

No. of Printed Pages : 3

Seshadripuram Institute of
Commerce & Management
40, Girl's School Street,
Seshadripuram, Bangalore-20

100111



GS-090

IV Semester B.B.A. Examination, May/June - 2019

LANGUAGE SANSKRIT - IV

Duta Ghatotkacham and Smriti Text

(F+R) CBCS (2015-16 and Onwards)

Time : 3 Hours

Max. Marks : 70

- Instructions :** 1. Answer in Sanskrit/Kannada/English.
2. Q.No. 1 should be answered in Sanskrit only.

I. समीचीनम् उत्तरं लिखत।

10x1=10

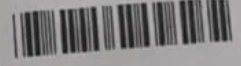
ಸರಿಯಾದ ಉತ್ತರವನ್ನು ಆರಿಸಿ ಬರೆಯಿರಿ.

Choose and write the **correct** answer.

1. भासरूपकाणि कति ?
(A) दश (B) त्रयोदश (C) एकादश (D) नव
2. दुर्योधनस्य माता का ?
(A) सुभद्रा: (B) द्रौपदी (C) गान्धारी (D) कुन्ती
3. अभिमन्योः निधने निमित्तभूतः कः ?
(A) जयत्रातः (B) जयद्रथः (C) जयसूर्यः (D) जरासन्धः
4. स्वच्छन्दमृत्युनिहतः कः ?
(A) धृतराष्ट्रः (B) कर्णः (C) शकुनिः (D) भीष्मः
5. कैशतरूपः कः ?
(A) शिवः (B) विष्णुः (C) इन्द्रः (D) वायुः
6. हैडिम्बः कः ?
(A) घटोत्कचः (B) भीमः (C) नकुलः (D) सहदेवः
7. गाण्डीवी कः ?
(A) भीमः (B) अर्जुनः (C) युधिष्ठिरः (D) नकुलः

P.T.O.

GS-090



8. केनोपदेशेन दुर्योधनः व्यूहं संयोजयति ?
(A) भीष्मोपदेशेन (B) मातुलोपदेशेन (C) कर्णोपदेशेन (D) द्रोणोपदेशेन
9. ब्रह्मपुत्रनाथः कः ?
(A) धृतराष्ट्रः (B) पाण्डुः (C) जयद्रथः (D) दशरथः
10. धृतराष्ट्रस्य पुत्री का ?
(A) दुःशाला (B) उत्तरा (C) सुभद्रा (D) श्यामला

- II. संस्कृतनाटकानां उगम-विकासौ अधिकृत्य प्रबन्धं लिखत।
ಸಂಸ್ಕೃತ ನಾಟಕಗಳ ಉಗಮ ಮತ್ತು ವಿಕಾಸಗಳನ್ನು ಕುರಿತು ಪ್ರಬಂಧ ಬರೆಯಿರಿ.
Write an essay on the origin and development of Sanskrit Dramas.

1x10=10

अथवा/ಅಥವಾ/OR

अभिमन्योः निधनं कथं कृतम् ? विवृणुत।
ಅಭಿಮನ್ಯುವಿನ ನಿಧನವು ಹೇಗೆ ಮಾಡಲ್ಪಟ್ಟಿತು ? ವಿವರಿಸಿ.
How was Abhimanyu Killed ? Explain.

- III. द्वयोः लघुटिप्पणी लिखत।
ಎರಡನ್ನು ಕುರಿತು ಲಘು ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ.
Write short notes on **any two**.

2x5=10

1. धृतराष्ट्रः।
2. तिरुवनन्तपुररूपकाणि।
3. सूत्रधारः।
4. घटोत्कचः।

- IV. द्वयोः श्लोकयोः अनुवादं कृत्वा विवृणुत।
ಯಾವುದಾದರೂ ಎರಡು ಶ್ಲೋಕಗಳನ್ನು ಅನುವಾದಿಸಿ ವಿವರಿಸಿ.
Translate and explain **any two** of the following.

2x6=12

1. यातोऽभिमन्युनिधनात् स्थिरतां विरोधः
प्राप्तो जयः प्रचलिता रिपवो निरस्ताः।
उन्मूलितोऽस्य च मदो मधुसूदनस्य
लब्धो मयाद्य सममभ्युदयेन शब्दः ॥



2. एका कुलेऽस्मिन् बहुपुत्रनाथे
लब्धा सुता पुत्रशतद्विशिष्टा ।
सा बान्धवानां भवतां प्रसादाद्-
वैधव्यमश्लाघ्यमवाप्स्यतीति ॥
3. बहूनाम् समवेतानामेकस्मिन्निर्घृणात्मनाम् ।
बाले पुत्रे प्रहरतां कथं न पतिता भुजाः ॥
4. सर्वेषां नः पश्यतां युध्यतां च
व्यायामोष्णं गृह्य चापं करेण ।
सूर्येणैवाभ्यागतै रंशुजालैः
सर्वे बाणेरङ्किता भूमिपालाः ॥

Seshadripuram Institute of
Commerce & Management
40, Girl's School Street,
Seshadripuram, Bangalore-20

- V. द्वयोः वाक्ययोः ससन्दर्भं विवृणुत ।
ಎರಡು ವಾಕ್ಯಗಳನ್ನು ಸಂದರ್ಭ ಸಹಿತ ವಿವರಿಸಿ.
Annotate **any two** of the following.

