish between accounting and book-keeping.
3. What are the functions of accounting.?
4. What are the advantages of double entry system.?
5. Distinguish between single entry and double entry system.
6. Explain the various types of accounts with examples.
7. State the Golden rules of Double Entry System.
8. Give a specimen ruling of journal.
9. Distinguish between journal and ledger.
10. What are the objectives of maintaining subsidiary books.
11. Explain the advantages of using subsidiary books.
12. Distinguish between trade and cash discount.
13. Mention the various subsidiary books.=Explain
14. Give specimen of purchases book.
15. Explain the various types of cash book.
16. What are the advantages of Imprest system of petty cash book.?
17. Give a specimen of trading account.
18. Distinguish between trial balance and balance sheet.
19. State the objectives of preparing trial balance.
20. Explain the accounting treatment regarding:

- (a) prepaid expenses      (b) outstanding expenses

While preparing final accounts.

- 21.Explain the advantages and disadvantages of straight line depreciation method.  
22.explain the advantages and disadvantages of written down method of depreciation.  
23.Explain the annuity method of providing depreciation.  
24.Distinguish between capital and revenue expenditure.  
25.Distinguish between capital and revenue receipts?  
26.How do you prepare receipts and payments account.?  
27.Explain the steps required in preparing income and expenditure account.  
28.journalise the following transactions.

2003 October	Rs.
1.received cash from Siva	75,000
7.paid cash to Sayeed	45,000
10.bought goods for cash	27,000
12.bought goods on credit from David	48,000
15.sold goods for cash	70,000.

- 29.what are the different methods of preparing trial balance.?  
30.pass the necessary adjusting entries for  
    (a) closing stock  
    (b) bad debts  
31.what are the causes of depreciation?  
32.Ram manufacturing company purchased a machinery on 1<sup>st</sup> April 2002 for Rs.1,00,000. After having used it for three years it was sold for Rs.85,000.  
Depreciation is to b provided every year at the rate of 10%.p.a. on the fixed instalment method. Books are closed on 31<sup>st</sup> March every year. Find out the profit and loss on sale of machinery.  
33.Make a Bank Reconciliation of Mr. Udaakumar from the following particulars..

	Rs.
(a) Balance as per cash book	1,500
(b) Cheques deposited but not cleared	100
(c) Cheques issued but not presented for payment	150
(d) Interest allowed by bank	25

- 34.A company purchased machinery for Rs.100,000.Its installation costs amounted to Rs.10000. Its estimated life is 5years and the scrap value is Rs.5,000.  
Calculate the amount and rate of depreciation.

- 35.prepare trading account for the year ending 31<sup>st</sup> March 2004 from the following informations.

	Rs.
Opening stock(1-4-2003)	70,000
Purchases returns	15,000
Sales	2,50,000
Wages	60,000
Sales returns	20,000
Purchases	1,00,000

Carriage inwards	17,000
Closing stock	60,000

36. journalise the following transactions.

1994. Jan

1. Mr. Kumar commenced business with cash Rs.50,000  
Building Rs.100,000, Bank balance Rs.1,00,000
3. purchased goods for cash Rs.7,000
4. purchased goods for Rs.7,500 from D & co
5. sold goods to S & co for Rs.9,500.
6. sold goods to Nithya & co Rs.6,500
7. sold goods Rs.2,000
8. obtained a loan from Indian banks. 20,000
9. purchased furniture Rs.2,000
10. purchased land by issuing a cheque of Rs.25,000

37. prepare a bank reconciliation statement.

	Rs.
Balance as per pass book (cr) (31.12.01)	9,000
Cheque issued but not presented	15,000
Cheque deposited but not credited	1,500
Bank has given credit for interest	150

38. prepare trading account from the following data.

	Rs.
Opening stock	5,670
Sales	15,200
Returns inward	524
Warehouse wages paid	1,400
Purchases	13,816
Purchases returns	390
Import charges	250
Closing stock	8,880

39. A company purchased a second hand plant for Rs.30,000. It immediately spent Rs.5,000 on it. The plant was put to use on 1.1.90. After having used it for six years, it was sold for Rs.15,000. prepare the plant account for 6 years, providing depreciation 10% on original cost.

40. Prepare the Trial Balance from the following

	Rs.		Rs.
Cash	4,000	Plant and Machinery	30,000
Capital	25,000	Bank Loan	6,000
Closing Stock	5,000	Sales	10,000
Outstanding Expenses	1,000	Reserve Fund	3,000
Drawings	3,000	Outstanding Income	4,000
Purchases	15,000	Creditors	15,000
Purchases Returns	1,000		

41. A trader takes a lease for 5 years for Rs.5,000. He decides to write off lease by annuity method providing the rate of interest at 5%. The annuity table shows that annual amount necessary to write off Re.1 in 5 years at 5% p.a is Re.0230975. Show the lease account for 5 years.

42. What are adjusting entries? Why are they necessary for preparing final accounts?

43. Ascertain the Gross Profit from the following.

	Rs.		Rs.
Opening stock	60,000	Sales returns	9,000
Closing stock	90,000	carriage inwards	6,000
Purchases	2,40,000	carriage outwards	12,000
Purchases returns	6,000	freight and duty	15,000
Sales	4,80,000	rent and taxes	10,500

44. Describe the features of non-trading concern.

45. Distinguish between profit and loss account and balance sheet.

46. What are the features of balance sheet?

47. What is accounting cycle?

48. What is the need for providing depreciation?

49. Journalise the following transactions:

2003.

April 1 Commenced business with cash Rs.50,000 and machinery Rs.10,000

2 Deposited into bank Rs.20,000

10 purchased goods worth Rs.8,000

15 purchased goods from Roysons for Rs.5,000

20 Withdrew from bank for office use Rs.2,000

50. Enter the following transactions on purchases book and sales book

2005 Jan 1 Bought goods from Babu Rs.10,000

2. sold goods to Somu Rs.5,000

3 Purchased goods from Gopal Rs.4,000

10 Sold goods to Thomas Rs.3,500

15 Sold goods to Jaypal Rs.250

20 Purchased goods from Ramesh Rs.3,000

30 Sold goods to Suresh Rs.300.

51. Write a note on depreciation.

52. A company whose accounting year is the calendar year, purchased on 1<sup>st</sup> April 2002, Machine costing Rs.30,000. It purchased further machinery on 1<sup>st</sup> October 2002 costing Rs.20,000 and on 1<sup>st</sup> July 2002 costing Rs.10,000. On 1<sup>st</sup> January 2004 one third of the machinery installed on 1<sup>st</sup> April 2002 became obsolete sold for Rs.3,000

Show the machinery account by fixed instalment method at 10 % p.a for 3 years.

53. Find out the amount of salaries to be debited to income and expenditure

Account from the details given below.

Payment made for salaries during 2006 Rs.48,000

Outstanding salary as on 31.12.2005 Rs. 2,000

Outstanding salary as on 31.12.2006	Rs. 3,200
Prepaid salary as on 31.12.2005	Rs. 1,200
Prepaid salary as on 31.12.2006	Rs. 1,600

54. prepare profit and loss account from the following balances.

	Rs.		Rs.
Office rent	3,000	Salaries	8,000
Printing expenses	2,200	Stationeries	2,400
Tax, insurance	1,400	Discount allowed	600
Discount received	400	Travelling expenses	2,000
Advertisement	3,600	Gross profit	25,500

55.Prepare a trading account with imaginary figures.

