

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BBA(Honours)Degree Examination, November 2024

BBA1CJ101 – Foundations in Business Decision

(FYUGP 2024 Admission)

Time: 2 hours

Max. Marks : 70

**Course Outcome Mapping Scheme**

1	2	3	4	5	6	7	8	9	10
CO 2	CO 1	CO 1	CO 2	CO 1	CO 2	CO 1	CO 4	CO 2	CO 2
11	12	13	14	15	16	17	18	19	20
CO 2	CO 3	CO 3	CO 2	CO 1	CO 4	CO 2	CO 3	CO 2	CO 4

**Section A****(Answer all questions. Each question carries 3 marks) (Ceiling 24 Marks)**

1. Explain autocratic decision making.
2. Describe SWOT Analysis.
3. Define controlling.
4. Discuss multi voting.
5. Describe the recruitment process.
6. Illustrate rational model of decision making.
7. Explain brainstorming.
8. Differentiate between training and development.
9. Write down the psychological barriers of decision making.
10. Explain classical management thought.

**(10×3=30 Marks, Ceiling 24 Marks)****Section B****(Answer all questions, Each question carries 6 marks) (Ceiling 36 Marks)**

11. Discuss the functions of management.
12. Define decision making and explain its significance in business.
13. Discuss the role of expert intuition in decision making.
14. Explain consensus building technique in group decision making.
15. Describe the responsibilities of lower-level management.
16. Discuss the importance of motivation in management.
17. Describe the key components of leadership in management.
18. Compare and contrast programmed and non-programmed decisions.

**(8×6=48 Marks, Ceiling 36 Marks)**

### **Section C**

**(Answer any one question, Each question carries 10 Marks) ( $1 \times 10 = 10$  Marks)**

19. State the different types and levels of management.
20. Elucidate the importance of decision making in business and the ways it contributes to the achievement of organizational objectives.

**( $1 \times 10 = 10$  Marks)**

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

**First Semester BBA(Honours) Degree Examination, November 2024****BBA1CJ102/BBA1MN101 – Marketing Management**

(FYUGP 2024 Admission )

Time: 2 hours

Max. Marks : 70

**Course Outcome Mapping Scheme**

1	2	3	4	5	6	7	8	9	10
CO2	CO1	CO1	CO2	CO1	CO2	CO1	CO4	CO2	CO2
<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
CO2	CO3	CO3	CO2	CO1	CO4	CO2	CO3	CO2	CO4

**Section A****(Answer all questions. Each question carries 3 marks) (Ceiling 24 Marks)**

1. Define product positioning.
2. Explain GE McKinsey matrix.
3. Describe promotion mix.
4. Define market segmentation.
5. Discuss 'product concept' of marketing.
6. Define Product Life Cycle.
7. State pricing policy.
8. Discuss affiliate marketing.
9. Define economic environment.
10. Illustrate target market.

**(10×3=30 Marks, Ceiling 24 Marks)****Section B****(Answer all questions, Each question carries 6 marks) (Ceiling 36 Marks)**

11. Explain the components of BCG matrix.
12. Differentiate between marketing and selling.
13. Interpret different strategies of market targeting.
14. Discuss different types of intermediaries in distribution.
15. Identify the benefits of market segmentation.
16. Differentiate between products and services.
17. State the importance of market differentiation.
18. Write a note on emerging trends in marketing.

**(8×6=48 Marks, Ceiling 36 Marks)**



**Section C**

**(Answer any one question, Each question carries 10 Marks) ( $1 \times 10 = 10$  Marks)**

19. Discuss marketing environment. Explain different types of marketing environment.
20. Define consumer behaviour. Identify the various factors influencing consumer behaviour.