2x4=8

1. किं बाऽर्जुनसमीपे वृत्तमेतत् ।
2. जीविते निरपेक्षाणां कथमाशीः प्रयुज्यते ।
3. तात! किंकृतोऽयं संभ्रमः ।
4. पुत्र! अर्जुनमपि न जानीषे ।

- VI. (a) स्मृतीनां महत्त्वं प्रयोजनं च अधिकृत्य प्रबन्धं लिखत ।
ಸ್ಮೃತಿ ಗ್ರಂಥಗಳ ಮಹತ್ವ ಮತ್ತು ಪ್ರಯೋಜನವನ್ನು ಕುರಿತು ಪ್ರಬಂಧ ಬರೆಯಿರಿ.
Write an essay on the importance and use of Smriti texts.

1x10=10

ಅಥವಾ/ಅಥವಾ/OR

ನಾರದಸ್ಮೃತಿಮ್ ಅಧಿಕೃತ ಪ್ರಬಂಧಂ ಲಿಖತ ।
ನಾರದ ಸ್ಮೃತಿಯನ್ನು ಕುರಿತು ಪ್ರಬಂಧ ಬರೆಯಿರಿ.
Write an essay about NaradaSmriti.

- (b) द्वयोः लघुटिप्पणीः लिखत ।
ಎರಡನ್ನು ಕುರಿತು ಲಘು ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ.
Write short notes on **any two**.

2x5=10

- (1) मनुस्मृतिः ।
- (2) याज्ञवल्क्यस्मृतिः ।
- (3) स्मृतिग्रन्थानां वैशिष्ट्यम् ।
- (4) पराशरः ।

- o o o -

100019

No. of Printed Pages : 3

Seshadripuram Institute of
Commerce & Management
40, Girl's School Street,
Seshadripuram, Bangalore-20



GS-120

IV Semester B.B.A. Examination, May/June 2019

LANGUAGE HINDI - IV

Khanda Kavya, Nibandh & Anuvad
(Repeaters) (CBCS) (2015-16 Only)

Time : 3 Hours

Max. Marks : 70

I. निम्नलिखित प्रश्नों के उत्तर एक शब्द या एक वाक्य में लिखिए :

10x1=10

1. विष्णुप्रिया खण्डकाव्य के कवि कौन हैं?
2. चैतन्य महाप्रभु किसके भक्त थे?
3. विष्णुप्रिया की सखी का नाम क्या था?
4. गौरांग को उनकी माँ से पुनः मिलाने की प्रतिज्ञा किसने की?
5. पुरी से प्रभु ने अपनी माँ के लिए क्या भेजा?
6. कोढ़ी व्यक्ति प्रभु को कहाँ मिला?
7. प्रकाशानन्द सन्यासी कहाँ प्रसिद्ध थे?
8. मुरारीगुप्त किसके भक्त थे?
9. प्रयाग में प्रभु को कौन मिला?
10. प्रभु का मन्दिर विष्णुप्रिया ने कहाँ बनाया?

II. निम्नलिखित किन्हीं दो पद्यांशों की सन्दर्भ सहित व्याख्या कीजिए :

2x6=12

1. एक दिन छोडकर मोदक विनोद से
खाने लगे मिट्टी प्रभु, माँ ने कहा-“यह क्या?”
“मूल मिट्टी में ही नहीं माँ क्या सब द्रव्यों का?”
“है क्यों नहीं बेटा, किन्तु अखिल पदार्थ जो
हमको खिलाती है, उसी को हम खायें क्या?”
हँस प्रभु लिपट गले से गये माता के।

P.T.O.



GS-120

2. "कृपया बता दो तुम्हीं रोकू तुम्हे कैसे में ?
मेरी मति और गति केवल तुम्ही तुम्ही ।
किसके शरण जाऊ आज मैं अभागीनी ?
मेरे प्राण माँग लो प्रयाण ही न माँगो यों ।"
खोये से निभाई चौक चेत में से आ गये,
मोहन मुकुन्द को भी क्षण भर भूले से ।"
3. "अम्ब मैं गृहस्थ होऊँ आज्ञा है निभाई की -
"जाओं तुम, मैं ही एक सन्यासी बहुत हूँ।
लोग देखे गेह में ही बसते विदेह है।"
"हाय गौर सोने सी तुम्हारी बहू बैठी है।
और मैं विवाह करूँ ? रो पड़ा मैं दुःख से।"

III. किसी एक प्रश्न का उत्तर लिखिये।

1x12=12

1. "विष्णुप्रिया सेवा और त्याग की प्रतिमूर्ति है।" इस कथन के आलोक में विष्णुप्रिया के चरित्रिक गुणों की समीक्षा कीजिए।
2. विष्णुप्रिया खण्डकाव्य का कथानक लिखते हुए उसकी विशेषताओं पर प्रकाश डालिये।

