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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University)*

*(Accredited by NAAC with 'B' Grade)*

**END SEMESTER EXAMINATION - NOVEMBER 2020**

**Programme :B.B.A.**

**Course Code: 17CBBA51**

**Course Title: Knowledge Management**

**Date: 20.01.2021**

**Time: 10 am to 1 pm**

**Max Marks: 75**

**SECTION – A**

**[5 X 2 = 10]**

**Answer ALL the Questions.**

1. Define Knowledge management.
2. What is the meaning of knowledge acquisition?
3. What is Organizational knowledge?
4. Explain knowledge management system.
5. What is HRIS?

**SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

6. a) Explain the scope and significance of knowledge management.

**[OR]**

- b) What are the characteristics of knowledge management?

7. a) Explain the six steps to build a knowledge management culture.

**[OR]**

- b) What are the main sources of knowledge acquisition process?

8. a) What are the roles of knowledge Based Organizations in modern management?

**[OR]**

- b) What are all the technologies used in managing the knowledge?

9. a) What are all the technical requirement of the knowledge management system?

**[OR]**

- b) Write about the knowledge management tools.

10. a) Describe about the dimensions of Human Resource Management in KBOs.

**[OR]**

- b) What is intellectual capital? Explain the concept of intellectual capital.

**SECTION – C**

**[3 X 10 = 30]**

**Answer Any THREE Questions.**

11. Elaborately explain the drivers of organizational knowledge management.
12. Explain the various roles and responsibilities of knowledge management within the organization irrespective of private and public organization.
13. Briefly explain application of knowledge management in an organization.
14. Briefly explain the implementation of architectural components in knowledge management.
15. Discuss the characteristics of a knowledge-based organization in terms of process, place, purpose and perspective.



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## **G.T.N. ARTS COLLEGE** (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University)

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### **END SEMESTER EXAMINATIONS - April 2021**

**Programme: B.B.A.**

**Date: 14.07.2021**

**Course Code: 17CBBA51**

**Time: 2pm – 5pm**

**Course Title: Knowledge Management**

**Max Marks: 75**

#### **SECTION – A**

**[5 x 2 = 10]**

**Answer ALL the Questions.**

1. Discuss about “Organizational Knowledge”.
2. Illustrate the Knowledge Drivers.
3. Differentiate Tacit Knowledge and Explicit Knowledge.
4. Define “Knowledge Management”.
5. What are the characteristics of Knowledge Management?

#### **SECTION – B**

**[5 x 7 = 35]**

**Answer ALL the Questions.**

6. a) Discuss the significance of Knowledge Management.

**[OR]**

- b) Describe about knowledge bases drivers.

7. a) Write the nature of Knowledge Management.

**[OR]**

- b) How will Knowledge Management improve work performance?

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8. a) What are the benefits of using Knowledge Management?

**[OR]**

- b) What will ensure the success of Knowledge Management in an organization?

9. a) What is the “Knowledge Cycle”? What is “Knowledge Translation”?

**[OR]**

- b) What is the definition of knowledge management?

10. a) Is Knowledge Management better implemented Bottoms-up Or Top-down?

**[OR]**

- b) What are the difficulties or challenges of Knowledge Management?

#### **SECTION – C**

**[3 x 10 = 30]**

**Answer Any THREE Questions.**

11. What are the characteristics of knowledge based organization?
12. Explain the role of information technology in Knowledge Management.
13. What are the characteristics of a learning organization? Write the types of knowledge society.
14. What are the dimensions of Knowledge Management?
15. What are the new roles of HR manager in the emerging KBO?

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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

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(Affiliated to Madurai Kamaraj University)

(Accredited by NAAC with 'B' Grade)

**END SEMESTER EXAMINATIONS – NOVEMBER 2021**

Programme : B.C.A

Date : 04.02.2022

Course Code: 17CBBA51

Time: 10 am – 1 pm

Course Title : Knowledge Management

Max Marks :75

**SECTION – A**

**[5 X 2 = 10]**

**Answer ALL the Questions.**

1. Define Knowledge Management.
2. What is the difference between information and knowledge?
3. Define Management Structure.
4. What are the characteristics of knowledge based organization?
5. What is Tacit Knowledge?

**SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

6. a) What are the significances of knowledge management?

**[OR]**

b) List out the need of knowledge management.

7. a) Write the importance of sharing in organizational creation.

**[OR]**

b) Write about networks in KM process.

8. a) What are the various approaches in an organisational knowledge management?

**[OR]**

b) Explain about the organizational culture.

9. a) What do you mean by human resource information system?

**[OR]**

b) What are the dimensions of knowledge management?

10. a) What are the challenges for HRM in KBO?

**[OR]**

b) Write about intellectual capital.

**SECTION – C**

**[ 3 X 10 = 30 ]**

**Answer Any THREE Questions.**

11. Explain the steps involved in developing the knowledge management framework.
12. Explain about human resource drivers.
13. List out the organizational knowledge management strategies.
14. Write about the requirements of an effective knowledge management system.
15. What are the new roles of HR manager in the emerging KBO?





Reg. No:



## **G.T.N. ARTS COLLEGE** (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University)

(Accredited by NAAC with 'B' Grade)

### **END SEMESTER EXAMINATIONS - APRIL 2021**

**Programme: ALL UG PROGRAMMES**

**Date: 14.07.2021**

**Course Code: 17CBBA61**

**Time: 10 am – 1 pm**

**Course Title: Rural Marketing**

**Max Marks: 75**

#### **SECTION – A**

**[5 X 2 = 10]**

**Answer ALL the Questions.**

1. Define political environment.
2. Define consumerism.
3. Define rural product.
4. List some rural promotional tools”.
5. Define ICT initiatives.

#### **SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

6. a) Briefly explain rural marketing environment.  
**[OR]**  
b) Explain about evolution of rural market.
7. a) Write a short note on Rural Consumer Behaviour.  
**[OR]**  
b) Explain about rural buying process.

8. a) Briefly describe 4Ps and 4As of rural marketing mix with suitable examples.

**[OR]**

- b) Describe about customized rural products.

9. a) What are best distribution methods for rural markets?

**[OR]**

- b) Discuss the promotional strategies followed in rural markets, along with the types of discounts offered.

10. a) Explain the development of future trend in rural marketing.

**[OR]**

- b) Discuss about emergence of organized retailing.

#### **SECTION – C**

**[3 X 10 = 30]**

**Answer Any THREE Questions.**

11. Elaborately differentiate rural marketing and urban marketing.
12. Describe the approaches in rural segmentation.
13. Explain internal and external factors affecting rural pricing.
14. Enumerate the types of innovative pricing methods in rural markets.
15. What are the challenges of rural distribution? How to overcome those challenges?

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**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme : B.B.A.**

**Date : 09.07.2021**

**Course Code: 17UBAA11**

**Time : 2 pm – 5 pm**

**Course Title : Managerial Economics**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. The “Book wealth of nations” was written by \_\_\_\_\_.

