

1B1N25174

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BBA (Honours) Degree Examination, November 2025

BBA1CJ101 - Foundations in Business Decision

(FYUGP 2024 Admission onwards)

Time: 2 hours

Max. Marks : 70

PART – A

All questions can be attended.
Each question carries **Three** mark.

Ceiling -24 Marks

		COs	Knowledge Level(KL)	Marks
1	Define strategic decision.	1	Remembering	3
2	State any two environmental barriers to decision making.	6	Remembering	3
3	What is decision tree analysis?	3	Understanding	3
4	Mention any two advantages of PESTLE analysis.	4	Understanding	3
5	Define the intuition-based decision-making model.	3	Remembering	3
6	State two roles of a manager in an organization.	4	Remembering	3
7	Mention any two types of organizational structure.	5	Remembering	3
8	Give two examples of tactical decisions.	3	Applying	3
9	State any two steps in the staffing process.	2	Understanding	3
10	Mention any two types of management styles.	2	Understanding	3

PART – B

All questions can be attended.
Each question carries six marks.

Ceiling -36 Marks

		COs	Knowledge Level(KL)	Marks
11	Explain the nature and importance of decision making in business.	2	Understanding	6
12	Describe structural and organizational barriers in decision making.	5	Analyzing	6
13	Explain the bounded rationality model with its strengths and weaknesses.	5	Analyzing	6
14	Compare consensus building and multi-voting in group decision making.	3	Analyzing	6
15	Discuss the Neo-Classical and Modern approaches to management thought.	2	Understanding	6
16	Explain the significance of leadership in management.	3	Applying	6
17	Describe the recruitment and selection process in staffing.	3	Applying	6
18	Explain the levels and types of control in management.	4	Understanding	6

PART - C

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

		COs	Knowledge Level(KL)	Marks
19	Evaluate the advantages and disadvantages of at least three decision-making tools for solving organizational problems.	2,3,4, 5,6	Evaluating	10
20	Prepare a comprehensive organizational plan applying the rational decision-making model to a real-world business case.	2,3,4, 5,6	Creating	10

1 x 10 = 10 Marks

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BBA (Honours) Degree Examination, November 2025

BBA1MN101/ BBA1CJ102 - Marketing Management

(FYUGP 2024 Admission onwards)

Time: 2 hours

Max. Marks : 70

PART – A

All questions can be attended.
Each question carries **three** marks.

Ceiling - 24 Marks

Q. No.		COs	Knowledge Level (KL)	Marks
1	What is the importance of marketing in today's business?	CO1	Understanding (U)	3
2	State any two limitations of Advertisement.	CO1	Understanding (U)	3
3	Define segmentation .	CO1	Remembering (R)	3
4	Give any two bases of market segmentation.	CO1	Remembering (R)	3
5	Define product mix. Give examples.	CO1	Understanding (U)	3
6	Write any two pricing strategies.	CO3	Remembering (R)	3
7	Mention two factors that affect the promotion mix.	CO3	Remembering (R)	3
8	What is skimming price ?	CO2	Remembering (R)	3
9	What are the components of the promotion mix?	CO3	Remembering (R)	3
10	What is meant by affiliate marketing?	CO2	Understanding (U)	3

PART – B

All questions can be attended.
Each question carries **six** marks.
Ceiling -36 Marks

		COs	Knowledge Level (KL)	Marks
11	Distinguish between marketing and selling with examples.	CO1	Analyzing (An)	6
12	Describe the GE-McKinsey Matrix with a real-world illustration.	CO4	Applying (Ap)	6
13	Explain the concept of positioning with suitable strategies.	CO4	Understanding (U)	6
14	Discuss any three targeting strategies with examples.	CO3	Applying (Ap)	6
15	Explain the concept of value proposition and its use in brand positioning.	CO4	Applying (Ap)	6
16	Describe emerging trends in marketing with examples.	CO2	Understanding (U)	6
17	Explain the consumer buying process.	CO2	Applying (Ap)	6
18	Explain the functions of marketing.	CO1	Understanding (U)	6

PART - C

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

		COs	Knowledge Level(KL)	Marks
19	Define market segmentation. Explain the basis of segmentation.	CO6	Evaluating (E)	10
20	Demonstrate in detail various elements of promotion mix.	CO5	Understanding (U)	10

1 x 10 = 10 Marks

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BBA (Honours) Degree Examination, November 2025

BBA1CJ103/BBA1MN102 - Communicating with Financial Data

(FYUGP 2024 Admission onwards)

Time: 2 hours

Max. Marks : 70

Course Outcome Mapping Scheme

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

Part A

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

1. Define "economic profit" and explain how it differs from accounting profit.
2. Distinguish between cost and expense.
3. What is equity.
4. State any three differences between finance and accounting.
5. Record the journal entry for:
 - (a) Purchase of goods for cash ₹15,000
 - (b) Goods returned to supplier ₹2,000
6. Differentiate between provisions and reserves with suitable examples.
7. Calculate gross profit given: Sales ₹4,50,000; Purchases ₹2,80,000; Opening stock ₹50,000; Closing stock ₹70,000.
8. Interpret "current ratio" and state its ideal standard.
9. List out the objectives of preparing a cash flow statement.
10. Exemplify Accounting Equation.

Part B

[Answer ALL questions. Each question carries 6 marks] (Ceiling: 36 Marks)

11. Explain the nature, significance, and types of expenses in a business.
12. Describe the basic principles of accounting.
13. Prepare a trial balance from the following:

Cash ₹10,000; Capital ₹50,000; Purchases ₹20,000; Sales ₹35,000; Furniture ₹5,000; Salaries ₹3,000; Creditors ₹8,000; Rent ₹2,000.
14. Calculate Current Ratio and Liquid Ratio from:

Current Assets ₹1,20,000; Inventories ₹30,000; Prepaid Expenses ₹10,000; Current Liabilities ₹80,000.