### PART-C

- 1.Discuss the advantages and limitations of accounting.
- 2.Write the advantages and limitations of double entry system.
- 3.Explain the accounting concepts in detail.
- 4.Explain the various reasons for preparing BRS.
- 5.State the difference between Income and Expenditure Account and Receipts and Payments Account.
- 6.What are the different kinds of depreciation.
- 7.Enter the following transactions in journal and post them into the ledge of Hans Raj of Chennai:

Mar 2000

- 1 Commenced business with cash-Rs.30,000
- 2 Purchased goods for cash - Rs.1,500
- 3 Deposited into bank - Rs.21,000
- 5 Withdrew from bank for office use – Rs.1,500
- 6 Sold goods to Ramu – Rs.1,500
- 10 Purchased goods on credit from Kannan Rs.680
- 19 Received from Ramu Rs.1470 and discount allowed Rs.30.
- 20 Cash sales – Rs.2,400
- 27 Paid to Kannan in full settlement Rs. 650
- 28 Paid rent – Rs.150
- 29 Paid salary – Rs.300

Accounts are closed on 31<sup>st</sup> March 2000.

- 8.Enter the following transactions in the purchases book and post them into relevant ledger.

1998	Rs.
Aug 1 Bought goods from Aravind	1,500
Aug 4 Bought goods from Balan	1,000
Aug 8 Bought goods from Chandran	500
Aug12 Bought goods from Durai	750

9. Prepare Trial Balance as on 31<sup>st</sup> Msrch2004 from the following balances extracted in the books of sankar.

	Rs.		Rs.
Sankar's capital	30,000	Bills payable	7,000
Sales	30,000	Discount earned	800
Interest (Dr)	400	Sundry debtors	15,000
Sales returns	1,000	Commission (Dr)	1,000
Purchases returns	800	Plant and machinery	8,000
Sundry creditors	4,000	Misc.Income	400
Purchases	20,000	Wages	7,000
Cash in hand	1,800	Rent	800
Cash at bank	6,000	Telephone charges	1,000
Bills receivable	11,000		

10. Enter the following transactions on Three column cash book of Mr.Muthu and balance the same

2003 August	Rs.
1. Cash in hand	75,000
Cash at bank	40,000
4 paid into bank	20,000
6 Purchased machinery by cheque	10,000
8 Received from Mohan	2,560
Discount allowed	40
10. Paid to Somu by cheque Rs.3970 in full settlement	
Of his account	4,000
11. Withdrew cash from bank for personal use	5,000
15. Received cheque from Balan	4,900
Allowed him discount	100
19 Balan's cheque deposited into bank	-
24. Anandan our customer has paid directly into our	
Bank account	10,000
25 Rent paid by cheque	3,000

11. Enter the following transactions in the cash book and post them into ledger

2002 Dec	Rs.	2002 Dec	Rs.
1. Cash in hand	5,100	20 Withdrew from bank	
		For expenses	2,200
3 Cash sales	5,600	25 cash purchases	3,000
5 Received from Viney	800	27 Cash sales	2,400
7 Paid into bank	10,000	28 Received from Raj	1,100
10 Paid for postage	200	29 Drew for personal use	900
12 Paid for wages	100	30 Deposited into bank	
		all cash in excess	1,000

15 Received interest on  
Investment 200

12. From the following particulars prepare balance sheet ss at 31<sup>st</sup> December 2005.

	Rs.		Rs.
Capital	70,000	Loan to B	7,500
Buildings	82,500	Investments	45,000
Furniture	3,750	Cash in hand	300
Bills receivable	5,250	Cash at bank	5,250
Sundry debtors	30,000	Drawings	45,000
Bills payable	3,750	Net profit	58,350
Sundry creditors	23,700	Stock	10,500
Machinery	6,750		

13. From the following trial balance prepare Trading and Profit and loss account for the year ended December 31. 1993 and a Balance Sheet as on that date.

Trial balance			
Particulars	Debit	Credit	
	Rs.	Rs.	
Capital		40,000	
Sales		20,000	
Purchases	15,000		
Salaries	2,000		
Rent	1,500		
Insurance	300		
Drawings	5,000		
Machinery	28,000		
Bank balance	4,500		
Cash	2,000		
Stock 1.1.93	5,200		
Debtors	2,500		
Creditors		1,000	
	<hr/>	<hr/>	
	66,000	66,000	
	<hr/>	<hr/>	

Adjustments:

- (a) Stock on 31.12.93 – Rs.4,900
- (b) Salaries unpaid - Rs. 300
- (c) Rent paid in advance – Rs.200

(d) Insurance prepaid – Rs.90

14. Senthil's book shows the following balances. Prepare the final statement for the year ended 31<sup>st</sup> March 2005

Particulars	Debit Rs.	Credit Rs.
Stock on 1.4.2004	1,50,000	
Purchases	1,30,000	
Sales		3,00,000
Carriage in wards	2,000	
Salaries	50,000	
Printing and stationery	5,000	
Drawings	17,000	
Sundry creditors		20,000
Sundry debtors	1,80,000	
Furniture	10,000	
Capital		2,50,000
Postage	7,500	
Interest paid	4,000	
Machinery	41,500	
Loan		25,000
Suspense A/c		5,000
	6,00,000	6,00,000

Adjustments:

- (a) Closing stock Rs.1,20,000
- (b) Provide 5% for bad and doubtful debts
- (c) Depreciation machinery and furniture by 5%
- (d) Allow interest on capital at 5%
- (e) Prepaid printing charges Rs.2,000

15. A second hand machine was purchased on 1.1.90. for Rs.30,000 and repair amounted to rs.6,000. It was installed at accost of Rs4,000. On 1.7.91 another machine was purchased for Rs.26,000. On 1<sup>st</sup> July 92 the first machine was sold for Rs. 30,000..onthe same day, one machine bought for Rs.25,000. On 31.12.92, the machine bought on 1.7.91 was sold for Rs.23,000. Accounts are closed every year on 31<sup>st</sup> December. Depreciation is written off at 15% p.a under straight line method. Prepare the machinery a/c for 3 years ending 31.12.92.

16. A second hand machinery was bought on 1<sup>st</sup> January 1980 for Rs.30,000 and Rs.6,000 and Rs.4,000 were spent on its repairs and erection immediately. On 1<sup>st</sup> July 1981 another machinery was purchased for Rs.26,000 on 1<sup>st</sup> July 1982 the first machinery was sold for Rs.30,000 depreciation is written off at 10% p.a on the diminishing balance.

Show the machinery a/c for the three years.

17. from the following particulars compute the amount of subscription to be shown in the income and expenditure account.

Life membership subscription received in 1999-2000

Subscription received in 1999-2000 are as follows

1998 -1999	Rs.50,000
1999- 2000	Rs. 4,50,000
2000- 2001	Rs. 40,000

Subscription outstanding

In 1998 – 1999	Rs. 75,000
In 1999-2000	Rs. 1,00,000

Subscription received in advance in 1998 -1999

For 1999-2000	Rs.65,000
For 2000-2001	Rs.20,000

18. From the following prepare an income and expenditure account for 1997:

Receipts	Rs.	Payments	Rs.
Opening balance:		Salaries	4,500
Bank	1,800	Rent	500
Subscriptions		Stationery and postage	200
1996            500		Bicycle purchased	300
1997            8,300		National savings	
1998            600	9,400	certificate	3,000
-----			
Sale of investments	2,000	Help in needy students	2,000
Sale of old furniture		Balance :	
(Book value Rs.400)	200	Bank	2,700
	-----		-----
	13,500		13,500
	-----		-----

Subscriptions for 1997 still receivable is Rs.700. Interest due on savings certificate Rs.100 and rent unpaid but due was Rs.60.