IV. किसी एक पर टिप्पणी लिखिए :

1x6=6

माता राची
गौरांग

V. किन्हीं दो पर निबन्ध लिखिये :

2x10=20

बेरोजगारी की समस्या
कर
लघु कुटीर उद्योग



VI. हिन्दी में अनुवाद कीजिए :

10

In the religious history of India, Kabir occupies a place of great importance. He believed in the unity of all religions. For him the true teaching of all religions was love. Love brought people together, while religion as practised by ignorant fanatical people, created conflict and division. He condemned idolatry and most of the Hindu ceremonies and rites. He took the Muslims also to task for their intolerance of other faiths.

ಭಾರತದ ಧಾರ್ಮಿಕ ಇತಿಹಾಸದಲ್ಲಿ ಕಬೀರದಾಸರು ಒಂದು ಮಹತ್ತರವಾದ ಸ್ಥಾನವನ್ನು ಪಡೆದುಕೊಂಡಿದ್ದಾರೆ. ಅವರು ಎಲ್ಲಾ ಧರ್ಮಗಳ ಏಕತೆಯಲ್ಲಿ ವಿಶ್ವಾಸವಿಟ್ಟಿದ್ದರು. ಅವರ ಅಭಿಪ್ರಾಯದಲ್ಲಿ ಪ್ರೇಮವೇ ಎಲ್ಲಾ ಧರ್ಮಗಳ ನಿಜವಾದ ತತ್ವವಾಗಿತ್ತು. ಪ್ರೇಮವು ಜನರಲ್ಲಿ ಒಗ್ಗಟ್ಟನ್ನು ತಂದಿತ್ತಾದರೆ, ಅಜ್ಞಾನ ಮತಾಂಧರಿಂದ ಆಚರಿಸಲ್ಪಡುವ ಧರ್ಮವು ಪರಸ್ಪರ ಒಡಕು ಮತ್ತು ವೈಮನಸ್ಸನ್ನುಂಟು ಮಾಡಿತು. ಕಬೀರರು ಮೂರ್ತಿ ಪೂಜೆಯನ್ನು ಮತ್ತು ಹಿಂದೂಗಳ ಅನೇಕ ಆಚಾರ-ವಿಚಾರಗಳನ್ನು ಖಂಡಿಸಿದರು. ಹಾಗೆಯೇ ಅವರು ಮುಸಲ್ಮಾನರ ಅನ್ಯ ಧರ್ಮೀಯ ಶ್ರದ್ಧೆಯ ಬಗೆಗಿನ ಅಸಹಿಷ್ಣುತೆಯನ್ನು ಸಹ ತರಾಟೆಗೆ ತೆಗೆದುಕೊಂಡರು.

- o o o -

100581

No. of Printed Pages : 2



GS-028

**Seshadripuram Institute of
Commerce & Management**
40, Girl's School Street,
Seshadripuram, Bangalore-20

IV Semester B.B.A. Examination, May/June - 2019
(Fresh & Repeaters) (CBCS) (2015-16 and onwards)

ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ - IV
ಸುವರ್ಣ ಸಂಪದ ಮತ್ತು ದಾಳ

Time : 3 Hours

Max. Marks : 70

- I. (ಅ) ಒಂದು ಪದ್ಯದ ಭಾವಾರ್ಥ ಬರೆಯಿರಿ : 1x6=6**
- (1) ಪಂಚ ಮಹಾಪಾತಕವೆಂಬುದೀ ದೋಷ
ದಂಚಲಾಂತಕೆ ಪಾಸಟಯೆ
ಚಂಚಲತನ ಬೇಡ ಹೆತ್ತ ಮಗನೊಳು
ಪಳಂಚದೆ ಬಡು ತಂದೆಯರಸಿ
- (2) ಇಲ್ಲದ ಗುಣಗಳ ತರಿಸೋದು ರೊಕ್ಕ
ಸಲ್ಲದ ನಾಣ್ಯವ ನಡಿಸೋದು ರೊಕ್ಕ
ಬೆಲ್ಲಕ್ಕಿಂತಲೂ ಬಹು ಸವಿ ರೊಕ್ಕ
ಇಲ್ಲದಿರಲು ಬಹು ದುಃಖ ಕಾಣಕ್ಕ
- (ಆ) ಎರಡು ವಿಷಯಗಳಿಗೆ ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ : 2x2=4**
- (1) ನಾಗವರ್ಮ
(2) ಪುರಂದರ ದಾಸ
(3) ಕೀರ್ತನೆ
(4) ಕುಮಾರ ರಾಮ
- (ಇ) ಒಂದು ಪ್ರಶ್ನೆಗೆ ವಿವರವಾಗಿ ಉತ್ತರ ಬರೆಯಿರಿ : 1x10=10**
- (1) ವೈಶಂಪಾಯನ ಗಿಳಿಯ ತಂದೆ, ತಾಯಿಯರನ್ನು ಕುರಿತು ಬರೆಯಿರಿ.
(2) ಭತ್ತ ಮತ್ತು ರಾಗಿಯ ಸಂಘರ್ಷದ ಮೂಲಕ ಕನಕದಾಸರು ಸಮಾಜಕ್ಕೆ ನೀಡುವ ಸಂದೇಶವನ್ನು ತಿಳಿಸಿ.
- II. (ಅ) ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಸಂಕ್ಷಿಪ್ತವಾಗಿ ಉತ್ತರ ಬರೆಯಿರಿ : 2x5=10**
- (1) ಸಿರಿಯಿಜ್ಜಿಯ ಪಾತ್ರ
(2) ಹುಟ್ಟಿನ ನಿಜಾಂಶ ತಿಳಿದ ಕೂಡಲೇ ಕರ್ಣನ ಮನಸ್ಥಿತಿ
(3) ದುರ್ಯೋಧನನ ಸ್ನೇಹಪರತೆಯ ಕುರಿತಾಗಿ ಕರ್ಣ ಹೇಳುವ ನೆತ್ತದ ಪ್ರಸಂಗ
- (ಆ) ಒಂದು ಪ್ರಶ್ನೆಗೆ ವಿವರವಾಗಿ ಉತ್ತರ ಬರೆಯಿರಿ : 1x10=10**
- (1) ಕೃಷ್ಣ ಹಾಗೂ ಕರ್ಣನ ಸಂವಾದದ ಸ್ವಾರಸ್ಯವನ್ನು ಕುರಿತು ಬರೆಯಿರಿ.
(2) ಭಾನುಮತಿ, ಕೃಷ್ಣ, ಕರ್ಣ-ಇವುಗಳಲ್ಲಿ ಎರಡು ಪಾತ್ರಗಳನ್ನು ಪರಿಚಯಿಸಿ.

P.T.O.



GS-028

III. (ಅ) ಒಂದು ಪ್ರಶ್ನೆಗೆ ಸಂಕ್ಷಿಪ್ತವಾಗಿ ಉತ್ತರ ಬರೆಯಿರಿ :

1x5=5

- (1) ಭಾರತದಲ್ಲಿ ಬಣ್ಣದ ಮಹತ್ವ ಕುರಿತು ಚರ್ಚಿಸಿ.
- (2) "ಡಿಜಿಟಲ್ ನವೋದಯ" ವನ್ನು ಕುರಿತು ನಿರೂಪಿಸಿ.

(ಆ) ಒಂದು ಪ್ರಶ್ನೆಗೆ ವಿವರವಾಗಿ ಉತ್ತರ ಬರೆಯಿರಿ :

1x10=10

- (1) ಚಿತ್ರದುರ್ಗ ಬಾನುಲ 'ಜನಸಾಮಾನ್ಯರಿಗೆ ಆತ್ಮೀಯ ಗೆಳೆಯ' ನಂತೆ ಕಾರ್ಯ ನಿರ್ವಹಿಸಿದ ರೀತಿಯನ್ನು ಪರಿಚಯಿಸಿ.
- (2) ಡಿಜಿಟಲ್ ಯುಗದಲ್ಲಿ ಕನ್ನಡ ಜಗತ್ತು ಎದುರಿಸುತ್ತಿರುವ ಸವಾಲುಗಳನ್ನು ಚರ್ಚಿಸಿ.

IV. (ಅ) ಒಂದು ಪ್ರಶ್ನೆಗೆ ಸಂಕ್ಷಿಪ್ತವಾಗಿ ಉತ್ತರ ಬರೆಯಿರಿ :

1x5=5

- (1) ಆರ್.ಎಫ್.ಐ.ಡಿ. ತಂತ್ರಜ್ಞಾನದ ಕಾರ್ಯಕ್ಷಮತೆ
- (2) ಜಾಹೀರಾತಿನ ಮೌಲ್ಯಗಳು

(ಆ) ಒಂದು ಪ್ರಶ್ನೆಗೆ ವಿವರವಾಗಿ ಉತ್ತರ ಬರೆಯಿರಿ :

1x10=10

- (1) ಜಾಹೀರಾತು ಉದ್ಯಮ ಅತ್ಯಂತ ಅಭದ್ರ ಉದ್ಯಮವಾಗಿರಲು ಕಾರಣಗಳೇನು ? ಸ್ಪಷ್ಟಪಡಿಸಿ.
- (2) 'ಸಂವಹನ' ಅರ್ಥ ಮತ್ತು ವ್ಯಾಪ್ತಿ ಕುರಿತು ಚರ್ಚಿಸಿ.