**( $1 \times 10 = 10$  Marks)**

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

## First Semester BBA(Honours) Degree Examination, November 2024

## BBA1CJ103/BBA1MN102 – Communicating with Financial Data

(FYUGP 2024 Admission)

Time: 2 hours

Max. Marks : 70

## Course Outcome Mapping Scheme

1	2	3	4	5	6	7	8	9	10
CO1	CO1	CO5	CO1	CO2	CO1	CO3	CO4	CO4	CO2
11	12	13	14	15	16	17	18	19	20
CO1	CO1	CO4	CO5	CO2	CO2	CO2	CO3	CO5	CO3

## Section A

[Answer All. Each question carries 3 marks] (Ceiling:24Marks)

- State the meaning of liabilities.
- Differentiate between expenses and expenditure.
- Variable costs per unit: Rs. 30  
Sale price per unit: Rs. 60  
Total fixed costs: Rs. 80,000  
Determine break-even point in unit and in sales.
- Categorize expenditure.
- Determine the debit and credit from the following transactions
  - Credit purchase from X Ltd
  - Commission Paid
- Distinguish between provisions and reserves.
- Compute Gross profit from the following
 

Sales : Rs 2,00,800

Purchases: Rs 1,20,000

Opening Stock : Rs 20,000

Closing Stock : Rs 30,000
- Interpret interest coverage ratio.
- State the purpose of preparing cash flow statement.
- A machine costing 12,00,000 is depreciated on straight line method, assuming 8 years useful life and nil residual value. Calculate the amount of depreciation.

## Section B

**[Answer All. Each question carries 6 marks]( Ceiling:36Marks)**

11. Describe the basic assumptions of accounting.
12. Differentiate between cost and expenses.
13. Exemplify trend analysis and comparative statements
14. Calculate Current Ratio and Liquid Ratio from the following information

Current liabilities = Rs. 50,000

Current assets = Rs. 80,000

Inventories = Rs. 20,000

Advance tax = Rs. 5,000

Prepaid expenses = Rs. 5,000

15. Calculate the Rate of Depreciation under Straight Line Method (SLM) in each of the following:-

Machine No.	Cost of Machine(Rs)	Expenses incurred at the time of purchase to be capitalized(Rs)	Estimated Residual Value(Rs)	Expected Useful Life in years
1	90,000	10,000	20,000	8
2	24,000	7,000	3,100	6
3	1,05,000	20,000	12,500	3
4	2,50,000	30,000	56,000	5

16. From the following balances extracted from the books of a trader, prepare Trial Balance as on 31st March, 2024.

Cash in hand 4,200	Cash at Bank 16,800
Bills Receivable 18,000	Bills payable 16,000
Sundry debtors 24,600	Sundry creditors 32,400
Capital 50,000	Drawings 18,000
Sales 1,05,000	Purchases 75,000
Carriage Inward 2,700	Salaries 12,000
Advertisement 2,400	Insurance 1,600
Furniture 7,500	Stock 18,600
Office Rent 2,000	

17. Draw the journal entries for the following transactions

- (i) Started business with Cash Rs 50,000; Plant Rs 24,000; Stock Rs 4,000
- (ii) Sold Goods for Cash Rs 8,000 and to Ms. Agarwal for Rs 10,000
- (iii) Ms. Agarwal settled her account less discount Rs 600



18. Charles Ltd., made a profit of Rs 1,00,000 after charging depreciation of Rs 20,000 on assets and a transfer to general reserve of Rs 30,000.

The goodwill a mortised was Rs 7,000 and gain on sale of machinery was Rs 3,000.

Other information available to you (changes in the value of current assets and current liabilities): Trade receivables showed an increase of Rs 3,000; trade payables an increase of Rs 6,000; prepaid expenses an increase of Rs 200; and outstanding expenses a decrease of Rs 2,000. Ascertain cash flow from operating activities.

### Section C

[Answer any one. Each question carries 10 marks] (1x10=10Marks)

19. From the following information, calculate

- (a) Debt Equity Ratio
- (b) Debt to Assets Ratio
- (c) Proprietary Ratio, and
- (d) Debt to Capital Employed Ratio:

Particulars	Note	(Rs.)
<b>I. Equity and Liabilities:</b>		
<b>1. Shareholders' funds</b>		
a) Share capital		4,00,000
b) Reserves and surplus		1,00,000
<b>2. Non-current Liabilities</b>		
Long-term borrowings		1,50,000
<b>3. Current Liabilities</b>		50,000
		<b>7,00,000</b>
<b>II. Assets</b>		
<b>1. Non-current Assets</b>		
a) Fixed assets		4,00,000
b) Non-current investments		1,00,000
<b>2. Current Assets</b>		2,00,000
		<b>7,00,000</b>