19. The following is the Receipts and Payments account of Kandan club for the year ended 31,3,2002.

Receipts	Rs.	Payments	Rs.
To Balance b/d	7,000	By salaries	28,000
To subscriptions:		By general expenses	6,000
2000-2001        5,000		By electricity	4,000
2001-2002        20,000		By books purchased	10,000
2002-2003        4,000	29,000	By periodicals	
-----		purchased	8,000
To rent for use of conference Room	14,000	By loan repaid	20,000

To receipts from entertainment 28,000

Facilities

By Balance c/d

4,000

To sale of old magazines 2,000

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80,000

80,000

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Additional data:

(a) The club has 50 members each paying Rs. 500 p.a. as subscription.

(b) Subscriptions outstanding on 31.3.2002 Rs.6000

(c) Salaries outstanding Rs.2000, salaries paid include Rs.6,000 for 2000-01.

(d) On 1.4.2001 the club properties were:

Building Rs.2,00,000. Furniture and Fittings Rs.20,000 and Books Rs. 20,000.

(e) Provide 10% depreciation on building and furniture.

Prepare income and expenditure account and balance sheet for the year ending 31.3.2002

20. What are the accounting conventions? Explain in detail.

Help in needy

SHRIMATI INDIRA GANDHI COLLEGE  
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DEPARTMENT OF BUSINESS ADMINISTRATION  
MANAGEMENT CONCEPTS  
16CCBB1  
QUESTION BANK

Unit-1

1. Define Management
2. What do you mean by Esprit De Corps?
3. What do you mean by Division of Labor?
4. Management is basically an Art. Discuss
5. Is management as a science?
6. What is Scalar Chain?
7. F.W.Taylor is known as the father of scientific management. Explain
8. What is Administration?
9. What are the three levels of management?
10. What do you mean by Unity of Command?

Unit-2

11. What is planning?
12. Define Planning.
13. Define Strategy.
14. What is policy?
15. What is Rule?
16. What is budget?
17. What is strategic planning?
18. What is tactical or operational planning?
19. State the importance of planning.
20. State the features of Good plan.

Unit-3

21. What do you mean by organization?

22. Define Delegation.
23. Define Authority.
24. Write a note on line and staff organization.
25. What is committee organization.
26. What is Responsibility.
27. What is Centralisation?
28. What is Decentralization?
29. What do you mean by span of management?
30. Define Staffing.
31. What do you mean by recruitment?
32. What do you mean by selection?
33. What do you mean by psychological test?
34. What is interview?
35. What do you mean by Placement?
36. What is Training?

#### Unit-4

37. Define Coordination.
38. What do you mean by coordination?
39. Differentiate between cooperation and coordination.
40. Define Control.
41. What do you mean by Budgetary Control?
42. What is feedback?
43. What is Master Budget?

#### SECTION-B

1. Describe the importance of management in Business.
2. Explain briefly the various functions of management.
3. Explain the various steps involved in the process planning.
4. Explain briefly the various kinds of policies.
5. Distinguish between formal organization and informal organization.
6. Explain the barriers in delegation of authority.
7. Explain the various stages involved in the selection of candidates for jobs in an organization.
8. Explain the important principles of directing.
9. Explain the characteristics of an ideal control.
10. State the nature of management.
11. Bring out the process of management.
12. What are the types of plans?
13. Brief out the types of policies.

14. State the elements of organization.
15. Distinguish between Centralization and Decentralisation.
16. Explain the need for Training.
17. State the importance of co-ordination.
18. Explain the contribution of Henry Fayol.
19. Explain the principles of organizing.
20. Explain the advantages of Decentralisation.
21. Explain the steps in selection procedures.
22. Describe the various requisites for excellent coordination.
23. What are the different levels of management?
24. Distinguish between management and administration.
25. What are the essential of a good Plan
26. What is standing plan?
27. Explain the merits and demerits of line and staff organization.
28. What are the techniques of direction?
29. Describe the staffing process.
30. What are the modern methods controlling techniques?

### SECTION-C

1. Explain the various aspects of F.W.Taylor scientific management.
2. Explain the essentials of a sound plan in an organization.
3. Discuss the difference between delegation and decentralization.
4. Explain the basic steps in the control process.
5. Explain the various methods of Training.
6. Describe the steps involved in planning process.
7. Explain the organization process.
8. Enumerate and explain the sources of recruitment.
9. "Management is getting things done through other –Discuss
10. Explain various planning process.
11. Discuss the various factors affecting the span of management.
12. Discuss the various essential of effective control system.
13. Discuss about the formal organization and informal organization.
14. Explain the various basis of departmentation together with their relative merits and demerits.
15. What are the essential of effective control system? Which essential do you think is the most important?
16. Discuss the various functions of management.
17. Describe the advantages and disadvantages of objectives.
18. Discuss the techniques of co-ordination.
19. Explain the various techniques used in selection process.
20. Explain the basic principles of organizing.

QUESTION BANK  
MANAGERIAL ECONOMICS

Subject Code: 16ACBB1

Part – A

1. Define Economics
2. What is managerial Economics?
3. What are Giffen goods?
4. What is a firm?
5. Distinguish between demand curve and demand schedule.
6. Define Law of Demand
7. What is meant by demand
8. Is managerial economics is positive or normative
9. Why does the demand curve slope downwards
10. Why does the demand curve
11. What are all the various objectives of firm.
12. Define consumer surplus.
13. What is an indifference curve?
14. What is marginal utility?
15. Define elasticity of Demand?
16. Define demand forecasting?
17. Stat the definition of law of equi – marginal utility?
18. Find out consumer's surplus price actually paid Rs.2000 price prepaid to pay Rs.5000
19. What do you mean by scale of preference?
20. What is indifference map?
21. What is consumer equilibrium?
22. What is marginal rate of substitution?
23. Define indifference schedule.
24. Define law of diminishing marginal utility

25. Define production
26. Define productivity
27. Why do you get increasing returns in production?
28. How will you define economies of scale
29. What are the factors of production?
30. Define the various stages of Laws of production?
31. Define cobb-douglas production function.
32. Define an ISO Quant curve
33. What do you mean by production function?
34. What are the assumption of production function?
35. Explain the term of Law of variable proportion.
36. What do you mean by diseconomies of scale?
37. How many ways market can be categorized? Explain it.
38. Define Plant or Factory or Establishment?
39. What is a Firm?
40. What is a market?
41. Define monopoly
42. What is perfect completion?
43. Who is Oligopoly?
44. What is future market?
45. Define monopoly?
46. How would you classify the market on the basis of time?
47. What is Bilateral Monopoly?
48. What is GNP
49. What is national income.
50. What is wealth?
51. Define stock
52. What is flow?
53. What is per Capita Income?
54. What do you mean by NNP?
55. What are the various causes of inequalities of income?
56. Define industry.
57. Explain Economic Development.

58. Define inflation.
59. Define Economic Value Added.
60. What are various determinants of economic growth?

#### PART – B

1. What are the objectives of the business firm?
2. Bring out the difference between economics and managerial economics.
3. Assess the relationship of managerial economics with other functional areas of management.
4. Why does the demand curve slope downwards?
5. State the significance of Managerial economics?
6. What are the exceptions to law of demand – Explain.
7. State the role and significance of elasticity of Demand
8. Assess the importance and practical uses of indifference curve analysis.
9. What are the importance of the law of diminishing marginal utility?
10. List out the uses and importance of indifference curves?
11. Describe the important properties of indifference curve.
12. List out the types of utilities
13. Explain the different types of Economies of scale.
14. State and illustrate Cobb-Douglas production function.
15. State and explain the law of variable proportions.
16. Discuss the uses of land.
17. What are the various of economies of scale?
18. What are the advantages of small-scale production?
19. Explain various types of variables.
20. What are the purpose of revenue analysis?
21. What are the types of Oligopoly?
22. What are the features of monopolistic competition?
23. What are the factors determining national income?
24. What are the merits and demerits of inequalities of income?
25. Briefly explain net product method.
26. What are the difficulties in the calculation of national income?
27. Explain in detail product market.
28. Explain in detail factor market.