15. From the following, calculate the amount of Depreciation under SLM:

Cost of Machine ₹2,40,000; Installation ₹10,000; Residual Value ₹40,000; Useful life 5 years.

16. Explain different types of reserves?

17. Pass journal entries:

- (a) Started business with ₹1,00,000 cash and ₹50,000 machinery.
- (b) Purchased goods on credit from M/s X & Co. ₹25,000.
- (c) Paid wages ₹5,000 in cash.

18. Using the following information, compute cash flow from operating activities:

Net profit ₹1,50,000; Depreciation ₹20,000; Increase in debtors ₹10,000; Decrease in creditors ₹5,000; Increase in outstanding expenses ₹2,000.

Part C

[Answer ANY ONE question. Each carries 10 marks] (1 × 10 = 10 Marks)

19. Calculate the given ratios and critically interpret them to assess the company's financial health.

- (a) Gross Profit Ratio
- (b) Net Profit Ratio
- (c) Operating Profit Ratio
- (d) Return on Equity:

Sales ₹8,00,000; COGS ₹5,00,000; Operating expenses ₹1,00,000; Interest ₹20,000; Tax ₹60,000; Share capital ₹4,00,000; Reserves ₹1,00,000.

20. From the following particulars, prepare a Balance sheet as on 31/March /2025

	(Rs)
Land and Building	1,70,000
Furniture and Fittings	25,000
Bills Receivable	8,200
Bills Payable	6,500
Sundry Debtors	15,400
Sundry Creditors	12,800
Loan from Manoj	10,000
Cash in Hand	7,500
Cash at Bank	10,000
Investments	23,500
Drawings	10,000
Capital	2,40,000
Closing stock	16,000
Net profit	21,300

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Reg. No:.....

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BBA (Honours) Degree Examination, November 2025

BBA1FM105 – Creativity, Innovation & Business Development

(FYUGP 2024 Admission onwards)

Time: 1½ hours

Max. Marks : 50

PART – A

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

		COs	Knowledge Level(KL)	Marks
1	What is business incubation?	CO1	R	2
2	Define creativity.	CO1	R	2
3	What is brainstorming?	CO1	R	2
4	A toy company wants to redesign the traditional kite to attract children in cities. Using any one step of the SCAMPER technique, suggest an innovative idea for the kite.	CO3	Ap	2
5	Who are intrapreneuers?	CO5	R	2
6	What are the major components of a business plan?	CO5	U	2
7	Define entrepreneurship.	CO5	R	2
8	Name two common barriers to innovation in a business.	CO4	U	2
9	What is mind mapping?	CO1	R	2
10	Write any three personal qualities of a creative person.	CO2	U	2

PART – B

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

			Cos	Knowledge Level(KL)	Marks
11	What are the characteristics of a successful entrepreneur? Give an example of a successful entrepreneur from Kerala.		CO5	Ap	
12	Explain the importance of a strong entrepreneurship ecosystem in fostering innovation and economic development.		CO6	An	
13	Discuss role of government support in promoting entrepreneurship.		CO6	E	
14	Discuss the role of creativity in success and growth of business.		CO1	U	
15	What are the steps in starting a new venture?		CO5	U	

PART - C

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

		COs	Knowledge Level(KL)	Marks
16	Define innovation and describe its types. Discuss the relationship between innovation, creativity and their role in business.	CO4	E	
17	What is the SCAMPER technique? Use it to create an innovative product and explain how each element of SCAMPER helps in your design	CO3	C	

1 x 10 = 10 Marks

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BBA (Honours) Degree Examination, November 2025

BBA1FS111 – Digital Marketing for Business

(FYUGP 2024 Admission onwards)

Time: 1 ½ hours

Max. Marks : 50

PART – A

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

		COs	Knowledge Level(KL)	Marks
1	Define Digital Marketing	CO1	KL1	2
2	List any two differences between traditional marketing and digital marketing.	CO1	KL2	2
3	Mention two opportunities and two challenges in digital marketing.	CO3	KL2	2
4	What do you mean by omni-channel marketing?	CO1	KL2	2
5	Identify two benefits of social media marketing.	CO4	KL1	2
6	Write any two disadvantages of e mail marketing.	CO4	KL2	2
7	Define SEO	CO5	KL1	2
8	Distinguish between on-page optimization and off-page optimization	CO5	KL2	2
9	State the meaning of automation in email marketing.	CO6	KL1	2
10	Mention any two benefits of influencer marketing.	CO3	KL2	2

PART – B

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

		COs	Knowledge Level(KL)	Marks
11	Explain any six digital marketing tools used in business.	CO1	KL2	6
12	Analyse the role of different social media platforms (Facebook, Instagram, LinkedIn, YouTube, WhatsApp) in business marketing	CO4	KL4	6
13	Discuss the ethical issues in digital marketing.	CO3	KL3	6
14	Differentiate SEM and SEO.	CO5	KL5	6
15	Explain different types of email marketing campaigns and their strategic benefits	CO6	KL3	6

PART - C

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

		COs	Knowledge Level(KL)	Marks
16	Design a digital marketing strategy for an Indian start-up brand launching a new eco-friendly product. Your plan should integrate SEO, SEM, social media, and email marketing	CO2 CO4 CO6	KL6	10
17	Explain in detail 7C's and 5A's of Digital Marketing.	CO1 CO2	KL5	10

1 x 10 = 10 Marks