[a] David Ricardo

[b] Marshall

[c] Adam smith

[d] Robins

2. Managerial Economics is essentially a study of \_\_\_\_\_.

[a] positive economics

[b] micro economics

[c] positive economics

[d] macro economics

3. The shape of Demand curve is \_\_\_\_\_.

[a] Slopping downwards from

[b] Sloping upwards

left to right

[c] Horizontal

[d] Vertical

4. A small change in price leads to greater change in demand is called \_\_\_\_ demand.

[a] unitary elastic

[b] Bizero elastic

[c] elastic

[d] Inelastic

5. Production is a function of \_\_\_\_\_.

[a] Profit [b] Costs

[c] Inputs [d] Price

6. Relationship between price and supply is \_\_\_\_\_.

[a] Direct [b] Inverse

[c] Close [d] None

7. Which of the following is an example of Human Capital?

[a] Skill [b] Raw materials

[c] Land [d] Building

8. One seller market is called \_\_\_\_\_.

[a] Monopoly [b] Oligopoly

[c] Duopoly [d] Monopsony

9. Under perfect competition there are \_\_\_\_\_.

[a] Large number of buyers and sellers

[b] Few buyers and few sellers

[c] Few buyers and many sellers

[d] Many buyers and a few sellers

10. Which one is the first phase of the stages of trade cycle?

[a] Depression [b] recovery

[c] Peak or Boom [d] recession

**SECTION – B [5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) Explain the nature of Managerial Economics.

**[OR]**

b) Briefly explain the Properties of Indifference curve analysis.

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12. a) Bring out the different factors of production.

**[OR]**

b) Briefly explain the law of returns to scale.

13. a) Bring out the classifications of cost concept

**[OR]**

b) Differentiate between FC and VC.

14. a) Explain the features of oligopoly.

**[OR]**

b) What are the different kinds of monopoly?

15. a) Explain the four phases of trade cycle.

**[OR]**

b) What are the components of National Income?

**SECTION – C [3 X 10 = 30]**

**Answer any THREE Questions.**

16. Explain in detail about the various objectives of modern firm.

17. Explain the factors determining demand for a product.

18. Describe the different stages and types of price discrimination.

19. Elucidate the price and output determination of monopoly market.

20. Describe the various methods of measuring national income in India.

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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

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**END SEMESTER EXAMINATION – NOVEMBER 2020**

**Programme: B.B.A.**

**Course Code: 17UBAA11**

**Course Title : Managerial Economics**

**Date: 12.01.2021**

**Time: 10 am to 1 pm**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. Adam smith's major work "An enquiry into the nature and causes of wealth of nations" Published in \_\_\_\_\_.  
[a] 1756 [b] 1766  
[c] 1776 [d] 1786
2. The term economics derived from \_\_\_\_\_.  
[a] Latin word [b] Russian Word  
[c] Greek word [d] American word
3. The law of Demand state that's when \_\_\_\_\_.  
[a] Income rises, demand rises [b] Price rises, demand rises  
[c] price falls, demand rises [d] price and income rise,demand rises
4. The concept of elasticity of demand in economic theory was introduced by \_\_\_\_\_.  
[a] Wick sell [b] Alfred Marshall  
[c] J.S.Mill [d] A.C.Pigou
5. The localization of industries means concentration of \_\_\_\_\_.  
[a] industries [b] same industries  
[c] one particular industry [d] factories

6. Factors of production has classified into \_\_\_\_\_.

[a] Four [b] two

[c] Three [d] Five

7. Which of the following is called physical capital?

[a] Skill [b] Intellectual

[c] Raw material [d] All of the above

8. The capital formulation position in under developed countries is\_\_\_\_\_.

[a] Lower rate [b] Higher rate

[c] Absence [d] All of the above.

9. There is a single seller of a commodity which has no close substitute of\_\_\_\_\_.

[a] Pure oligopoly [b] Pure Monopoly

[c] Monopoly [d] Duopoly

10. Which of the following is the work of E.H. Chamberlin?

[a] Monopoly [b] Kinked demand curve

[c] Monopolistic competition [d] Duopoly

**SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) Bring out the assumptions of law of Equi- Marginal utility.

**[OR]**

b) State the meaning of managerial economics and explain its nature.

12. a) Explain the concept of income elasticity of demand.

**[OR]**

b) List out the factors determines the elasticity of demand.

13. a) Bring out the various objectives of pricing.

**[OR]**

b) Enumerate the factors determining the pricing.

14. a) List out the features of perfect completion.

**[OR]**

b) What are the kinds of monopoly?

15. a) Bring out the importance of National Income.

**[OR]**

b) What are the limitations of National Income estimation in India?

**SECTION – C**

**[ 3 X 10 = 30 ]**

**Answer Any THREE Questions.**

16. Critically evaluate the Law of Diminishing Marginal Utility.

17. Explain the different types of Elasticity of demand with suitable illustrations.

18. Discuss the various types of Costs with a suitable diagram.

19. Explain the price and output determination under Monopoly.

20. Describe the various methods of measuring national income in India.





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**G.T.N. ARTS COLLEGE** (AUTONOMOUS)

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(Accredited by NAAC with 'B' Grade)

**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: B.B.A.**

**Course Code: 17UBAA21**

**Course Title : Money and Banking**

**Date: 09.07.2021**

**Time: 10 am – 1 pm**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. Anything acceptable as a means of exchange is \_\_\_\_\_.  
[a] credit [b] money  
[c] foreign exchange [d] acceptance house
2. Financial resources for economic development can be mobilized through \_\_\_\_\_.  
[a] taxation [b] public borrowing  
[c] taxation as well as public borrowing [d] foreign exchange
3. The important feature of gold standard is \_\_\_\_\_.  
[a] full bodied coins [b] external price stability  
[c] automatic working [d] maintaining currency value
4. The principles prescribing to maintain 100% gold reserves or silver reserves is \_\_\_\_\_.  
[a] banking principles [b] currency principles  
[c] management principles [d] gold principles

5. When the prices rise due to excess of demand over full employment output, it is called \_\_\_\_\_.

- [a] full inflation [b] semi- inflation  
[c] partial inflation [d] currency inflation

6. According to R.G. Hawtrey, expansion of credit leads \_\_\_\_\_.

- [a] boom [b] depression  
[c] boom and depression [d] recovery

7. While accepting the articles for safe custody the banker's position is that of \_\_\_\_\_.

- [a] trustee [b] agent  
[c] bailee [d] pledge

8. The process of purchasing bills and giving finance against them is called \_\_\_\_\_.

- [a] bill discounting [b] factoring  
[c] bill purchasing [d] bill financing

9. Important component of money market is \_\_\_\_\_.

- [a] RBI [b] bill market  
[c] regulated market [d] all of the above

10. Bank rate is a weapon of \_\_\_\_\_.

- [a] qualitative credit control [b] quantitative credit control  
[c] regulation of commercial banks [d] interest rate on deposits.

**SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) Elucidate the various kinds of money.

**[OR]**

b) Explain the primary and contingent function of money.

12. a) Discuss about the working of gold standard.

**[OR]**

b) List out the various types of gold standard.

13. a) Describe the approaches of the Income theory.

**[OR]**

b) Enumerate the various kinds of inflation.

14. a) What do you mean by credit creation? State its limitations.

**[OR]**

b) Discuss about the banking facilities provided to the small entrepreneur.

15. a) Elaboration the composition of money market.

**[OR]**

b) Explain in detail about the qualitative credit control methods.