29. Write a short notes on circular flow of income and goods.
30. How far is national income a reliable index of economies welfare?

#### PART – C

1. Explain the nature of managerial economics.
2. Bring out the scope of managerial economics.
3. What are the various Objectives of firm.
4. Explain in Detail – Law of Demand
5. Discuss the characteristics of managerial economics.
6. What are the fundamental concepts associated with managerial economics – Explain.
7. What are the different methods of measuring elasticity of demand?
8. Explain the law of diminishing marginal utility?
9. Discuss the characteristics of indifference curve in detail?
10. Discuss the concept of consumer surplus.
11. Discuss the law of variable proportions.
12. Explain the law of returns with suitable illustrations.
13. Bring out the role of factors of production in production.
14. How do you get 'Economics of Scale'? Explain the different types of economics of scale.
15. Write an essay on internal economics of large scale production function in decision – making?
16. Illustrate how price determined under perfect completion.
17. Bring out and explain the features, merits and demerits of monopoly?
18. What are the important characteristics of perfect competition? Write the main points of difference between perfect competition and monopolistic competition?
19. Discuss about the various types of inflation.
20. Discuss the national income accounts.
21. What precautions would you take in the calculation of national income?
22. Discuss the merits and demerits of measuring national income.
23. Discus the concepts of national income.

QUESTION BANK  
BUSINESS ENVIRONMENT  
16ACBB2  
SECTION – A

1. Define Business.
2. What is Business?
3. List out the elements of Business Environment.
4. Define Environment.
5. What are the segments of Environment?
6. What is Business Environment?
7. Define Business Environment.
8. What is Internal Environment?
9. What is External Environment?
10. What is demographic Environment?
11. What is economy?
12. What do you mean by Economic Environment?
13. What is economic factors?
14. List out the various types of economy.
15. What is basic economic system?
16. Define capitalist economy.
17. What is socialist economy?
18. What do you mean by mixed economy?
19. Define privatization.

20. What is LPG?
21. Define Globalization.
22. What is politics?
23. What do you mean by political Environment?
24. What is political system?
25. What is legislature?
26. Explain the structure of legislature in India.
27. Write short notes on Executives.
28. Explain judiciary.
29. Explain the functions of supreme court.
30. What are the various types of subordinate courts?
31. Explain the term judicial activism.
32. Explain the two major aspects of government business relations.
33. Government Intervention. Explain.
34. Define Financial Environment.
35. What is Financial System?
36. List the constituents of the financial system.
37. What is a capital market?
38. What do you mean by money market?
39. What is a foreign exchange market?
40. Write the meaning of commercial banks.
41. What is IMF?
42. Explain the term WTO.
43. What do you mean by NBFCs?
44. What do you mean by social Environment?
45. List the factors of social Environment.

46. What is Cultural Environment?
47. Define Cultural Environment.
48. What is beliefs?
49. Write about values.
50. What is social responsibilities of business?
51. Define social objectives of business.
52. Define corporate social responsibility of business.
53. What is business and society?

#### SECTION – B

1. What is the scope of business?
2. List out the significance of business.
3. Enumerate the criticisms of business.
4. What are the characteristics of Environment?
5. List out the segment/sphere of Environment.
6. What are the elements of Environment?
7. Write the scope of Business Environment.
8. What are the objectives of Business Environment?
9. Explain internal and external Environment.
10. List out the benefits and limitations of Environment analysis.
11. What is the nature and basic unit of economic Environment?
12. Explain capitalist, socialist and mixed economy.
13. Economic planning. Explain.
14. What is LPG? Explain
15. What is political institution and what are its functions?
16. Briefly explain the structure of Executives in India.

17. Explain the structure of judiciary in India.
18. Explain briefly the control of government over business.
19. What is financial system and explain its functions.
20. Enumerate the term commercial bank.
21. Give a brief account on reserve bank of India.
22. Discuss the factors affecting business in social Environment
23. Explain the significance of social Environment
24. Bring out the nature of social responsibility of business
25. What are the various areas of social responsibility of business?

#### SECTION – C

1. What are the characteristics of business?
2. List out the goals of business.
3. Write the characteristics of Business Environment
4. Explain the type/components of Business Environment.
5. What is micro and macro Environment? Explain.
6. Enumerate the impact of Business Environment
7. Explain the Environment analysis process.
8. Explain the term economic factors in detail.
9. What are the types of economic system?
10. Explain Capitalist economy with its characteristics.
11. Explain Socialist economy with its characteristics, merits and demerits.
12. Explain mixed economy with its characteristics, merits and demerits.
13. Offer your views for and against Privatization.
14. Compare Capitalism, Socialism and Mixed economy.
15. Give the pro's and con's of planning.
16. What are the features of planned economy?

17. Write the merits and demerits of LPG.
18. Explain liberalization in brief.
19. Give a detailed view on privatization.
20. Explain Globalization.
21. Give a brief explanation on the legislature, executive and judiciary systems of India
22. What is the responsibility of business towards Government?
23. What are the government intervention and its types?
24. What is the responsibility of government towards business?
25. What is the role of government in business?
26. State the classification of financial system.
27. Give the functions of financial system.
28. Write down the advantages and disadvantages of commercial banks.
29. Briefly explain the term WTO and its functions.
30. Explain the terms social and cultural Environment in detail.
31. What is CSR and what are its functions?
32. Discuss the impact of culture on business.
33. Bring out the nature of culture and variables of culture in business
34. List out the arguments for social responsibility of business.
35. Explain the social responsibility of business towards shareholders, employees, Government and community at large.
36. Explain the effect of culture and co-operation of people in Business Environment.

QUESTION BANK  
MARKETING MANAGEMENT  
SUB CODE:16CCBB3  
PART-A

1. What is a Market?
2. Define Marketing.
3. Define Selling
4. Define Marketing Management
5. Define Marketing Planning.
6. What is Marketing Strategy?
7. What is a Marketing System?
8. What is Niche Marketing?
9. What do you mean by Direct Marketing?
10. What is Social Marketing?
11. What do you mean by Demarketing?
12. What is Remarketing?
13. What is Rural Marketing?
14. What is Meta Marketing?
15. What is Mass Marketing?
16. What is Marketing Environment?
17. What is Political Environment?
18. Define Marketing Mix.
19. What is Modern Marketing Concept?
20. What do you mean by Market Information System?
21. What is Marketing Myopia?
22. What is Environmental Scanning?
23. What are buying motives?
24. What is Consumer behaviour?
25. Differentiate Buyer from Consumer.
26. Define Market Segmentation.
27. What is a Product?
28. What is Product Line?
29. What is Product Item?
30. What do you mean by Brand?
31. What is Brand Name?