20. Given below Trail Balance of M/s Dayal as on 31<sup>st</sup> March, 2024.

Particulars	Debit Rs	Credit Rs
Capital A/c		7,00,000
Land and Building	3,00,000	
14% Term Loan		4,00,000
Laon from M/s D and Co		4,60,000
Trade Receivables	4,20,000	
Cash in hand	20,000	
Inventories in trade	6,00,000	
Furniture	2,00,000	
Trade Payables		40,000
Advances to Suppliers	1,00,000	
Net Profit		1,00,000
Drawings	60,000	
<b>Total</b>	<b>17,00,000</b>	<b>17,00,000</b>

Prepare Balance sheet as on 31<sup>st</sup> March 2024.



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Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BBA(Honours) Degree Examination, November 2024

BBA1FM105 – Creativity, Innovation &amp; Business Development

(FYUGP 2024 Admission)

Time: 1.5 hours

Max. Marks : 50

**Course Outcome Mapping Scheme**

1	2	3	4	5	6	7	8	9	10
CO4	CO4	CO1	CO1	CO5	CO4	CO2	CO1	CO4	CO5
11	12	13	14	15	16	17			
CO4	CO5	CO5	CO4	CO4	CO5	CO1			

**PART – A**

**All questions can be attended.**  
**Each question carries Two mark.**  
**Ceiling -16 Marks**

1. List out the techniques for idea evaluation.
2. Define Entrepreneurship.
3. State the meaning of Incubation.
4. List out the creativity skills.
5. Differentiate between vision and mission.
6. Write down the elements of entrepreneurship ecosystem.
7. Estimate any two ways to overcome the barriers to innovation.
8. Describe the meaning of SCAMPER.
9. State the relevance of business plan.
10. Estimate the top four characteristics of a successful entrepreneur.

**PART – B**

**All questions can be attended.**  
**Each question carries six marks.**  
**Ceiling -24 Marks**

11. Describe the importance of entrepreneurship for economic development.
12. Draw a format of business model canvas.
13. Differentiate between entrepreneur and intrapreneur.
14. State the role of innovation in business development.
15. Differentiate between creativity and innovation.

**PART - C**

**Answer any *one* questions.  
Each question carries Ten marks.**

16. Determine various sources of financing for new ventures along with their advantages and challenges.
17. Explain the creativity tools and techniques.

**1 x 10 = 10 Marks**

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

## First Semester BBA (Honours) Degree Examination, November 2024

## BBA1FS111 – Digital Marketing for Business

(FYUGP 2024 Admission)

Time: 1.5 hours

Max. Marks : 50

## Course Outcome Mapping Scheme

1	2	3	4	5	6	7	8	9	10
CO1	CO1	CO3	CO1	CO1	CO1	CO1	CO1	CO1	CO1
11	12	13	14	15	16	17			
CO2	CO6	CO5	CO4	CO5	CO1	CO5			

## PART – A

All questions can be attended.  
Each question carries Two mark.  
Ceiling -16 Marks

1. Define Digital Marketing.
2. List out any four benefits of social media.
3. Differentiate on page and off page optimization.
4. List out the types of emails.
5. Identify the usage of Facebook in marketing.
6. State the meaning of influencer marketing.
7. Show two differences between traditional and digital marketing.
8. Describe the meaning of Ad creation in SEM.
9. Write down the concept of automation in email.
10. State the meaning of SEO.

## PART – B

All questions can be attended.  
Each question carries six marks.  
Ceiling -24 Marks

11. Determine any six digital marketing tools.
12. Generate alternative types of email marketing campaign.
13. Explain the significance of Search Engine Marketing (SEM)
14. Determine the best six social media platforms for digital marketing.
15. Differentiate between SEO and SEM.



**PART - C**

**Answer *anyone* questions.  
Each question carries Ten marks.**

16. Describe 7 C's and 5 A's of digital marketing.
17. Detect the key elements of successful On-page optimization.

**1 x 10 = 10 Marks**