- o o o -

No. of Printed Pages : 2

Seshadripuram Institute of
Commerce & Management
40, Girl's School Street,
Seshadripuram, Bangalore-20

100316



GS-115

IV Semester B.B.A/B.H.M. Examination, May/June 2019

LANGUAGE HINDI - IV

Upanyas, Film Sameeksha Aur Anuvad
(CBCS) (F+R) (2016-17 & Onwards)

Time : 3 Hours

Max. Marks : 70

I. निम्नलिखित प्रश्नों के उत्तर एक शब्द या एक वाक्य में लिखिए : 10x1=10

1. मोहल्लै के लोगों ने किसे धर्मात्मा की उपाधि दिया था ?
2. कमला किसकी बेटी है ?
3. रामू की मास्टरनीजी का नाम क्या है ?
4. खुन्नू मेहतर कौन-सा वाद्य बजाता था ?
5. हेमदीदी की डायरी किसने पढ़ी थी ?
6. कमला की अनुपस्थिति में उसकी क्यारी कौन ठीक करता था ?
7. कमला की शादी में सीता ने क्या उपहार भेजा था ?
8. कमला को बिदा करने के लिए रामू कहाँ तक गया था ?
9. अंत में कमला किस रोग से पीड़ित हो जाती है ?
10. "सूने चौखटे" उपन्यास के लेखक कौन हैं ?

II. किन्हीं दो की संदर्भ सहित व्याख्या कीजिए : 2x8=16

1. "देख मैंने मंदिर के इस दीप के सामने तेरा हाथ पकड़ा है। इसे छुड़ाने की कोशिश मत करना।"
2. "एक भी स्नेह या आत्मीयता का स्वर मुझे नहीं चाहिए, मुझे जीने दो, यूँ ही चुप-चाप जीने दो, परेशान मत करो।"
3. "जीवन को धर्म मानकर जीना बेकार है। धर्म मानकर जीने में लालसा नहीं विवशता है।"
4. "जो गेहूँ आप लाए हैं वह ऊपर से देखने पर मोती जैसा है, पर भीतर भुना हुआ है।"

III. 'सूने चौखटे' उपन्यास का सारांश लिखकर, उसकी विशेषताओं पर प्रकाश डालिए। 1x16=16

अथवा

'सूने चौखटे' उपन्यास के आधार पर हेमदीदी का चरित्र-चित्रण कीजिए।

P.T.O.



IV. किसी एक पर टिप्पणी लिखिए :

1. हेमदीदी।
2. अंधी नानी।

1x8=8

Seshadripuram Institute of
Commerce & Management
40, Girl's School Street,
Seshadripuram, Bangalore-20

V. किसी एक फिल्म की समीक्षा कीजिए :

1. तारे ज़मीन पर।
2. शतरंज के खिलाड़ी।

1x10=10

VI. हिन्दी में अनुवाद कीजिए :

1x10=10

The Importance of Income tax has Increased considerably in the present days. It has become a major source of revenue to the Government to be utilised for the social and economic development of the country. It is one of the effective instruments of reducing unequal distribution of wealth between the rich and poor. It is also one of the means to solve the acute problem of employment.

ಇತ್ತೀಚೆಗೆ ಆದಾಯ ತೆರಿಗೆಯ ಮಹತ್ವ ಸಾಕಷ್ಟು ಹೆಚ್ಚಿದೆ. ದೇಶದ ಸಾಮಾಜಿಕ ಮತ್ತು ಆರ್ಥಿಕ ಅಭಿವೃದ್ಧಿಗೆ ಉಪಯೋಗಿಸಲು ಈ ಹಣ ಸರ್ಕಾರಕ್ಕೆ ಪ್ರಮುಖ ಮೂಲ. ದಲತರ ಮತ್ತು ಬಡವರ ನಡುವಿನ ಅಸಮಾನ ಆರ್ಥಿಕ ವಿತರಣೆಯನ್ನು ಕಡಿಮೆ ಮಾಡಲು ಇದೊಂದು ಪ್ರಭಾವಶಾಲಿಯಾದ ಸಾಧನ. ಇದು ನಿರುದ್ಯೋಗದ ತೀವ್ರ ಸಮಸ್ಯೆಯನ್ನು ಪರಿಹರಿಸುವ ಪ್ರಮುಖ ಸಾಧನೆಗಳಲ್ಲ ಒಂದಾಗಿದೆ.

No. of Printed Pages : 2

Seshadripuram Institute of
Commerce & Management
40, Girl's School Street,
Seshadripuram, Bangalore-20

101071



GS-522

IV Semester B.B.A. Examination, May/June - 2019
(CBCS (F+R) 2015-16 & onwards)

BUSINESS ADMINISTRATION

4.4 Financial Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be completely written in English only.

SECTION - A

Answer **any Five** sub-questions of the following and each carries **two** marks.

5x2=10

1. (a) Mention any four functions of financial management.
- (b) What is combined Leverage ?
- (c) What do you mean by dividend policy ?
- (d) Give the meaning of profitability index.
- (e) What is mean by optimal capital structure ?
- (f) How do you calculate E.P.S.?
- (g) What is time value of money ?

SECTION - B

Answer **any three** questions of the following each question carries **six** marks.