32. What is Trade Name?
33. What is Trade Mark?
34. What are the stages in Product Life Cycle?
35. What is Product Mix?
36. What do you mean by Product Innovation?
37. What is Trading Up?
38. What is Trading Down?
39. What do you mean by Product Diversification?
40. What is Product Elimination?
41. What are Consumer Goods?
42. What do you mean by Convenience Goods?
43. What do you mean by Shopping Goods?
44. What do you mean by Speciality Goods?
45. Define Product Planning.
46. What is a new Product?
47. Define Price
48. What is a Price mix?
49. What is Skimming Pricing?
50. What is Penetrating pricing?
51. What is Retail pricing?
52. What is Cost plus pricing?
53. What is Physical distribution?
54. Differentiate Advertisement From Publicity
55. What is Publicity?
56. Who is a Wholesaler?
57. Who is a Retailer?
58. What is meant by Personal Selling?
59. Distinguish advertising from Salesmanship.
60. Define Promotion
61. What is Promotional Mix?
62. What is Scientific Advertising?
63. What is Advertising Budget?
64. What is an Advertising Agency?
65. What is an Advertisement Media?
66. What is Sales Promotion?
67. What is Public Relations?

## PART-B

1. State the importance of marketing.
2. State the objectives of marketing.

3. Distinguish between marketing and selling.
4. State the characteristics of marketing management.
5. Is marketing a science or an art?
6. What are the functions of marketing management?
7. What are the factors influencing modern marketing concept?
8. State the importance of MIS.
9. Discuss the elements of marketing mix.
10. Write a note on Marketing Environment.
11. State the benefits of market segmentation.
12. Describe the factors affecting market segmentation
13. What are the conditions precedent to successful market segmentation?  
Explain them.
14. What are the major factors influencing buyer behaviour ?
15. Describe the various stages involved in the buying process.
16. State the basis for market segmentation,
17. What do you understand by the term product ? What are its characteristics?
18. Explain the stages of product life cycle of a product.
19. Explain the components of product mix.
20. Examine the influence of discounts and allowances on pricing decisions.
21. What are the determinants of price of a product ?
22. Describe the factors affecting pricing decisions.
23. State the objectives of pricing.
24. State the importance of price.
25. Why do products fail ?
26. State the importance of channel of distribution.
27. What are the formalities to be followed for the selection of a media ?
28. Explain the different types of channels of distribution.
29. Distinguish between MIS and Marketing research.
30. What are the services rendered by the wholesalers ?
31. What are the services rendered by the retailers ?

32. State the importance of personal selling.
33. Is salesmanship a science or an art ?
34. State the objectives of personal selling.
35. What are the objectives of advertising.
36. State the importance of advertising.
37. Distinguish between advertising and salesmanship.
38. Distinguish between advertising and sales Promotion.
39. Is advertising a waste ?
40. Explain the merits and demerits of advertising.
41. State the objectives of promotion.
42. What are the limitations of Sales Promotion ?
43. What are the various kinds of advertising ?

#### PART-C

1. Bring out the role of marketing in the economic development of a country.
2. Enumerate the functions of marketing.
3. What are the approaches to the study of marketing ?
4. Elucidate marketing environment.
5. Explain the classification of markets.
6. Explain the evolution of marketing concept.
7. Describe the various theories on “Buyer Behaviour”.
8. Explain the various factors that determine buyer behavior.
9. Describe the different stages of product life cycle.
10. Describe the various methods of pricing.
11. Describe the factors influencing pricing decisions.
12. What are the various kinds of pricing strategies?
13. What are the procedure for price determination ?
14. “Middlemen cannot be eliminated”-Do you agree with this statement.
15. Discuss the various factors to be considered in selecting the channels of distribution.

16. "Marketing information system has been called the life- blood of marketing."- Comment.
17. "Salesmen are born and not made". Discuss.
18. What are the qualities of a successful salesman ?
19. Explain the various kinds of sales promotion.
20. Explain the various advertising media.
21. What qualities should be possessed by a good advertisement copy ?

SHRIMATHI INDHIRA GANDHI COLLEGE, TIRUCHIRAPPALLI-2

(Nationally Accredited at 'A' Grade (3<sup>rd</sup> cycle) by NAAC)

TUTORIAL MANUAL

Name of the Department : Business Administration

Name of the Course : Marketing Management

Course Code : 16CCBB3

University Pattern

Part A- (10 x 2 = 20) Answer All 10 Questions

Part B- (5 x 5 = 25 ) Answer All (Either or Type)- 5 Questions

Part C- (3 x10 = 30 ) Answer Any 3 Questions

## QUESTION BANK

Advertisement Management

Subject code: 16NMEEB1

### PART-A

1. Give the meaning for-Advertisement.
2. Mention any two objectives of Advertising.
3. What is indoor media?
4. Give the meaning for industrial goods.
5. Define media research.
6. What is meant by evaluation of advertisement?
7. State any two features of advertising message.
8. What is the need for preparing advertising copy.
9. List out any two buying agent?
10. What is meant by advertising agent?
11. What is advertising?
12. What is outdoor media?
13. What is media strategy?
14. What is advertising budget?
15. What is publicity?
16. What is false claims?
17. What is media scheduling?
18. What is slogan?
19. Give two examples of Indoor advertising.
20. What is point media?
21. What is the meaning of publicity?

- 22.What is the meaning of advertising agents?
- 23.What is advertising copy?
- 24.Give any two examples of outdoor advertisement.
- 25.Write short notes for the following terms:
  - (a)Ehtics of advertisement.
  - (b)Morale of advertisement.
- 26.What is service advertising?
- 27.What is scientific advertising?
- 28.What is Display advertising?
- 29.What is agency commission?
- 30.What is AIDA formula?
- 31.What is Advertisement Layout?
- 32.What is media planning?
- 33.Write any two benefits of Advertising to the consumers.
- 34.What is creativity?
- 35.What are the components of creativity?
- 36.What is campaign planning?
- 37.Give any two parameters under campaign.
- 38.What you mean by Budget?
- 39.Give three components of the advertising industry.
- 40,Give the methods of remuneration.

#### PART-B.

- 1.Analyse the special features of advertising.
- 2.Explain the significance of advertising.
- 3.Discuss the need for advertisement on economic basis.
- 3.Eludicate the role of advertising.

- 4.How advertising is regarded an important tool for marketing?
- 5.What are the principles of good advertising layout?
- 6.What are the aspects to be considered in advertisement design?
- 7.How to test the advertising effectiveness?
- 8.Write about competition among agencies.
- 9.What are the objectives of advertising?
- 10.Is advertising necessary? Explain.
- 11.What are the sources of creativity?
- 12.State the various restrictions of Government.
- 13.What are the essentials of an advertisement copy?
- 14.What are the factors influencing organizational features?
- 15.How will you measure the effectiveness of advertising?
- 16.Is advertising an investment?
- 17.Explain the need for an advertising agency.
- 18.What are the ethical objections against advertising?
- 19.What is the nature of advertising?
- 20.State the specific objectives of advertising.
- 21.Creativity is the essence for advertisement-Discuss.
- 22.Explain the role of creativity in advertisement.
- 23.Explain how advertising strategy and planning leads to more effective advertising.
- 24.Is advertising an expense?
- 25.State the role of planning in advertisement.
- 26.How to prepare the advertising budget?
- 27.Explain the ethical issues in advertising.
- 28.Describe the services rendered by an advertising agents.
- 29.Discuss the creativity as a mission.

30.Explain the steps followed in Advertising Budget.

## PART-C

1.Describe the purpose and role of advertising.

2. 'Advertising is a tool of communication'-Explain.

3.Discuss the factors influencing advertising strategy.

4.Narrate the aspects determining media planning.

5. Write an essay on 'advertisements and social issues'.

6.Discuss the Socio-economic aspect of advertisement.

7.Develop an advertisement campaign for launching a luxury car.

8.What are the common methods for setting the advertising budget and explain.

9.Explain the origin and growth of advertising agencies.

10.Explain the trends of advertisement.

11.Discuss the need and benefits of advertising.

12.Explain the creativity of advertisement relates to advertising effectiveness.

13.Discuss the relationship between advertising strategy and its change to the buying behaviours of the Customers.