**SECTION – C**

**[ 3 X 10 = 30 ]**

**Answer Any THREE Questions.**

16. Discuss the significance of money.

17. Enumerate the various methods of notes issue.

18. Analyse the various stages of trade cycle and also how will you control it.

19. Describe the functions of commercial bank.

20. Explain the importance of money market and the characteristics of under developed money market.



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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University)*

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**END SEMESTER EXAMINATION – NOVEMBER 2020**

**Programme: B.B.A.**

**Course Code: 17UBAA21**

**Course Title : Money and Banking**

**Date: 12.01.2021**

**Time: 2 pm to 5 pm**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. “Money is what money does”. Who said it?  
[a] Crowther [b] Robertson  
[c] Walker [d] Paul Einzig
2. Money as a basis of price mechanism is most effective in \_\_\_\_\_.  
[a] Capitalist economy [b] Socialist economy  
[c] Planned economy [d] Mixed economy
3. Bimetallism existed up to \_\_\_\_\_.  
[a] 1873 [b] 1803  
[c] 1900 [d] 1930
4. Which principle of note-issue requires 100% metallic reserve for notes in circulation?  
[a] Banking principle [b] Currency principle  
[c] Elasticity principle [d] None of these

5. The volume of K in Cambridge equation depends on \_\_\_\_\_.  
 [a] Money supply [b] Real national income  
 [c] Velocity of circulation [d] Interest rate
6. A situation of simultaneous high inflation and large unemployment is called \_\_\_\_\_.  
 [a] Reflation [b] Disinflation  
 [c] Stagflation [d] Recession
7. Which type of bank loan allows the borrower to withdraw money from time to time up to a certain limit fixed by the bank?  
 [a] Ordinary loan [b] Cash credit  
 [c] Over draft [d] Discounting of bill
8. Profitable investments of a bank do not include \_\_\_\_\_.  
 [a] Cash reserves [b] Call money  
 [c] Discounting of bill [d] Investment in securities
9. Call money market is a market for \_\_\_\_\_.  
 [a] Collateral loan [b] Rediscounting of bills  
 [c] Very short period loans [d] Sale and purchase of bonds
10. A central bank has not the objective of \_\_\_\_\_.  
 [a] Monetary control [b] Issue of currency  
 [c] Profit making [d] Development of banking

**SECTION – B** [5 X 7 = 35]  
**Answer ALL the Questions.**

11. a) Distinguish between money and near money.

[OR]

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- b) What are the evils of money?
12. a) What are the essential features of Bimetallism? Describe its merits and demerits.  
 [OR]  
 b) What are the qualities of good monetary system?
13. a) What are the assumptions of quantity theory of money?  
 [OR]  
 b) What are the various types of inflation?
14. a) What are the different sources from which banks raise capital?  
 [OR]  
 b) What are the justifications for nationalisation of the major commercial banks in 1969?
15. a) Write the causes of the underdevelopment of the bill market.  
 [OR]  
 b) Explain the methods of credit control.

**SECTION – C** [ 3 X 10 = 30 ]  
**Answer Any THREE Questions.**

16. Define money and explain its main functions.
17. What are the essential features of a managed currency standard? Describe its merits and demerits.
18. Critically examine Fishers equation of exchange.
19. Explain the important functions of commercial bank.
20. Describe the characteristics of the Indian Money Market. What defects and shortcomings are found in the Indian Money Market?

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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

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**END SEMESTER EXAMINATION – NOVEMBER 2020**

**Programme : B.B.A.**

**Course Code: 17UBAC12**

**Course Title : Financial Accounting**

**Date : 11.01.2021**

**Time: 10 am to 1 pm**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. An Accounting equation is connected with \_\_\_\_\_.  
[a] Asset only [b] Liabilities only  
[c] Assets and liabilities [d] Capital only
2. Business is distinct from the owner. This concept is called \_\_\_\_\_.  
[a] Business entity [b] Going concern  
[c] Cost [d] Money measurement
3. Rent a/c is a \_\_\_\_\_.  
[a] Real a/c [b] Personal a/c  
[c] Nominal a/c [d] Expenditure a/c
4. Furniture a/c is a \_\_\_\_\_.  
[a] Real a/c [b] Nominal a/c  
[c] Personal a/c [d] Trading a/c
5. Goods taken for personal use of owner should be debited to \_\_\_\_\_.  
[a] Drawings a/c [b] Proprietor's a/c  
[c] Purchase a/c [d] Sales a/c

6. Outstanding salaries are shown in \_\_\_\_\_.
- [a] An expenditure [b] A liability  
[c] An asset [d] A contingent liability
7. Depreciation is provided on \_\_\_\_\_.
- [a] Fixed assets [b] Current assets  
[c] Intangible assets [d] Tangible assets
8. Under diminishing balance method, depreciation is calculated on \_\_\_\_\_.
- [a] Original cost [b] Written down value  
[c] Scrap value [d] Residual value
9. Income and expenditure a/c reveals \_\_\_\_\_.
- [a] Cash in hand [b] Surplus or deficiency  
[c] Capital a/c [d] Profit or Loss
10. Entrance fees are generally \_\_\_\_\_.
- [a] Capitalized [b] Taken as income  
[c] Treated as liability [d] Expenditure

**SECTION – B** [5 X 7 = 35]  
**Answer ALL the Questions.**

11.a) Journalize the following transactions and post them into ledger:

| Date         | Particulars                     | Rs.   |
|--------------|---------------------------------|-------|
| 2016 March 1 | Sold goods to King & Co for     | 7,000 |
| 7            | Received from Martin            | 5,200 |
| 11           | Paid Krishnan his salary        | 850   |
| 17           | Purchased from Raja goods worth | 2,600 |
| 24           | Paid Raja                       | 2,000 |

20. From the following particulars, prepare Income and Expenditure a/c.
- |   |            |
|---|------------|
| Fee collected, including ₹ 80,000 on account of previous year                   | ₹ 3,80,000 |
| Fee for the year outstanding  | ₹ 10,000   |
| Salary paid, including ₹ 3,000 on A/C of the previous year                      | ₹ 28,000   |
| Meeting expenses  | ₹ 18,000   |
| Travelling expenses   | ₹ 6,000    |
| Purchase of books and periodicals<br>(including ₹ 19,000 for purchase of books) | ₹ 29,000   |
| Rent  | ₹ 10,000   |
| Salary outstanding at the end of the year                                       | ₹ 1,000    |
| Entertainment expenses  | ₹ 3,000    |
| Tournament expenses   | ₹ 12,000   |
| Postage   | ₹ 15,000   |
| Printing and stationary   | ₹ 4,000    |
| Donations received  | ₹ 20,000   |



18. The following are the balances extracted from the books of Sri Nayagam as on 31st March 2006:

| Particulars            | Rs.      | Particulars       | Rs.    |
|------------------------|----------|-------------------|--------|
| Capital                | 12,500   | Return outwards   | 5,000  |
| Drawings               | 6,200    | Return inwards    | 10,000 |
| Furniture and fittings | 1,750    | Carriage outwards | 8,000  |
| Typewriter             | 1,200    | Salaries          | 5,000  |
| Purchases              | 1,80,000 | Advertisement     | 1,200  |
| Sales                  | 2,35,000 | Opening stock     | 21,500 |
| Lorry hire on purchase | 12,000   | Sundry debtors    | 12,000 |
| Travelling expenses    | 900      | Commission earned | 8,800  |
| Sundry creditors       | 10,000   | Discount allowed  | 5,000  |
| Insurance              | 500      | Cash in hand      | 450    |
| General expenses       | 200      | Rent taxes        | 5,000  |
| Postage & telegram     | 150      |                   |        |
| Interest paid          | 250      |                   |        |

Stock on 31st March 2006 Rs.17,500. Prepare trading and profit and loss a/c for the year ending 31st March 2006 and a balance sheet as on that date.

19. A machine purchased on 1st July 1983 at a cost of Rs. 14,000 and Rs.1,000 was spent on its installation. The depreciation is written off at 10% on the original cost every year. The books are closed on 31st December each year. The machine was sold for Rs. 9,500 on 31st March, 1986. Show the machinery account for all the years.

[OR]

b) Explain various types of accounting rules.

12. a) What are the errors that are disclosed by the trial balance ?

[OR]

b) You are required to prepare a trial balance from the following as on 31st March 2015:

Capital Rs.52,000; Sales Rs.1,01,200; Purchase returns Rs.1,900; Opening stock Rs.22,000; Furniture fittings Rs.5,500; Sundry creditors Rs.6,000; Investments Rs.1,16,700; Salaries Rs.1,000; Wages Rs.1,300; Sales returns Rs.14,600.

