

**ISLAMIAH COLLEGE [AUTONOMOUS]
VANIYAMBADI
CIA TEST II - MARCH 2020**

TIME : 3Hrs

MAX. MARKS: 75

Class: II-BBA

Sub. Code: U8BA4004

CONSUMER BEHAVIOUR

PART - A (10X 2 = 20 MARKS)

Answer ALL Questions

1. What do you mean by consumer behavior?
2. Define the term problem recognition.
3. What is consumer decision making?
4. Who is a consumer?
5. Define consumer needs.
6. What do you mean by motivation?
7. What do you understand by social class?
8. Define culture in the context of consumer behavior.
9. Define involvement in purchase decisions.
10. What do you mean by post purchase behavior?

PART - B (5 X 5 = 25 MARKS)

Answer ALL Questions

11. (a) State the Characteristics of consumer behavior.

(Or)

- (b) Briefly explain the process of consumer behavior.

12. (a) Explain the process of consumer decision making.

(Or)

- (b) Illustrate the Webster and Wind model of buying behavior.

13. (a) Explain the internal factors influencing consumer behavior.

(Or)

- (b) Briefly explain the concept of motivation.

14. (a) Elucidate the characteristics of culture.

(Or)

- (b) Describe the basic functions of a family.

15. (a) When does the low involvement of buyer occur in decision making?

(Or)

- (b) Explain the importance of purchase decision.

PART - C (3 X 10 = 30 MARKS)

Answer any THREE Questions

16. Discuss the stages in development of consumer behavior in detail.
17. Explain Engel-Kollat-Blackwell model of decision making process in detail
18. Explicate Maslow's Theory of motivation in detail.
19. Expound the factors influencing culture in decision making.
20. Distinguish between high and low involvement in decision making.

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(Dr. KMI)

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CIA TEST II –MARCH2020**

TIME : 3Hrs

MAX. MARKS: 75

Class: II-BBA

Semester: IV Sub. Code:U8BAAL42

Sub. FINANCIAL MANAGEMENT

PART - A (10X 2 = 20 MARKS)

Answer ALL Questions

1. Define financial management?
2. What is wealth maximization?
3. What is cash?
4. What is inventory management?
5. What is capital budgeting?
6. What do you understand by retained earnings?
7. What is cost of equity shares?
8. What is operating leverage?
9. Define capital budgeting.
10. Write any two factors influencing capital budgeting decisions.

PART - B (5X 5 = 25 MARKS)

Answer ALL Questions

11. (a)What is the need of financial planning?
(Or)
(b)Explain the scope of financial management?
12. (a)What are the motives of holding cash? (Or)
(b) What are the objectives of inventory management?
13. (a)What are the types of capital budgeting decisions?
(Or)
(b)What are the problems faced in capital budgeting?

14. (a)Explain NOI approach in short.

(Or)

- (b)Discuss the differences between Operating Leverage and Financial Leverage?

15. (a) Explain payback period method of capital budgeting.

(Or)

- (b)What do you understand by accounting or average return method of capital budgeting?

PART - C (3X 10 = 30 MARKS)

Answer any THREE Question

16. Explain the approaches of Financial Management.
17. What are the sources of short term finance in current liability management?
18. Illustrate the discounting methods of capital budgeting.
19. What is cost of capital and explain the factors affecting the cost of capital?
20. Lisa metals limited is considering two different investment proposals, X and Y. The details are as under

	Proposal X	Proposal Y
Investment Cost	1,90,000	4,00,000
CFAT(Cash inflows before Depreciation and after Tax)		
Year 1	80,000	1,60,000
Year 2	80,000,	1,60,000
Year 3	90,000	2,40,000

Suggest the most attractive proposal on the basis of NPV method considering that the future incomes are discounted at 12%.

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TIME : 3 Hrs

MAX. MARKS: 75

Class: II BBA

Semester: IV Sub. Code: U8BAAL41

ORGANISATIONAL BEHAVIOR

PART - A (10 X 2 = 20 MARKS)

Answer ALL Questions

1. What is a behavior?
2. Define Organizational Behavior?
3. What is a Group Dynamics?
4. Write any two characteristics of a Group.
5. What is a Financial Motivation?
6. What is a Non-Financial Motivation?
7. Define Management of Change.
8. What is meant by Organizational Development?
9. State the meaning of Organizational Culture.
10. What is Organizational Climate?

PART - B (5 X 5 = 25 MARKS)

Answer ALL Questions

11. (a) State the importance of organizational behavior.
(Or)
(b) Explain the elements of organizational behavior.
12. (a) Explain the various types of Group.
(Or)
(b) Describe the Group Decision Making Process.

13. (a) State the qualities required to be a good leader.

(Or)

- (b) Describe the McGregor's Theory of Motivation.