14.What is advertising budget and what are the factors to determining the advertising budget?

15.What is the meaning of advertising agents?What are the functions of advertising agents?

16.Explain the outdoor advertising and explain merits and demerits of its.

17. Write down the sources of creative ideas.

18.What are the steps followed in advertising planning process.

19.What is meant by advertising budget?What are the factors consider when setting?

20.Explain various functional departments in agency.

22.The primary objectives of advertising is to increase sales-Discuss.

23.Discuss the various classification of copy.

24.Examine the different stages of advertising strategy.

25.Examine the various method of advertising budget.

## BUSINESS LAW

### II B.B.A

Subject code:16ACBB3

#### Question Bank

1. Define Contract.
2. What are the different types of Acceptance?
3. Define Consideration.
4. Define Agreement.
5. What is an offer.
6. What is Fraud.
7. What are the requisites of a valid tender?
8. What is Novation?
9. Who is a special Agent?
10. Who is a Sub-Agent?
11. What is quasi- Contract?
12. What is meant by coercion?
13. Define the term Contract of indemnity.
14. Define contract of sale.
15. Who is an Unpaid Seller.
16. Differentiate sale from bailment.
17. Define goods.
18. What are the effect of non-registration of partnership firm?
19. Define Contract of Agency.
20. What is meant by Damages?
21. Who can demand Performance of contract?
22. What are the modes of delivery under sale of goods act?
23. What is Partnership Deed?
24. What is Limited Partnership?
25. What is Assignment of Contract?
26. What is Contingent Contract?
27. State the difference between sub-agent and substitute agent.
28. Define Bailment.
29. How is price in a contract of Sale?
30. What is a nominal Partner?
31. State the contract that need not be performer?
32. What is the test for agency.?
33. State the document of title of Goods.
34. Differentiate condition from Warranty.

35. Differentiate Partnership from Joint Hindu family.
36. What is mean by dissolution firm and Parnership.
37. State the rule of agency.
38. Who is an non-mercantile agent.
39. What is Limited Partnership.
40. Who is Partner in profits only?
41. What is Goodwill?
42. What is consensus ad idem?
43. What are the differences between agent and servant?
44. What is Particular Partnership?
45. What are reciprocal promises?
46. Define Pledge.
47. Define Mortgage.
48. What are the rights of Bailor and Bailee?
49. What do you meant by Privity of Contract?
50. What are the various kinds of Consideration?

#### Section-B

1. What are the essential elements of valid contract?
2. State the legal rules as to offer.
3. State the difference between contract and agreement.
4. When consideration or object is unlawful?
5. Discuss the law relating to effect of mistake on contract.
6. What are the requisite of a valid tender.
7. Briefly explain discharge by operation.
8. How an agency is created?
9. What is caveat emptor? What are the exception to the rule?
10. What are the different types of damages?
11. What are the types of mercantile agents?
12. What are the essential of contract of sale?
13. Explain the rules regarding performance of contingent contracts?
14. What do you understand by the term performance of contract?
15. Is the Law of partnership – an extension of the law of agency?

16. What are the rights of Partners?
17. What are the duties of Partner?
18. What are the liabilities of Partner?
19. What are the types of partner?
20. What constitute a payment in due course?
21. Explain the rights of a buyer in a contract of sale?
22. Define consideration. What are the legal rules regarding it?
23. What is meant by consideration?"A Contract without consideration is void". Discuss
24. Discuss the law relating to contract in restraint of marriage.
25. Discuss the legality of wagering agreement.
26. What are the different kinds of discharge by performance.
27. Define the term condition. Explain and illustrate the implied condition in a contract of sale as provided in the sale of goods act.

### Section-C

1. How a contract may be discharged.? Explain
2. How an agency is terminated ?explain
3. Briefly explain the conditions and warranties implied by law in a contract for the sale of goods.
4. "Managers are born, Not made"-Elucidate
5. Describe in detail about the dissolution of firms.
6. What are the rights of an unpaid seller? Explain
7. State the explain the agreements opposed the public policy.
8. Describe how the contract is discharged by way of agreements and impossibility of performance.
9. Distinguish between contract of indemnity and contract of Guarantee.
10. Explain the rules as to delivery of goods under the sale of goods act.
11. Who is a holder in due course? Enumerate the rights of privileges of a holder in due course.
12. Describe the law relating to minor's agreements.
13. Explain the rights and duties of partners
14. Explain the types of Partners?
15. What are the different kinds of agents?
16. Discuss the law relating to effect of mistake on contract.

17. Define a wager. What are the essentials of a wagering agreement?
18. State the principles on which damages are awarded on a breach of contract.
19. Write short note on special damages and nominal damages.
20. What do you mean by dissolution of a firm? Discuss the different modes of dissolution.

QUESTION BANK  
COMPUTER APPLICATIONS IN BUSINESS  
SUB CODE: 16CCBB6

Section-A

1. Define computer.
2. Define operating system.
3. What do you mean by thesaurus?
4. What is a pie chart?
5. What do you mean by journal?
6. What is cost center?
7. Define trial balance.
8. What is control unit?
9. What is saving command?
10. State the command for creating word document.
11. What is spreadsheet?
12. State the command for closing work books.
13. Define voucher.
14. What do you mean by ledger?
15. What is budgetary control?
16. Define hardware.
17. Define software.
18. What is the use of control panel?
19. How do you select and align a paragraph in MS-WORD.
20. How do you insert rows and columns in a table in MS-WORD?
21. What is a chart wizard?
22. What is the difference between a column and a cell?
23. What is mean by mail merge?
24. What is the use of scroll bar?
25. For what purpose backspace and delete buttons are used.
26. Explain about undo button and symbol used in icon.
27. What are the options available in print preview?
28. How to create ledger.
29. What is a floppy disk?
30. What is windows explorer?
31. Write the meaning for internet.
32. Write the meaning of intranet.
33. Write the meaning for usenet?
34. What do you mean by indentation?

35. What is the use of toolbar?

#### Section-B

1. Discuss some of the characteristics of a computer.
2. Explain some of the application available in start menu.
3. How do you insert header and footer in MS-WORD?
4. What are the various document views available in MS-WORD?
5. What are the reasons required for preparing balance sheet?
6. Mention the steps to be followed for correcting the mistakes in balance sheet.
7. Explain about aligning and formatting paragraphs.
8. What is the use of auto text and complete option?
9. Explain about merging and splitting cells.
10. Explain about sales and purchase vouchers.
11. How to create stock categories, stock groups, and stock items.
12. What are the basic operations of digital computers?
13. Write a short note on WORD 2000.
14. State the format of journal voucher.
15. What are the applications of financial and statistical function?
16. Explain the features of tally.
17. What is meant by budgetary control, explain?
18. Explain the application of computer.
19. List out and explain the command for addition, subtraction in MS-EXCEL.
20. Enumerate the format of stock vouchers.
21. Explain the concept of cost centers.
22. Explain I-P-O cycle.
23. Enumerate task bar icons on desktop in WINDOWS 98
24. Explain edition of work documents process in WORD 2000.
25. Elaborate the spelling and grammar check functions in WORD 2000.
26. Describe the creating and formatting functions of different types of charts.
27. Write short notes on editing and formatting functions in worksheets.
28. Explain the configuration of tally screens and menus.
29. Explain the process of creating of cost centers.
30. Discuss the process of editing and deleting ledgers.

#### Section-C

1. What are the components of computer? Explain in detail.
2. How do you create a business letter in MS-WORD using wizard?
3. How do you create a graph in MS-EXCEL?
4. What are the expenses and income shown under profit and loss account in tally?
5. What are the various reports available in tally?
6. What are the configuration features required for inventory in tally?
7. Explain about the concept of Mail merge.
8. Explain the special features of tally and classification of accounts.