13. a) Prepare trading account of Archana for the year ending 31.12.2015 from the following information:

|                  |           |
|------------------|-----------|
| Opening stock    | 80,000    |
| Purchases        | 8,60,000  |
| Freight inward   | 52,000    |
| Wages            | 24,000    |
| Sales            | 14,40,000 |
| Purchase returns | 10,000    |
| Sales returns    | 3,16,000  |
| Closing stock    | 1,00,000  |
| Import duty      | 30,000    |

[OR]

b) Prepare profit and loss account for the year ending 31.03.2014:

| Particulars         | Rs.    | Particulars            | Rs. |
|---------------------|--------|------------------------|-----|
| Gross profit        | 25,000 | Interest on loan (Dr.) | 225 |
| Salaries            | 5,600  | Repairs                | 125 |
| Insurance           | 200    | Office expenses        | 55  |
| Discount allowed    | 400    | General expenses       | 875 |
| Discount received   | 300    | Postage                | 175 |
| Commission earned   | 100    | Printing charges       | 375 |
| Advertisement       | 450    |                        |     |
| Taxes               | 150    |                        |     |
| Travelling expenses | 500    |                        |     |
| Stationery          | 75     |                        |     |
| Rent                | 650    |                        |     |

14. a) A company purchased a plant for Rs.50,000. The useful life of the plant is 10 years and the residual value is Rs.10,000. Find out the rate of depreciation under the straight-line method.

[OR]

b) What is depreciation? Explain its characteristics.

15. a) Find out the amount of salaries to be debited to income and expenditure account for the year 1999, from the details are given below:

|                                       |          |
|---------------------------------------|----------|
| Payment made for salaries during 1999 | ₹ 48,000 |
| Outstanding salary as on 31-12-1998   | ₹ 2,000  |
| Outstanding salary as on 31-12-1999   | ₹ 3,200  |
| Prepaid salary as on 31-12-1998       | ₹ 1,200  |
| Prepaid salary as on 31-12-1999       | ₹ 1,600  |

[OR]

b) How do you incorporate the following in the Tanjore turf club

Balance sheet for the year 31-3-1999?

|                                     |          |
|-------------------------------------|----------|
| Medal distribution fund             | ₹ 98,400 |
| Interest on the fund investment     | ₹ 28,900 |
| Medals distributed                  | ₹ 28,700 |
| Medal distribution fund investments | ₹ 98,000 |

SECTION – C

[3 X 10 = 30]

Answer ANY THREE Questions.

16. Bring out the advantages of double entry system of book-keeping.

17. Prepare a trail balance from the following balance of Mr. Raghavan as on 31.12.2015:

| Particulars      | Rs.      | Particulars      | Rs.    |
|------------------|----------|------------------|--------|
| Purchases        | 74,000   | Opening stock    | 16,000 |
| Purchase returns | 1,000    | Motor car        | 8,000  |
| Sales            | 1,40,000 | Sales returns    | 200    |
| Building         | 15,000   | Capital          | 20,000 |
| Sundry debtors   | 15,000   | Machinery        | 10,000 |
| Cash in hand     | 300      | Cash at bank     | 4,700  |
| Salaries         | 14,000   | Rent             | 4,000  |
| Commission (Dr)  | 1,400    | Bad debts        | 200    |
| Insurance        | 400      | Discount allowed | 700    |
| General expenses | 300      | Sundry creditors | 3,200  |



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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

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**END SEMESTER EXAMINATION – NOVEMBER 2020**

**Programme: B.B.A.**  
**Course Code: 17UBAC22**  
**Course Title : Cost Accounting**

**Date: 11.01.2021**  
**Time: 2 pm to 5 pm**  
**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**  
**Choose the Correct Answer.**

1. ----- cost is the value of benefit sacrificed in favour of an alternative course of action.  
[a] Variable [b] Opportunity  
[c] Normal [d] Fixed
2. Prime cost = -----.  
[a] Direct material + Direct Labour + Direct expenses  
[b] Direct material + Direct Labour  
[c] Direct and Indirect material + Direct and Indirect Labour + Direct and Indirect expenses  
[d] Direct material + Direct labour + Direct expenses + Factory overheads
3. The units of output that fail to meet the required standard of quality or specification is called as -----.  
[a] scrap [b] quality  
[c] spoilage [d] spillage

4. ABC analysis means-----.
- [a] Always Better Control                      [b] Always Bottom Cost  
[c] Always Bin Card                              [d] All Basic Cost
5. Wasted time that cannot be avoided and controlled is called as -----
- [a] normal idle time                              [b] abnormal idle time  
[c] overtime    [d] labour turnover
6. A benefit either monetary or otherwise offered to stimulate effort is called as -----.
- [a] wages    [b] incentive  
[c] differential rate                              [d] additional cost
7. The process of grouping of costs according to their common characteristics is called as -----.
- [a] cost allocation                              [b] cost classification  
[c] cost apportionment                      [d] cost absorption
8. Machine hour rate = -----.
- [a] Factory overheads / Machine hours for the period  
[b] Direct cost / Machine hours for the period  
[c] Direct labour hours / Machine hours for the period  
[d] Prime cost / Machine hours for the period
9. ----- is the ascertainment of cost per unit of output and cost of each item of such output.
- [a] Contract costing                              [b] Batch Costing  
[c] Job costing    [d] Unit Costing

10. In profit reconciliation between financial accounts and cost account, the following DOES NOT cause change in the profits of both the accounts.
- [a] Items included in Financial accounts  
[b] Items included in cost accounts  
[c] Similar stock valuation methods in both accounts  
[d] Different methods of depreciation

**SECTION – B**  
**Answer ALL the Questions.**

**[5 X 7 = 35]**

11. a) Briefly explain the advantages of cost accounting.
- [OR]**
- b) Why cost accounting is considered as an important branch of study?
12. a) If the minimum stock level and average stock level are 30,000 and 50,000 units respectively, find the reorder quantity of the material.
- [OR]**
- b) What is material control? Explain in brief the objectives of material control.
13. a) Distinguish between time rate and piece rate system
- [OR]**
- b) Calculate the number of separations during the year from the following information:
- Labour turnover (based on separations) – 10%  
Labour turnover (based on Replacements) – 8%  
Number of replacements during the year – 24

14. a) Calculate the machine hour rate for machine A:

Cost of machine – Rs.16,000

Estimated scrap value – Rs. 1,000

Effective working life- 10,000 hours

Running hours for a 4 weekly period – 160 hours

Avg. repairs and maintenance for a 4 weekly period – Rs.120

Standing charges allocated to machine A for a 4 weekly period –  
Rs. 40

Power – 4 units per hour at a cost of 25 paise per hour

**[OR]**

b) Calculate the labour hour rate from the following:

Total number of workers – 100

Working days in a year – 300

No. of hours per day worked – 8

Idle time – 5%

Factory overheads – Rs. 11,400

Gift to workers - Rs. 7,000

15. a) Calculate the cost of raw materials purchased from the following data:

(i) Opening stock of raw materials - Rs. 20,000

(ii) Closing stock of raw materials - Rs. 30,000

(iii) Expenses on purchases – Rs. 10,000

(iv) Direct Wages - Rs. 50,000

(v) Prime cost – Rs. 1,50,000

**[OR]**

--4--

b) The profit as per cost accounts was Rs. 1,50,300. Calculate the amount of profit as per financial accounts on the basis of the following information:

i. Works overhead were over-recovered in cost accounts by  
Rs.8,000

ii. Administrative expenses were over recovered in financial  
accounts by Rs. 3,000

iii. Depreciation charges were over-recorded in cost accounts by  
Rs.1,900

iv. Interest on investments amounted to Rs. 940

v. Bad debts written off – Rs. 650

**SECTION – C**

**[ 3 X 10 = 30 ]**

**Answer Any THREE Questions.**

16. Give a detailed account about the concept of direct and indirect costs that are incurred by a firm.

17. From the following particulars, relating to a part, calculate Reorder level, Maximum level, Minimum level, Average stock level and Danger level:

i. Total cost of purchasing relating to the order - Rs. 20

ii. No. of units to be purchased during the order – 11,250

iii. Purchase per unit, including transport cost – Rs. 50

iv. Annual cost of storage – Rs. 5

v. Lead Time: Maximum-20 days, Minimum-6 days, Average-10 days  
Maximum for emergency purchases – 5 days

Rate of consumption – Average 15 units per day, Maximum 20 units per day.