14. (a) List the various reasons for Resistance to Change?

(Or)

- (b) Explain the process of Organizational Development.

15. (a) Distinguish between Organisational Culture & Organizational Climate.

(Or)

- (b) Discuss the concept of Organizational Culture.

PART - C (3 X 10 = 30 MARKS)

Answer any THREE Questions

16. Explain the various factors influencing Organizational Behavior.
17. Mention the different types of Group.
18. Explain Maslow's Need Hierarchy Theory of Motivation.
19. Describe various factors contributing to Organizational Change.
20. What are the factors influencing organizational culture?

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CIA TEST II –MARCH2020**

TIME : 3 Hrs

MAX. MARKS: 75

Class: II-BBA Semester: IV Sub. Code: U8BA4003

Sub: BUSINESS ENVIRONMENT

PART - A (10 X 2 = 20 MARKS)

Answer ALL Questions

1. Define Business Environment.
2. What is a Strategic Decision?
3. What is meant by Pollution Control?
4. Define Political Environment.
5. What is Cultural Heritage?
6. Define Social Attitude.
7. What is Per Capita Income?
8. Define GDP.
9. What is Financial System?
10. What is NBFC?

PART - B (5 X 5 = 25 MARKS)

Answer ALL Questions

11. (a) Describe the characteristics of Business Environment.
(Or)
(b) State the significance of Business Environment.
12. (a) Mention the government policy towards Pollution Control.
(Or)

(b) Describe the relationship between government and business in India.

13. (a) Describe the elements of Cultural Heritage.

(Or)

(b) What are the features of Joint Family System?

14. (a) Mention the various Macro Economic Parameters.

(Or)

(b) Describe Population and Urbanization.

15. (a) Illustrate the functions of Reserve Bank of India

(Or)

(b) Discuss the various role of IDBI.

PART - C (3 X 10 = 30 MARKS)

Answer any THREE Questions

16. Explain the various environments and their impact on business and strategic decisions.
17. Explain the provisions of Indian Constitution pertaining to business.
18. State the impact of Foreign Culture, Caste and Communities on business.
19. State the impact of Economic System on business.
20. Mention the various functions of commercial banks.

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CIA TEST II –MARCH 2020**

TIME : 3Hrs

MAX. MARKS: 75

Class:II BBA Semester: IV Sub. Code: U8BA4001

MANAGEMENT ACCOUNTING

PART - A (10 X 2 = 20 MARKS)

Answer ALL Questions

1. What is management accounting?
2. What is working capital?
3. What do you mean by current assets?
4. Calculate Gross Profit Ratio:
Sales= Rs. 5,00,000 Cost of the goods sold= Rs.3,00,000
5. What is Fund Flow Statement?
6. What are the sources of funds?
7. What is Cash Budget?
8. What is Flexible Budget?
9. What is Margin of Safety?
10. Variable Cost Rs.2400, Sales Rs.3000, Calculate P/V Ratio.

PART - B (5 X 5 = 25 MARKS)

Answer ALL Questions

11. (a) What are the advantages of management accounting?
(Or)
(b) Explain the tools used in Financial Statement Analysis.
12. (a) **Calculate:**
(i)Gross Profit Ratio (ii)Net Profit Ratio (iii)Operating Profit Ratio (iv)Operating Ratio. **Rs.**
Sales 5,00,000
Cost of the goods sold 3,00,000
Operating Expenses 1,00,000
Non-Operating Expenses 20,000
(Or)

(b) Calculate stock turnover ratio:

	Rs.
Opening Stock	29,000
Closing Stock	31,000
Sales	3,00,000
Gross Profit	25% on cost

13. (a) From the following Profit & Loss A/c calculate Fund from operation.

To Rent 35,000	By Gross profit 9,86,000
To Depreciation 3,000	
To Discount on shares 10,000	To Goodwill 5,000
To Preliminary expenses 6,000	
To Net profit 9,27,000	
9,86,000	9,86,000

(Or)

(b) From the following balance you are required to calculate the cash from operation:

Particulars	30-12-2018	31-12-2019
	Rs.	Rs.
Debtors	50,000	47,000
Bills Receivable	10,000	12,500
Creditors	20,000	25,000
Bills payable	8,000	6,000
Outstanding expenses	1,000	1,200
Prepaid expenses	800	700
Accrued income	600	750
Income received in advance	300	250
Profit made during the year	-	1,30,000

14. (a) From the following, prepare production budget.