9. Explain the configuration and features of stock items
10. What are the fundamentals of computerized accounting and explain it.
11. Write a note on spread sheet programs and application and applications.
12. Describe the steps in generating the printing reports.
13. Distinguish between computerized accounting and manual accounting.
14. Explain the steps in the development of balance sheet.
15. Enumerate the applications of windows explorer.

QUESTION BANK  
MANAGERIAL COMMUNICATION

Subject Code: 16CCBB5

PART – A

1. Define Communication
2. What is meant by “Communication is a two way process”?
3. Define the factors of media
4. What do you mean by grapevine?
5. Write any two advantages of feedback in effective communication?
6. What are the various stages in communication cycle?
7. What do you mean by brain drain?
8. List down any two significant principles of communication?
9. List out any two objectives of communication?
10. What are the various types of Communication?
11. What is a business letter?
12. Mention any two uses of quotation?
13. What are the method of drafting correspondence?
14. What is meant by an enquiry?
15. What is meant by correspondence?
16. Explain the various kinds of business letters?
17. What do you mean by layout of letters?
18. Define Quotation.
19. Define Execution.
20. Define Cancellation.
21. Why sales promotion letters are written? Mention any two circumstances.
22. Define claim.
23. What is meant by a circular?
24. What are the advantages of circular letter?
25. Define adjustments?
26. Mention two uses of collection letters.
27. Give two examples for import and export correspondence.

28. What are the types of application letter?
29. What are the various parties that the bank has correspondence?
30. List any examples of agency correspondence?
31. Who is called special agent?
32. What are the types of mercantile agents?
33. What are the services rendered by a Bank?
34. Explain the various points to be remembered while writing a resume.
35. Define bill of exchange.
36. Who is called as a Drawer and Drawee?
37. What are the kinds of Bill of exchange?
38. Why are reports required in an organization?
39. Write any two advantages of video- conferencing.
40. Mention any two limitations of E-mail.
41. What is a business report?
42. What is WWW?
43. What is electronic communication?
44. What is a report?
45. Define market report?
46. Define Fax.
47. Define E-mail.
48. What is an internet?
49. Define press report
50. What are the classification of market reports.
51. What is memo?
52. What is a market report?

#### PART – B

1. Explain the various media for communication.
2. What are the main barriers to organization communication?
3. What is a communication process? Explain its objectives.
4. Explain the written communication of its significance
5. Explain the various benefits of communication.
6. What are the various kinds of orders?

7. What are the important terms used in offers are the important terms used in offers and quotation?
8. Explain the functions of business letter.
9. List out the different types of business letters.
10. Under what circumstances order get cancelled. Explain.
11. What are basics for writing a letter?
12. Under what circumstances you will draft adjustments letter?
13. When you will draft circular letter? Explain
14. Briefly explain the stages of collection correspondence?
15. What are the situations that need circular letters?
16. Draft a letter complaining the dispatch of defective goods.
17. Draft a letter acknowledging receipt of goods and informing remittance by cheque.
18. Write a brief note on agency correspondence.
19. List the general contents of a Resume.
20. Explain the importance of export and import correspondence.
21. Write short on: (i) Market reports (ii) Business report.
22. What is the difference between an individual and committee report?
23. What are the characteristics of a good report?
24. Write a note on video conferencing?
25. Explain how a web page is hosted and created.
26. Discuss the steps in report writing

#### PART – C

1. Explain the types of communication with illustration.
2. List the barriers of communication and suggest measure to outcome it.
3. Explain the process of communication and the main objectives of communication in an organization.
4. Explain various media of communication.
5. Explain the significance of communication.
6. Discuss the layout of a business letter with examples.
7. What are the essentials of a good business letter? Explain.
8. Explain the layout of formal and informal letter.
9. Discuss the functions of correspondence.
10. List out the features of offers and Quotations.

11. Present the features of sales promotion and collection letters.
12. List out the features of circular letter.
13. Write a note on 'Collection Series'
14. Write a note on 'Sales Promotion Letter'
15. Discuss the features of claims and adjustments.
16. Describe the modern means of electronic communication.
17. What are the deferent types of reports?
18. Briefly explain the purpose of each type.
19. Draft a resume for the post of receptionist in a MNC Company.
20. Write a note on the 'Structure of a Report'.
21. Explain in detail about the organization of a report.

DEPARTMENT OF BUSINESS ADMINISTRATION

NME- BANKING PRACTICES

QUESTION BANK

1. What is bank?
2. What is Banking System ?
3. What is capital and risk?
4. Definition Banking.
5. What is meant by Overdraft?
6. What is meant by Cash Credits?
7. What is meant by Loans?
8. What is meant by Discounting of Bill of Exchange?
9. What are the Secondary Functions of Banks ?What is meant by Overdraft?
10. What is meant by Loans?
11. What is meant by Discounting of Bill of Exchange?
12. What is Meant by Commercial Bank?
13. Definition of a Commercial Bank.
14. What is meant by fixed Deposit Account or Term Deposit Account?
15. What is meant by safe custody vaults?

UNIT-2

1. “What is Pledge?
2. What is clean Loan?
3. What is Green Card?
4. What is factoring?
5. What is ECS?
6. What is merchant banking?
7. What is meant by currency Principles?
8. Define the term Banker.
9. Define the term customer.
10. Define Debtor.
11. Define Creditors.
12. Define Trustee.
13. Define the term beneficiary.
14. Who is an agent?
15. Define the term Bailor.
16. Define the term Assignor.
17. Define the term setoff.

### Unit3

1. What is meant by Issue of traveler's cheque?
2. What is meant by Foreign exchange:?
3. What is meant by Banking instruments ?
4. What is meant by Cheques?
5. What is Bearer Cheques?
6. what is meant by Order Cheque?
7. What is meant by Crossed Cheque?
8. What is meant by Multi-City Cheque?
9. Define Stale Cheque.
10. What is meant by Traveller's Cheque?
11. What is meant by Demand Drafts?
12. What is meant by Letter of Credit:?.
13. What is meant by Voucher?
14. Define self cheque.

### UNIT-5

1. What is meant by Debit Card?
2. What is meant by Credit cards?
3. What is meant by International Debit Card?
4. What is meant by International Credit Card?
5. What is meant by Forex Card?
6. What is meant by NEFT?
7. Define IFSC.
8. What is meant by MICR?
9. Define SWIFT.
10. Define Internet Banking.
11. Define Online banking .
12. What is Mobile banking?
13. Define Core Banking Solution.

### SECTION-B

1. What are the advantages of core banking?
2. What are the Primary Functions of Banks ?
3. What is a bank? What are the functions of a bank?
4. Differentiate the cheque from draft.

5. What are the components of the Banking system?
6. How will classify banks on the basis of the ownership?
7. What are the various types of banks? Explain each of them briefly.
8. Discuss the merits and demerits of unit banking.
9. What is meant by branch banking system? Explain its merits and demerits.
10. .What are the primary functions of the commercial banks?
11. What do you understand by Teller system? What are its uses.?
12. Explain the right of set off.
13. Define cheque and state the features.
14. What is the meaning of credit card? Explain its working.
15. Explain the working of credit card system.
16. What is debit card? Distinguish it from credit card.
17. What is a smart card? What are its uses?