--5--

18. Calculate the earnings of a worker under the following methods :

- i. Time rate                      ii. Piece rate                      iii. Halsey Plan  
 iv. Rowan Plan
- Standard time – 30 hours      Time taken – 20 hours
- Hourly rate of wages – Re.1 Per hour,  
 plus Dearness allowance – Rs. 50 per hour worked.

19. Discuss any two methods of overheads absorption and highlighting their merits and demerits.

20. Prepare a statement showing cost and profit for the year ended 31.12.2008

|                           | 1.1.2008<br>(Rs.) | 31.12.2008<br>(Rs.) |
|---------------------------|-------------------|---------------------|
| Raw materials             | 26,000            | 15,000              |
| Finished goods            | 40,000            | 51,000              |
| Work -in-progress         | 15,000            | 10,000              |
| Purchase of raw materials |                   | 1,74,000            |
| Direct wages              |                   | 73,000              |
| Indirect wages            |                   | 17,000              |
| Rent & Rates:             |                   |                     |
| Factory                   |                   | 24,800              |
| Office                    |                   | 18,750              |
| Warehouse                 |                   | 10,500              |
| Salary:                   |                   |                     |
| Factory                   |                   | 55,500              |
| Office                    |                   | 50,250              |
| Salesmen                  |                   | 47,750              |
| Expenses:                 |                   |                     |
| Direct                    |                   | 18,500              |
| Indirect                  |                   | 16,200              |

Depreciation

|                    |          |
|--------------------|----------|
| Plant & Machinery  | 14,000   |
| Office Building    | 12,000   |
| Delivery Van       | 7,500    |
| Income tax         | 4,500    |
| Dividend           | 6,000    |
| Debenture interest | 5,400    |
| Sales              | 5,80,000 |





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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

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**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: B.B.A.**

**Course Code: 17UBAC32**

**Course Title : Entrepreneurship**

**Date: 24.06.2021**

**Time: 2 pm – 5 pm**

**Max. Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. An individual who creates and manages a new business is called\_\_\_\_\_.  
[a] a leader [b] a manager  
[c] an entrepreneur [d] a professional
2. \_\_\_\_\_ shows the process of creating something new.  
[a] Innovation [b] Business model  
[c] Modelling [d] Creative flexibility
3. \_\_\_\_\_ % of employment should be created in a women enterprise.  
[a] 51 [b] 50  
[c] 49 [d] 100
4. Entrepreneurship Development Program is required to help\_\_ entrepreneur.  
[a] existing [b] first generation  
[c] future generation [d] second generation

5. A provisional SSI registration certificate is valid for \_\_\_\_\_.
- [a] one year [b] two years  
[c] three years [d] four years
6. The apex advisory body to the Government of India regarding SSI is \_\_\_\_\_.
- [a] SIDO [b] DIC  
[c] IDBI [d] SIDCO
7. Health project is an example of \_\_\_\_\_ project.
- [a] quantifiable [b] non-quantifiable  
[c] sectoral [d] modern
8. The classification of project on the basis of size of the investment is \_\_\_\_.
- [a] magnitude oriented [b] service oriented  
[c] causation [d] factor intensity oriented
9. The internal cause of industrial sickness is \_\_\_\_\_.
- [a] marketing failure [b] power cut  
[c] non availability of inputs [d] government policies
10. District Industrial Centres are located in \_\_\_\_\_.
- [a] each district [b] each state  
[c] selected district [d] selected state

**SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) Narrate the functions of an entrepreneur.

**[OR]**

- b) Write down the types of an entrepreneur.

12. a) Summarise the problems of Entrepreneurship Development Programme.

**[OR]**

- b) Express the problems faced by the women entrepreneurs.

13. a) List out the importance of Small Scale Industries.

**[OR]**

- b) Write down the forms of ownership.

14. a) Briefly explain the classification of projects.

**[OR]**

- b) Spell out the stages of project life cycle.

15. a) Highlight the signals and symptoms of industrial sickness.

**[OR]**

- b) Write a note on SIDCO and Explain its functions.

**SECTION – C**

**[ 3 X 10 = 30 ]**

**Answer Any THREE Questions.**

16. Enumerate the role of entrepreneur in economic development.
17. Illustrate the phases of Entrepreneurship Development Programme.
18. Explain the steps in starting a Small Scale Industry.
19. Discuss the steps in project identification.
20. Examine the functions of District Industries Centre.



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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

**DINDIGUL – 624 005**

*(Affiliated to Madurai Kamaraj University)*

*(Accredited by NAAC with 'B' Grade)*

**END SEMESTER EXAMINATIONS – NOVEMBER 2021**

**Programme: B.B.A.**

**Date: 15.02.2022**

**Course Code: 17UBAC32**

**Time: 10 am – 1 pm**

**Course Title : Entrepreneurship**

**Max. Marks : 75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. \_\_\_\_\_ entrepreneurs who introduce new goods, inaugurates new method of production, discovers new market and reorganizes the enterprise.  
[a] Innovative [b] Imitative  
[c] Fabian [d] Drone
2. Social and economic development of a nation is the result of \_\_\_\_\_.  
[a] entrepreneur [b] planning  
[c] operation [d] government
3. Entrepreneurial Development Programme provides \_\_\_\_\_.  
[a] self-employment [b] education and Training  
[c] skill increment [d] all of the above.
4. National Alliance of Young Entrepreneurs (NAYE) sponsored an Entrepreneurial Development scheme with Bank of India in \_\_\_\_\_.  
[a] January 1920 [b] August 1920  
[c] January 1972 [d] August 1972

5. A provisional SSI registration certificate is valid for a period of \_\_\_\_\_.  
 [a] Four years [b] Three years  
 [c] Two years [d] One year
6. A business arrangement where one party allows another party to use a business name and sell its products or services is known as \_\_\_\_\_.  
 [a] a cooperative [b] a franchise  
 [c] an owner-manager business [d] a limited company
7. \_\_\_\_\_ is primarily concerned with the identification, qualification and evaluation of the project resources.  
 [a] Techno-Economic analysis [b] Feasibility analysis  
 [c] Input analysis [d] Financial analysis
8. \_\_\_\_\_ implies the availability or otherwise of plant and machinery and technical know how to produce the product.  
 [a] Economic viability [b] Financial feasibility  
 [c] Technical Feasibility [d] Managerial competence
9. DIC is headed by General Manager in the rank of \_\_\_\_\_.  
 [a] Joint Director of Industries [b] Assistant Director of industries  
 [c] Non-departmental officer [d] Departmental officer
10. Which of the following is a function of SIDBI?  
 [a] Extension of seed capital [b] Discounting of bills  
 [c] Providing factoring services [d] All the above

**SECTION – B** [5 X 7 = 35]  
**Answer ALL the Questions.**

11. a) What are the qualities of successful entrepreneurs?  
 [OR]  
 b) Elucidate the role of entrepreneurship in economic development of a country.