3x6=18

2. What are the advantages of Accounting rate of return method ?
3. Distinguish between operating Leverage and Financial Leverage.
4. Explain the factors determining financial plan.
5. A firm has sales of ₹ 10,00,000, variable cost of ₹ 5,00,000, fixed cost of ₹ 2,00,000 and debt of ₹ 5,00,000 at 10% interest. Calculate operating, Financial and combined leverage.
6. P.K. Ltd. invested ₹ 2,00,000 on some project, the project generates profit before depreciation and tax of ₹ 70,000 p.a. for a period of 5 years. The scrap value of the project at the end 5th year is zero. Determine the average rate of return for the project, assuming 50% tax rate and straight line method of providing depreciation.
Calculate average rate of return.

P.T.O.

GS-522

Seshadripuram Institute of
Commerce & Management
2# 40, Girl's School Street,
Seshadripuram, Bangalore-29



SECTION - C

Answer **any three** of the following questions. Each question carries **14** marks.

3x14=42

7. Explain the functions of finance manager.
8. Explain in detail the different determinants of working capital requirements of a company.
9. Explain the factors which determine the dividend policy of a Company.
10. Bharath Electronics Ltd. is considering the purchase of a machine. Two machines are available, each costing ₹ 3,00,000 in comparing the profitability of these two machines a discount rate of 10% is to be used. Earnings after tax are expected to be as follows.

Years	Machine - A	Machine - B
	₹	₹
1	90,000	30,000
2	1,20,000	90,000
3	1,50,000	1,20,000
4	90,000	1,80,000
5	60,000	1,80,000

Following are the P.V factors of ₹ 1 at 10% p.a. for the years 1 to 5 :

Year	1	2	3	4	5
PV at 10%	0.909	0.826	0.751	0.683	0.621

Evaluate the proposal under :

- (1) The Accounting rate of return (A.R.R)
- (2) The Net Present Value (N.P.V)

11. A Company has EBIT of ₹ 4,80,000 and its capital structure consist of the following securities.

Equity share capital (₹10 each)	₹ 4,00,000
12% preference share (₹100 each)	₹ 6,00,000
14.5% Debenture	₹ 10,00,000

The Company is facing fluctuation in its sales. What would be the percentage changes in EPS

- (a) If EBIT of the Company increase by 25%
- (b) If EBIT of the Company decrease by 25%

The Company tax rate is 35%

- o o o -

100898

No. of Printed Pages : 1

Seshadripuram Institute of
Commerce & Management
40, Girl's School Street,
Seshadripuram, Bangalore-20



GS-521

IV Semester B.B.A. Examination, May/June - 2019
(CBCS - F+R) (2015-16 & onwards)

BUSINESS ADMINISTRATION

4.3 : Marketing Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in English only.

SECTION - A

- I.** Answer **any five** questions. Each question carries **2** marks. **5x2=10**
1. (a) Define marketing.
(b) What is E-Business ?
(c) What is virtual marketing ?
(d) What is product ?
(e) What is packing ?
(f) What is promotion ?
(g) Define market segmentation.

SECTION - B

- II.** Answer **any three** of the following. Each question carries **6** marks. **3x6=18**
2. Explain any six concepts of marketing.
 3. Explain the Advantages of packing.
 4. Explain the functions of personal selling.
 5. Explain the requisites of sound market segmentation.
 6. Name the factors influencing consumer buying behaviour.

SECTION - C

- III.** Answer **any three** of the following. Each question carries **14** marks. **3x14=42**
7. Explain the functions of marketing.
 8. Explain the uncontrollable environmental factors of marketing.
 9. Explain the stages of product life cycle.
 10. Explain the various Bases of market segmentation.
 11. Explain the Advantages and Disadvantages of CRM.

- o o o -

100988

No. of Printed Pages : 2

Seshadripuram Institute of
Commerce & Management
40, Girl's School Street,
Seshadripuram, Bangalore-20



GS-520

IV Semester B.B.A. Examination, May/June - 2019
(F+R) (CBCS - 2015-16 & onwards)

BUSINESS ADMINISTRATION
4.2 BUSINESS RESEARCH METHODS

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in English only.

SECTION - A

1. Answer **any five** sub-questions. Each question carries **two** marks. **5x2=10**
- What do you mean by Census ?
 - What is Chi-square test ?
 - Define research.
 - Mention any two principles of Sampling.
 - Give the meaning of report writing.
 - What do you understand by applied research ?
 - What is tabulation ?

SECTION - B

Answer **any three** questions. Each question carries **six** marks.

3x6=18

- What are the merits and demerits of face-to-face interview ?
- Distinguish between primary data and secondary data.
- What are the principles of report writing ?
- Explain probability sampling techniques with examples.
- Explain the importance of social science research.

P.T.O.

GS-520

Seshadripuram Institute of
Commerce & Management
40, Girl's School Street,
Seshadripuram, Bangalore-20



3x14=42

SECTION - C

Answer **any three** questions. Each question carries **14** marks.