Product	Opening Stock (Units)	Closing Stock (Units)	Estimated Sales (Units)
A	2,000	5,000	10,000
B	3,000	4,000	15,000
C	4,000	3,000	13,000
D	5,000	2,000	12,000

(Or)

(b) The expenses for the production of 5000 units in a factory are as under:

	Per unit (Rs.)
Material	50
Labour	20
Factory Overhead:	
Variable	15
Fixed (Rs. 50,000)	10
Administrative Expenses (5% Variable)	10
Selling Expenses (20% Fixed)	6
Distribution Expenses (10% Fixed)	5
Total cost per unit	116

Prepare the flexible budget for 6000 units.

15. (a) From the following information calculate: (i) P/V Ratio and (ii) BEP in units and Value

Selling Price Rs.100

Variable Cost Rs.50

Fixed Cost Rs. 1,00,000

(Or)

(b) Calculate (i) P/V Ratio (ii) BEP and (iii) Margin of safety from the following information:

	Rs.
Sales	2,00,000
Variable cost	1,20,000
Fixed Cost	50,000
Net Profit	30,000

Section C (3x10= 30 marks)

Answer any THREE questions.

16. Distinguish between Financial Accounting and Management Accounting.

17. From the following details,

Find out: (i) current assets (ii) current liabilities (iii) Liquid assets (iv) Closing Stock.

Current ratio: 2.8

Acid Test Ratio: 1.5

Working Capital: Rs.1,62,000

18. The following is the comparative Balance Sheets of Premier & Co Ltd., as on 30th June 2018 and 30th June 2019.

Liabilities	30.6.2018	30.6.2019	Assets	30.6.2018	30.6.2019
Share capital	4,50,000	5,00,000	Goodwill	1,15,000	90,000
Reserve Fund	40,000	70,000	Buildings	2,00,000	70,000
P&L a/c	30,000	48,000	Machinery	80,000	2,00,000
Proposed Dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Debtors	1,60,000	2,00,000
Provision for			B/R	20,000	30,000
Taxation	40,000	50,000	Cash	15,000	10,000
Bills payable	20,000	16,000	Bank	10,000	8,000
	6,77,000	8,17,000		6,77,000	8,17,000

Additional Information:

(a) Depreciation on plant Rs.10,000 and Building Rs.20,000

(b) An interim dividend paid Rs.20,000

(c) Income Tax paid during 2019 Rs.35,000

Prepare a Statement of Changes in Working Capital and Fund Flow Statement.

19. Draw up a Flexible Budget for overhead expenses on the basis of the following data and determine the overhead rates of 50%, 60% and 70% plant capacity.

	At 60% capacity Rs.
Variable Overhead:	
Indirect Material	6,000
Indirect Labour	18,000
Semi-Variable Overhead:	
Electricity (40% Fixed, 60% Variable)	30,000
Repairs (80% Fixed, 20% Variable)	3,000
Fixed Overhead:	
Depreciation	16,500
Insurance	4,500
Salaries	15,000

Total overhead	93000

Estimated Direct labour Hours	1, 86,000.

20. From the following information to Palani & Co. Ltd., you are required to find out:

Year	Sales Rs.	Profit Rs.
2016	1,50,000	20,000
2017	1,70,000	25,000

Find out: a) p/v ratio (b) BEP (c) Sales for a profit of Rs.40,000, (d) Profit for sales of Rs.2,50,000 and (e) Margin of sales at a profit of Rs.50,000

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TIME : 3 Hrs

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Class:II-BBA

Semester IV Code: U8BA4002

MATERIAL MANAGEMENT

PART - A (10 X 2 = 20 MARKS)

Answer ALL Questions

1. Define Materials Management.
2. Classify Materials.
3. What is ABC analysis?
4. What is FSN analysis?
5. What do you mean by Dynamic Purchasing?
6. What do you understand by Import Substitution?
7. What is meant by Bin Card?
8. List out any three material handling equipment.
9. Who is a vendor?
10. Write a short note on Buyer and Seller Relationship.

PART - B (5 X 5 = 25 MARKS)

Answer ALL Questions

11. (a) State the objectives of Materials Management.
(Or)
(b) Explain the Advantages of Integrated Materials Management.
12. (a) Expound the needs for holding Inventory.
(Or)
(b) Compare EOQ and EBQ as a tool of Inventory Control.
13. (a) Explain the functions of a Purchase manager.
(Or)
(b) Briefly explain the Methods of Purchasing.

14. (a) Explain the methods of Store Keeping.

(Or)

- (b) Discuss the Principles of Material handling.

15. (a) How do you evaluate a Vendor?

(Or)

- (b) What are the Guidelines to be followed for maintaining good Buyer -Seller relationship?

PART - C (3 X 10 = 30 MARKS)

Answer any THREE Questions

16. Discuss the functional areas of Material Management.
17. What are the tools of Inventory Control?
18. Discuss the principles of Dynamic Purchasing.
19. Elucidate the various functions of a Store Keeper.
20. Discuss the criteria's of Vendor rating in detail.

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