12. a) What are the objectives of entrepreneurship development programmes?  
 [OR]  
 b) What are the problems and constraints faced by women entrepreneur?
13. a) State different steps in starting SSI.  
 [OR]  
 b) Differentiate Partnership with Joint Stock Company.
14. a) What are the stages of project formulation?  
 [OR]  
 b) Explain input and financial analysis and its importance.
15. a) Explain the functions of DIC.  
 [OR]  
 b) What are the remedial measures to overcome sickness in small units?

**SECTION – C** [ 3 X 10 = 30 ]

**Answer Any THREE Questions.**

16. What is the difference between Entrepreneur and Manager?
17. Discuss the various problems in entrepreneurship development programme.
18. Explain different forms of ownership of business.
19. What are the contents of project report? Explain.
20. Discuss the major causes of sickness in small scale industries.



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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

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**END SEMESTER EXAMINATION – NOVEMBER 2020**

**Programme : B.B.A.**

**Date : 02.01.2021**

**Course Code: 17UBAC33**

**Time: 10 am to 1 pm**

**Course Title : Banking Law and Practice**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. In executing the standing instructions, there exists a relationship of \_\_\_\_\_.  
[a] Debtor and Creditor [b] Agent and Principal  
[c] Trustee and Beneficiary [d] Bailor and Bailee
2. The right to set-off is nothing but a \_\_\_\_\_.  
[a] Right to sell [b] Right to retain  
[c] Right to combine [d] Right to appropriate
3. The most undesirable customer is \_\_\_\_\_.  
[a] A minor [b] A married woman  
[c] An unregistered firm [d] An undischarged bankrupt
4. Which type of deposit earns higher interest rate?  
[a] Current account [b] Fixed deposits  
[c] Saving account [d] Recurring deposit
5. The document drawn by a debtor on the creditor agreeing to pay a certain sum is called \_\_\_\_\_.  
[a] Cheque [b] Promissory note  
[c] Draft [d] Bill of exchange

6. A cheque which is not crossed is called \_\_\_\_\_.
- [a] Uncrossed cheque                      [b] Open cheque  
[c] Order cheque                              [d] Bearer cheque
7. A collecting banker is given protection only when he collects \_\_\_\_\_ cheque.
- [a] Crossed                                      [b] Order  
[c] Bearer                                        [d] Mutilated
8. When garnishee order is issued by the court attaching the account of a customer, the banker is called \_\_\_\_\_.
- [a] Judgement debtor                      [b] Judgement creditor  
[c] Garnishor                                  [d] Garnishee
9. A pledge can be made in respect of \_\_\_\_\_.
- [a] Book debts                                  [b] Building  
[c] Shares                                        [d] Machinery
10. Neither possession nor ownership is transferred in \_\_\_\_\_.
- [a] Hypothecation                              [b] Pledge  
[c] Mortgage                                    [d] Assignment

**SECTION – B**                              **[5 X 7 = 35]**  
**Answer ALL the Questions.**

11. a) Explain the banker's obligation to honour cheques.

**[OR]**

- b) State the rule in clayton's case.

12. a) Narrate the features of savings deposit account.
- [OR]**
- b) Write the procedure for opening account in the names of a joint stock company.
13. a) What are the features of a negotiable instrument?
- [OR]**
- b) State the differences between a cheque and bill of exchange.
14. a) What are the duties of collecting banker?
- [OR]**
- b) Explain the protection available to the paying banker.
15. a) Bring out the general principles of sound lending.
- [OR]**
- b) What are the different forms of advances?

**SECTION – C**                              **[3 X 10 = 30]**  
**Answer ANY THREE Questions.**

16. Explain the general relationship between a banker and customer.
17. Discuss the formalities which a banker has to observe before opening a new account.
18. Describe the various forms of crossing.
19. Under what circumstances a cheque can be dishonoured? Explain in detail.
20. Discuss the various kinds of mortgages.





**SECTION – C**

**[3 X 10 = 30]**

**Answer Any Three Questions.**

16. Discuss the general relationship between the banker and the customer.
17. Explain the general precautions for opening an account in bank.
18. Discuss the kinds of endorsement.
19. Discuss the duties of a collecting banker.
20. Explain the sound principles of lending loan.

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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

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**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: B.B.A.**

**Course Code: 17UBAC33**

**Course Title : Banking Law and Practice**

**Date: 25.06.2021**

**Time: 2 pm – 5 pm**

**Max. Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. The relationship between a banker and customer is \_\_\_\_\_.  
[a] debtor and creditor  
[b] bailee and bailor  
[c] agency and principal  
[d] trustee and beneficiary
2. \_\_\_\_\_ is the right of a person to retain the property of another person in his possession until the debt from the owner of that property is repaid.  
[a] Lien [b] Retainment  
[c] Retrenchment [d] Liable
3. Fined deposits is otherwise called as \_\_\_\_\_.  
[a] accrued deposits [b] time deposits  
[c] recurring deposits [d] demand deposits

4. In \_\_\_\_\_ account the high rate of interest is provided by the bank.
- [a] current [b] fixed deposit  
[c] recurring deposit [d] overdraft
5. Cheque which is not crossed is called as \_\_\_\_\_.
- [a] uncrossed cheque [b] open cheque  
[c] order cheque [d] double cross cheque
6. Any alteration in the original state of a cheque is called \_\_\_\_\_.
- [a] material alteration [b] alteration  
[c] immaterial alteration [d] modification
7. A collecting banker is given protection only when he collects \_\_\_\_\_.
- [a] crossed cheque [b] an order cheque  
[c] an bearer cheque [d] an mutilated cheque
8. To get a statutory protection paying banker must make \_\_\_\_\_.
- [a] payment to a holder  
[b] payment in a holder in due course  
[c] payment in due course  
[d] payment to a drawee in case of need
9. Banks grant advances to the borrowers for purchases of vehicles against creation of the \_\_\_\_\_.
- [a] lien [b] pledge  
[c] mortgage [d] hypothecation

10. \_\_\_\_\_ are those which are granted against the security of tangible assets.
- [a] Unsecured loans [b] Term loans  
[c] Secured loans [d] Advances

**SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) Explain the obligation to Honour Cheques.  
[OR]  
b) Explain the rights of the banker.
12. a) Discuss the effects of wrong entries favorable to a customer.  
[OR]  
b) Explain the general procedure for opening an accounts in the name of a minor.
13. a) Discuss the essential features of a NI.  
[OR]  
b) Explain the various forms of crossing.
14. a) Discuss the duties of paying banker.  
[OR]  
b) Explain the statutory protection under 85 of the NI Act.
15. a) Explain the various forms of advances.  
[OR]  
b) Explain the types of mortgage.



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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

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**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: B.B.A.**

**Date: 26.06.2021**

**Course Code: 17UBAC34**

**Time: 2 pm -5 pm**

**Course Title : Computer Applications in Business-I**

**Max. Marks : 75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. In which of the following is used to enter the data and instructions into a computer?  
[a] Software [b] Output device  
[c] Input device [d] Memory
2. Which one of these also known as read/write memories?  
[a] ROM [b] RAM  
[c] DVD [d] Hard Disk
3. ROM stands for \_\_\_\_\_.  
[a] Random Open Memory [b] Read Open Memory  
[c] Read Only Memory [d] Random Only Memory
4. \_\_\_\_\_ is an operating system.  
[a] MS Windows [b] MS Power point  
[c] C++ [d] Java

5. Which of the following is not a program of Windows 7?

- [a] MS Power point [b] Pen drive  
[c] MS Word [d] MS Notepad

6. Which of the following is not a gadget?

- [a] CPU Meter [b] Weather  
[c] Clock [d] Keyboard

7. Undo and Redo command does exists in\_\_\_\_\_.

- [a] Status bar [b] Quick Access Toolbar  
[c] Document area [d] None of these

8. \_\_\_\_\_ is the shortcut key used to cut the selected text.