7. What is research ? Explain different types of research.
8. Explain the different methods of data collection in detail.
9. Explain the contents of research design.
10. What are the qualities of a good questionnaire ?
11. Explain the steps involved in writing research report.

- o o o -

101177

No. of Printed Pages : 4

Seshadripuram Institute of
Commerce & Management
40, Girl's School Street,
Seshadripuram, Bangalore-20

**GS-524**

IV Semester B.B.A. Examination, May/June 2019

BUSINESS ADMINISTRATION

Paper-4.6 : Cost Accounting

(CBCS) (Fresh + Repeaters) (2015-16 & Onwards)

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written only in English.**SECTION - A**

Answer **any five** sub-questions of the following. Each sub-question carries **two** marks. **5x2=10**

1. (a) Define Cost Accounting.
(b) What are Direct Costs? Give two examples.
(c) How to compute Direct Material Consumed?
(d) What is Time Keeping?
(e) Name any two types of Bonus Schemes.
(f) What are overheads? Give Examples.
(g) What is meant by Reconciliation between CA profit and FA profit?

SECTION - B

Answer **any three** questions of the following. Each question carries **six** marks.

2. Define Cost Accounting. Explain the Objectives of Cost Accounting **3x6=18**
3. The following extracts of costing information relate to commodity-Z for the year ending 31.03.2019

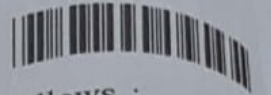
Particulars	₹
purchase of Raw Materials	60,000
Direct Wages	50,000
Rent, Rates and Insurance	20,000
Carriage Inwards	10,000
Stock (01.04.2018): Raw Materials	10,000
: Finished products-200 Tonnes	8,000
Stock (31.03.2019): Raw Materials	11,000
: Finished products-400 Tonnes	----
Cost of Factory Supervision	4,000
Sale of Finished Products	1,50,000

Advertising and selling cost is ₹ 4 per ton sold and 3,200 tonnes of the commodity were sold out of 3400 units produced during the year 2018-19. prepare a cost sheet.

P.T.O.

GS-524

Seshadripuram Institute of
Commerce & Management
40, Girl's School Street,
Seshadripuram, Bangalore-20



4. In a manufacturing company, the particulars of Material-P is as follows :
- Re-ordering quantity-4000 units
 - Maximum Consumption-1000 units
 - Minimum Consumption-400 units
 - Normal Consumption-700 units
 - Re-order period-3 to 5 weeks
- Calculate (a) Re-order level (b) Minimum Level and (c) Maximum Level

5. A worker produced 250 units in a week's time. The Guaranteed weekly wage payment for 45 hours is ₹ 90. The expected time to produce one unit is 15 minutes which is raised further by 20% under the incentive schemes. What will be his earnings per hour under Halsey plan and Rowan plan ?

6. Workout the Machine Hour Rate for the following Machin-X for the month of March 2019
- | | |
|---|-----------------------|
| cost of the Machine | ₹ 9,00,000 |
| Freight and Installation | ₹ 1,00,000 |
| Working Life | 10 Years |
| Working Hours | 20,000 Hours per year |
| Repairs and Maintenance | ₹ 50% of Depreciation |
| Power-10 units per hour @ ₹ 3.50 per unit | |
| Lubricating Oil ₹ 200 per day of 8 hours | |
| Consumables @ ₹ 100 per day of 8 hours | |
| Wages of Operator @ ₹ 400 per day | |

SECTION - C

Answer **any three** questions of the following. Each question carries **fourteen** marks. **3x14=42**

7. From books of M/s Laxman Enterprises the following details have been extracted for the year March 2019:

		₹
Stock of Materials	opening	1,88,000
	Closing	2,00,000
Materials purchased during the year		8,32,000
Direct Wages paid		2,38,400
Indirect Wages		16,000
Salaries to Administrative staff		40,000
Freight:	Inward	32,000
	outward	20,000
Cash discount allowed		14,000
Bad Debts w/o		18,800
Repairs of plant and Machinery		42,400
Rent,Rates and Taxes:	Factory	12,000
	office	6,400
Travelling Expenses		12,400
Sales Men's Salary and Commission		33,600



Depreciation w/o :	Plant & Machinery	28,900
	Furniture	2,400
Directors Fee		24,000
Electricity Charges	Factory	48,000
Fuel for Boilers		64,000
Sales of Scrap		500
General charges		24,800
Manager's Salary		48,000
Sales		15,80,000

The Manager's Salary between the factory and the office in the ratio of 1:4 From the above details prepare a cost sheet to show: (a) prime Cost, (b) Factory Cost (c) Cost of Production, (d) Cost of Sales and (e) Profit.

8. The following is the record of receipt and issues of a certain material in the factory during the first week January 2019, prepare the stores ledger account under FIFO method.