### SECTION-C

1. Give a brief account on the subsidiary services rendered by the commercial bank.
2. What are the different types of bank loans and advances ?
3. Explain the agency services rendered by the commercial banks?
4. Explain the relationship between a banker and customer based on debtor and creditor relationship.
5. Discuss in detail the impact of credit cards to different sections of the economy.
6. State the difference types of credit cards and their uses.
7. What are the duties of a banker while honouring customers cheques?
8. What is a pass book? What are the rules that pertain to a pass book.
9. Write short notes on the following
  - a. Saving account
  - b. Fixed deposit
  - c. Recurring deposit.
  - d. Cash credit
10. What are the difference between a cheque and a Promisory note?
11. Under what conditions a banker can close the account of the customer.
12. Define the term banker and customer. State the procedures to be followed for opening savings bank account and current account in a ban

## QUESTION BANK

Name of the Department : Business Administration

Name of the Course : Organisational Behaviour

Course Code : 16CCBB7

University Pattern

Part A- (10 x 2 = 20) Answer All 10 Questions

Part B- (5 x 5 = 25 ) Answer All (Either or Type)- 5 Questions

Part C- (3 x10 = 30 ) Answer Any 3 Questions

## SECTION A

1. Define Organizational behavior.
2. What is the custodial model of OB.?
3. What is the supportive model of OB.?
4. What is the autocratic model of OB.?
5. What is Hawthorne effect?
6. What is formal group?
7. What is an informal group?
8. What is NGT?
9. What is authority?
10. Who is a leader?
11. Define power.
12. Define morale.
13. Define motivation.
14. What is motivation process?
15. Why do people form group.
16. What is group dynamics?
17. What is ERC theory?
18. What are the types of motivation?
19. What are the goals of OB.?
20. What is perception?
21. Define leadership.
22. What is expectancy theory?
23. What are extrinsic motives?
24. Who are introverts?

25. Who are extroverts?
26. Define Personality.
27. What is group cohesiveness?
28. What is negative motivation?
29. What is positive motivation?
30. What do you mean by managerial grid?
31. What is human relation?
32. What is a financial incentive?
33. What are non-financial incentives?
34. What are group norms?
35. Write a note on esteem need.
36. What is stress?

#### SECTION-B

1. Explain the different elements of OB?
2. Discuss how OB is an inter-disciplinary subject.
3. Describe the nature and scope of OB.
4. Bring out the impact of personal factors in determining individual behaviour.
5. State the objectives of OB.
6. How are group norms developed? Specify their importance.
7. What are the types of power?
8. Explain the types of authority.
9. Bring out the impact of personal factors in determining individual behaviour.
10. What are the techniques of acquisition of power?
11. What are the qualities of effective leadership?
12. What is the relationship between morale and productivity?
13. Explain Porter and Lawler's model of motivation.
14. Describe the process of motivation?
15. What are the non-financial incentives?
16. What is the importance of morale?
17. Explain Herzberg motivation theory.
18. State the characteristics of authority.
19. What are the functions performed by leaders.
20. What are the measures for building high morale
21. What are financial incentives?
22. State the importance of leadership
23. Difference between a leader and a manager
24. Explain the characteristics of leadership.
25. Bring out the key points in William Ouchi's Z theory.
26. Explain the characteristics of motivation.

27. Explain the important determinants of personality.
28. What are the factors influencing the selection of stimuli
29. Why are groups formed?
30. Explain the consequences of low morale.
31. Explain the different approaches of managing stress.

#### SECTION-C

1. Describe the various approaches to OB.
2. “High cohesiveness in a groups leads to higher group productivity”? Do you agree or disagree? Explain.
3. What are the different leadership styles?
4. How do you measure morale? Explain.
5. Write about McGregor’s theory-X and theory-Y of work motivation.
6. Describe the techniques to improve group decision.
7. Discuss the factors influencing the morale.
8. Describe Maslow’s need hierarchy.
9. How are the Hawthorne experiments useful in understanding OB?
10. Discuss the important personality theories.
11. Explain Erikson’s approach to personality development.
12. Discuss the various steps involved in the process of perception.
13. Explain various types of group.
14. Discuss the measures that can be taken to increase group cohesiveness.
15. What are the different stages of group development?
16. Discuss Vroom’s expectancy theory.
17. Describe McClelland’s need theory.
18. Explain the factors influencing individual behaviour.
19. Explain the various leadership theories.
20. Describe about managerial grid.
21. Explain the factors that cause stress

QUESTION BANK  
PRODUCTION MANAGEMENT

Subject code:16ACBB4

PART-A

1. Define production?
2. Define productivity?
3. Define production management?
4. What is plant Location?
5. Define plant Layout?
6. What do you mean by static layout?
7. What do you mean by process charts?
8. What is motion study?
9. What is meant by work study?
10. What is ppc?
11. What is Time study?
12. What is performance Rating?
13. What is PMTS?
14. List out the type of main tenace system?
15. Write shot notes on 'Product design'
16. What is ISDO?
17. Define production planing?
18. Define production control?
19. Definition of Quality?
20. What is Route Sheet?

21. What is Routing?
22. Define control chart?
23. What is quality circles?
24. What is meant by Inspection?
25. What are the Routing Procedure?
26. Define scheduling?
27. What is purchasing?
28. What is JIT purchasing?
29. What are the objectives of materials management,
30. What is meant by materials management?
31. What is AGMARK?
32. What do you mean by 'ABC' analysis?
33. What is Quality control?
34. Define Quality Inspection?
35. What is work study ?
36. What is statistical quality control.
37. What is meant by store-keeping?
38. What is Quality planning?
39. Define Break-down maintenance?
40. Define production control?
41. What is store-keeping?
42. Define purchase management?
43. What do you mean by Blanket orders?
44. What are the Routing procedure?
45. What is control chart?

46. Definition of statistical Quality control?
47. What is synthetic data?
48. What is meant by storage equipment?
49. What are the objectives of material management?
50. What are the classification of materials?

#### PART-B

1. What are the types of Inventories?
2. What is the scope of production management?
3. Explain the principle of plant layout?
4. What is production management? State its objectives
5. Write the functions of production management ?
6. Explain the components of production function?
7. Explain the components of production on Function?
8. Write the Advantages of word stays?
9. What are the elements of maintenance management?
10. Bring our the importance of maintenance management?
11. 'Time Study'- the term explain briefly.
12. What are the techniques of work measurement?
13. List out the Objectives of work measurement?
14. Write short notes on Break-even Dimensional analysis?
15. Discuss the characteristics of an Efficient Layout?
16. Explain the objectives of plant layout?
17. Write-short notes or Multiplan Location problems?
18. What is the prouder involved in work study?
19. Bring out the importance of maintenance management?

20. State the significant of quality control?
21. Write the advantages of work study?
22. What are the elements of maintenance management?
23. Write the measurement of effectiveness of?
24. Production manning and control?
25. Draw the structure of quality control?
26. Discuss the factors affecting?
27. Write a detailed notes of SQC?
28. 'Final' – inspections' characteristics-discuss?
29. State the significance of purchases management"]
30. What are the objectives and functions of store keeping?
31. Write the various methods of purchasing.

#### PART-C

1. Explain the factors influencing plant location?
2. Enumerate the functions of maintenance?
3. How to reduce scheduling problems?
4. Explain the various dimensions of quality?
5. What are the responsibilities of the stores function?
6. What are the types of plant?
7. Describe the techniques of material management?
8. Distinguish between preventive and corrective maintenance.
9. Explain the role the of a production manger of a manufacturing company?
10. What are the steps involved in purchasing procedure?
11. What are the objectives and functions of store keeping?
12. Explain the type of production systems?

13. Elucidate the procedure for motion study
14. Enumerate the importance of production planning and control?
15. What are the impacts of poor quality?
16. Explain the importance of purchasing?
17. Explain the steps involved in Method study?