- [a] Ctrl+A [b] Ctrl+V  
[c] Ctrl+C [d] Ctrl+X

9. In Excel, Columns are labeled as \_\_\_\_\_.

- [a] A, B, C etc [b] A1, A2, A3 etc  
[c] 1, 2, 3 etc [d] \$A1, \$A2, \$A3 etc

10. \_\_\_\_\_ feature of MS Excel quickly completes a series of data.

- [a] Sorting [b] File Handling  
[c] Auto Fill [d] Auto Complete

**SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) Explain the advantages and disadvantages of a computer.

**[OR]**

b) Discuss the characteristics of a computer.

12. a) Discuss the functions of Operating System.

**[OR]**

b) Write down the various features of DOS.

13. a) How will you create files and folders? Explain with an example.

**[OR]**

b) Write down the various features of Windows.

14. a) Explain how to format a paragraph in MS Word.

**[OR]**

b) Explain the formatting list with bullets and number menus.

15. a) Explain the components of MS excel opening screen with diagram.

**[OR]**

b) How will you enter a data in the worksheet?

**SECTION – C**

**[ 3 X 10 = 30 ]**

**Answer Any THREE Questions.**

16. Explain the different types of computer.

17. Elaborate the Internal and External commands of DOS.

18. Explain the basic components of windows.

19. Discuss the page formatting menu with example.

20. Briefly explain the various types of chart with diagram.



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**G.T.N. ARTS COLLEGE** (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University)

(Accredited by NAAC with 'B' Grade)

**END SEMESTER EXAMINATION – NOVEMBER 2020**

**Programme: B.B.A.**

**Course Code: 17UBAC42**

**Course Title : Organisational Behaviour**

**Date: 31.12.2020**

**Time: 2 pm to 5 pm**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. \_\_\_\_\_ model lies on management's building a feeling of partnership with employees.  
[a] Autocratic [b] Custodial  
[c] Supportive [d] Collegial
2. Under this \_\_\_\_\_ approach the effectiveness and efficiency of the management is decided on the basis output.  
[a] human resources [b] contingency  
[c] productivity [d] systems
3. \_\_\_\_\_ stage is characterised by conflict, confrontation, concern and criticism.  
[a] Forming [b] Storming  
[c] Norming [d] Performing
4. Generate as many ideas as possible is the unique feature of \_\_\_\_\_.  
[a] brain storming [b] nominal group  
[c] delphi technique [d] electronic meeting



5. \_\_\_\_ is the capacity of the people to maintain belief in oneself or others or a goal or even in an institution.

- [a] Need [b] Motive  
[c] Want [d] Morale

6. Conflicts that support the goals of the group and improve its performance are \_\_\_\_\_ conflicts

- [a] functional [b] inter-group  
[c] intra group [d] inter-organisational

7. \_\_\_\_ stress is not healthy for the individual and an organisation.

- [a] Constructive [b] Organisational  
[c] Destructive [d] Individual

8. Which one of the following is the individual factor cause stress?

- [a] Personality [b] Task demand  
[c] Role demand [d] Interpersonal demand

9. \_\_\_\_ changes occur when forces compel organisation to implement change without delay.

- [a] Reactive [b] Proactive  
[c] Active [d] Passive

10. \_\_\_\_ is matching an individual's career operations with the opportunities available in an organisation.

- [a] Career planning [b] Skill training  
[c] Sensitivity training [d] Survey feedback

**SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) Label the disciplines that contributing to organisational behaviour.

**[OR]**

b) State and explain the models of organisational behaviour.

12. a) Point out the various stages of group development.

**[OR]**

b) What are the types of formal group?

13. a) Write a note on nature of motivation.

**[OR]**

b) List out the factors affecting employees' morale.

14. a) Elucidate the individual factors that cause stress.

**[OR]**

b) Bring out the consequences of stress.

15. a) State the environmental forces that cause change.

**[OR]**

b) Identify the steps in organisational development process.

**SECTION – C**

**[ 3 X 10 = 30 ]**

**Answer Any THREE Questions.**

16. Explain the various approaches to organisational behaviour.

17. Describe the techniques of group decision making.

18. Discuss the ways to manage conflict in the workplace.

19. Examine the strategies to cope with stress.

20. Delineate the forces resisting change.



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**G.T.N. ARTS COLLEGE** (AUTONOMOUS)

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(Affiliated to Madurai Kamaraj University)

(Accredited by NAAC with 'B' Grade)

**END SEMESTER EXAMINATIONS – NOVEMBER 2021**

**Programme: B.B.A.**

**Date: 08.02.2022**

**Course Code: 17UBAC43**

**Time: 2 pm – 5 pm**

**Course Title: Marketing Management**

**Max. Marks: 75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. \_\_\_\_\_ is a deliberate attempt to totally kill the demand for goods and services.

[a] Re-marketing

[b] De-marketing

[c] Counter marketing

[d] Meta-marketing

2. \_\_\_\_\_ is the person who uses the product finally.

[a] Customer

[b] Consumer

[c] Buyer

[d] Seller

3. All the products manufactured by the company may have the same name of the company is called \_\_\_\_\_.

[a] umbrella brand

[b] family brand

[c] private brand

[d] individual brand

4. Packages of entire product line closely resembles one another is \_\_\_\_\_.

[a] family packaging

[b] multiple packaging

[c] reuse packaging

[d] ecological packaging

5. It involves adding a percentage of the cost to arrive at the price.

- [a] Target return pricing                      [b] Going rate pricing  
[c] Sealed bid pricing                         [d] Mark-up pricing

6. \_\_\_\_\_ is an organized network or a system to connect producers and consumers.

- [a] Advertisement                                [b] Sales promotion  
[c] Distribution channel                         [d] Corporate channel

7. \_\_\_\_\_ is process of audio – visual effect.

- [a] Selling                                         [b] Awareness  
[c] Advertisement                               [d] Marketing

8. Which one of the following is not an outdoor media?

- [a] Film advertising                             [b] Posters  
[c] Sandwich-man                                [d] Electric signs

9. \_\_\_\_\_ is the instruction to educate the consumers in the manner of using the product.

- [a] Sampling                                      [b] Announcement  
[c] Demonstration                               [d] Contest

10. The process of increasing volume of sales is \_\_\_\_\_ promotion.

- [a] advertisement                                [b] sales  
[c] buying                                         [d] purchase

**SECTION – B**                                      **[5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) Describe the concept of marketing mix and explain the various elements of marketing mix.

**[OR]**

b) Define marketing and also discuss the features of marketing.

12. a) Define branding and also sort down the functions of branding.

**[OR]**

b) Write down the merits and the content in product labeling.

13. a) Enumerate the methods of pricing.

**[OR]**

b) Explain contract types and pricing models.

14. a) Sort down the various kinds of advertising with suitable example.

**[OR]**

b) What are the advantages of advertising?

15. a) Narrate the types of digital marketing in promoting sales.

**[OR]**

b) Enumerate inbound and outbound marketing.

**SECTION – C**

**[3 X 10 = 30]**

**Answer Any THREE Questions.**

16. Explain the various stages involved in the consumer buying process.

17. Explain product life cycle with suitable diagrammatic presentation.

18. Enumerate factors affecting the choice of channels of distribution.

19. What are the qualities of a good advertisement copy?

20. Describe about the sales promotion strategies.



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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

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**END SEMESTER EXAMINATION – NOVEMBER 2020**

**Programme: B.B.A.**

**Course Code: 17UBAC43**

**Course Title : Marketing Management**

**Date: 02.01.2021**

**Time: 2 pm to 5 pm**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. \_\_\_\_\_ is place where goods are sold and bought.