2019

Jan. 1	Opening balance	500 tonnes @ ₹ 100 per ton
	Issued	300 tonnes
2.	Received	600 Tonnes @ ₹ 102 per ton
3.	Issued	250 tonnes (stock verification reveals a loss of 10 tons)
4.	Received back from work orders	100 tonnes (previously issued at ₹ 91.50 per order ton)
5.	Issued	400 tonnes
6.	Received	220 tonnes @ ₹ 103 per ton
7.	Issued	380 tonnes

9. On the basis of the following information, calculate the earnings of workers M & N under (a) Time Rate system (b) Straight piece rate system and (c) Taylors Differential Piece Rate System.

Standard production - 8 units per hours

Normal time rate - ₹ 4 per hour

Differentials to be applied:

- (a) 80% of piece rate below standard
(b) 120% of piece rate at or above standard

In a 9 hours day, M produced 54 units and N produced 75 units.

P.T.O.



10. A factory has three production departments and two service departments. the primary overhead distribution summary shows the following :

Departments	A	B	C	P	Q
Overheads (₹)	6,50,000	6,00,000	5,00,000	1,20,000	1,00,000

The service department expenses are allotted on a percentage basis as follows:

	Production Department			Service Department	
	A	B	C	P	Q
Service Dept.p	30	40	15	--	15
Service Dept.Q	40	30	25	5	--

Show how the expenses of the two service departments are to be charged to production department under; (a) Repeated distribution method and (b) Simultaneous Equations method

11. From the following details, you are required to prepare a Reconciliation Statement and also ascertain the profit as per financial book:

Particulars	Cost Books (₹)	Financial Books (₹)
1. profit as per Cost records	3,85,000	?
2. Work overhead	68,500	72,000
3. Administrative overheads	92,750	1,02,000
4. selling overheads	45,600	38,500
5. Depreciation	----	62,850
6. Stored adjustment (Credit)in P&L a/c	----	7,500
7. Value of opening Stock	86,400	75,000
8. Value of closing Stock	94,800	86,400
9. Reserve for Bad Debts	---	16,050
10. Interest on Bank deposit received	---	16,750
11. Loss on Sale of Machinery	---	15,000
12. Tax Provision	---	42,750
13. Interest on Bank Loan paid	---	18,250

No. of Printed Pages : 1

Seshadripuram Institute of
Commerce & Management
40, Girl's School Street,
Seshadripuram, Bangalore-20

100978



GS-523

IV Semester B.B.A. Examination, May/June - 2019

BUSINESS ADMINISTRATION

**4.5 Services Management
(CBCS) (F+R) (2015-16 & Onwards)**

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in English only

SECTION - A

Answer **any 5** sub-questions. Each sub-question carries **2** marks. **5x2=10**

1. (a) Mention the different 'Ps' in services Management.
(b) What are "Pure services" ?
(c) Who are Travel agents ?
(d) Define Tourist.
(e) What is General insurance ?
(f) What is RTGS ?
(g) Give the meaning of Hospital.

SECTION - B

Answer **any 3** questions. Each question carries **6** marks. **3x6=18**

2. Analyse the role of services in an Economy.
3. Write a note on functions of travel agents.
4. Give a brief note on Motel.
5. Write notes on (a) Accepting deposits and (b) Issuing loans.
6. Explain the Marketing Mix of Hospital Services.

SECTION - C

Answer **any 3** questions. Each question carries **14** marks. **3x14=42**

7. Critically examine the reasons for the growth of services Management.
8. Explain the part played by tourist operators and travel agents in the growth of Tourism.
9. Discuss various modern services of Banking.
10. Explain in details products of life insurance.
11. Write a note on Hospital Human Resources and Administration.

- o O o -

No. of Printed Pages : 1

Seshadripuram Institute of
Commerce & Management
40, Girl's School Street,
Seshadripuram, Bangalore-20

101013



GS-525

IV Semester B.B.A. Examination, May/June - 2019

BUSINESS ADMINISTRATION

Paper - 4.7 : Banking Regulations and Operations

(CBCS) (F+R)(2015-16 & Onwards)

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION - A

1. Answer **any five** sub-questions. Each sub-question carries **two** marks. **5x2=10**
- Define the term Commercial Bank.
 - What do you mean by forged cheque ?
 - Who is a customer ?
 - Give the meaning of wrongful dishonour of cheque.
 - What is meaning of security for loan ?
 - Who is trustee-customer of Bank ?
 - What is opening of crossing ?

SECTION - B

- Answer **any three** questions. Each question carries **six** marks. **3x6=18**
- Distinguish between Loans and Overdrafts.
 - Explain the classifications in Bank Assets.
 - What precautions a banker can take in opening and operating the account of Joint Stock Company ?
 - Explain the various principles of Sound lending.
 - Give a note on mandatory functions of paying banker.

SECTION - C

- Answer **any three** questions. Each question carries **fourteen** marks. **3x14=42**
- Who is a Collecting Banker ? What are the general duties of a Collecting Banker ?
 - Explain the general relationship between Banker and Customer.
 - Explain the main sources of funds for Commercial Banks.
 - What is Negotiable Instrument ? Explain its features.
 - Explain the kinds of lending facilities. Explain their advantages and disadvantages.

- o o o -