[a] Market

[b] Customer

[c] Consumer

[d] Marketing

2. \_\_\_\_\_ is the person who uses the product finally.

[a] Customer

[b] Consumer

[c] Buyer

[d] Seller

3. Planning is \_\_\_\_\_ process.

[a] optional

[b] secondary

[c] primary

[d] all the above

4. There are \_\_\_\_\_ stages in product life cycle.

[a] 2

[b] 3

[c] 4

[d] 5

5. \_\_\_\_\_ is to be kept in mind, while fixing price of the product.

[a] Customer [b] Wholesaler

[c] Retailer [d] Middleman

6. \_\_\_\_\_ pricing strategy where the price of a product is initially set low to rapidly reach a wide fraction of the market and initiate word of mouth.

[a] Premium [b] Penetration

[c] Economy [d] Skimming

7. \_\_\_\_\_ is process of audio – visual effect.

[a] Selling [b] Awareness

[c] Advertisement [d] Marketing

8. Which one of the following is not an indoor advertising media?

[a] Newspaper [b] Radio

[c] Magazines [d] Sky writing

9. Exchange of product in terms of cash is called \_\_\_\_\_.

[a] sales [b] barter system

[c] loan [d] mortgage

10. The process of increasing volume of sales is \_\_\_\_\_ promotion.

[a] advertisement [b] sales

[c] buying [d] purchase

**SECTION – B**  
**Answer ALL the Questions.**

**[5 X 7 = 35]**

11. a) Explain 7 P's of marketing mix.

**[OR]**

b) Describe evolution of marketing mix theory.

12. a) Identify the steps in new product development process.

**[OR]**

b) Point out the functions of packing.

13. a) Enumerate the methods of pricing.

**[OR]**

b) Explain contract types and pricing models.

14. a) List out the objectives of advertising.

**[OR]**

b) State and explain the methods of advertising budget.

15. a) Narrate the types of digital marketing in promoting sales.

**[OR]**

b) Enumerate inbound and outbound marketing.

**SECTION – C** [ 3 X 10 = 30 ]  
**Answer Any THREE Questions.**

16. Explain the various types of consumer behaviour.

17. Delineate the stages of product life cycle. Explain it with pictorial representation.

18. Enumerate factors affecting the choice of channels of distribution.

19. Discuss the most commonly used advertising techniques.

20. Describe about the sales promotion strategies.





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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University)*

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**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: B.B.A.**

**Course Code: 17 UBAC43**

**Course Title : Marketing Management**

**Date: 18.06.2021**

**Time: 2 pm – 5 pm**

**Max Marks : 75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. Market is a \_\_\_\_\_ where goods and services are sold.  
[a] place [b] process  
[c] palace [d] goods
2. \_\_\_\_ is the process of discovering and translating consumer needs and wants.  
[a] Finance [b] Marketing  
[c] Management [d] Insurance
3. A\_\_ good is one, requires a minimum amount of effort on part of consumer.  
[a] specialty [b] shopping  
[c] convenience [d] industrial
4. \_\_\_\_\_ is not only provides protection to product but also acts as a promotional tool.  
[a] Marketing [b] Promotion  
[c] Planning [d] Packing

5. The \_\_\_\_\_ is the value of product including manufacturing and profit.

[a] price [b] cost of goods

[c] profit [d] fixed cost

6. \_\_\_\_\_ is process of audio – visual effect.

[a] Selling [b] Awareness

[c] Advertisement [d] Marketing

7. \_\_\_\_\_ must be stated in specific and measurable communication tasks.

[a] Marketing objectives [b] Pricing objectives

[c] Advertising objectives [d] All the above

8. \_\_\_\_\_ is an action of calling public attention to an idea, good or service through paid announcements.

[a] Marketing [b] Promoting

[c] Pricing [d] Advertising

9. \_\_\_\_\_ is a term used to describe activities leads to selling of goods or services.

[a] Sales [b] Purchase

[c] Promotion [d] Demotion

10. Sales promotion is designed to be used as a short-term tactic to boost\_\_\_\_\_.

[a] purchase [b] sales

[c] promotion [d] demotion

**SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) Explain nature and scope of marketing.

**[OR]**

b) Explain three buying motives.

12. a) Explain Product Life Cycle.

**[OR]**

b) Brief out the major product decisions.

13. a) Write a short note on pricing policies.

**[OR]**

b) What is the difference between retailer and seller?

14. a) Describe the importance of advertising.

**[OR]**

b) Explain the types of Pre-testing advertisement.

15. a) Explain four types of sales promotion.

**[OR]**

b) Explain sales promotion strategy.

**SECTION – C**

**[ 3 X 10 = 30 ]**

**Answer Any THREE Questions.**

16. Differentiate between customer and consumer.

17. Enumerate - why is branding and packaging important?

18. Explain the various channels of distribution.

19. Enumerate the criteria for media selection.

20. Explain various sales promotion techniques.



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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

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**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: B.B.A.**

**Date: 19.06.2021**

**Course Code: 17UBAC44**

**Time: 2 pm – 5 pm**

**Course Title : Computer Applications in Business-II Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. Which of the following is not a part of slide design?

[a] Design template

[b] Colour scheme

[c] Slide layout

[d] Animation scheme

2. The selected design template can be applied \_\_\_\_\_.

[a] current slide only

[b] all the slides

[c] all new presentation

[d] all of the above

3. \_\_\_\_\_ data type allows alpha numeric characters and special symbols.

[a] Memo

[b] Text

[c] Auto number

[d] Currency

4. Query design window has two parts. The upper part shows \_\_\_\_\_.

[a] name of field, field types

[b] sorting check boxes

[c] tables with fields

[d] criteria

5. The equipment needed to allow home computer to connect to the internet is called a \_\_\_\_\_.

- [a] modem [b] gateway  
[c] monitor [d] peripheral

6. Which of the following protocol is used for WWW?

- [a] ftp [b] http  
[c] w3 [d] All of the above

7. Which of the following describes E-commerce?

- [a] Doing business electronically [b] Doing business  
[c] Sale of goods [d] All of the above

8. Electronic exchange of business documents in standard format is known as \_\_\_\_\_.

- [a] E-commerce [b] E-business  
[c] EDI [d] Protocols

9. EDI stands for \_\_\_\_\_.

- [a] Electronic Data Interchange [b] Electronic Date Interchange  
[c] Electronic Detail Interchange [d] Electric Data Interchange

10. The secure electronic transaction protocol is used for \_\_\_\_\_.

- [a] Credit card payment [b] Cheque payment  
[c] Electronic cash payment [d] Payment over internet

**SECTION – B [5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) What is Ms-power point? and State its purposes.

**[OR]**

b) Describe the methods of creating graphs in power point.

12. a) What are the various types of key in Ms-Access?

**[OR]**

b) How to create new object from database window?

13. a) What is a Modem? and State its uses.

**[OR]**

b) Discuss web page and functions of browser.

14. a) What do you mean by e-commerce? and what are its characteristics?

**[OR]**

b) Discuss merchant model from consumer perspective.

15. a) What are the different security methods for e-commerce?

**[OR]**

b) Discuss the main functions of value added networks.

**SECTION – C [3 X 10 = 30]**

**Answer Any THREE Questions.**

16. Discuss the various items in menu bar and sub menu in Ms Power point.

17. Explain the types of queries.

18. Briefly explain the history of internet.

19. Describe in detail the conceptual framework of e-commerce.

20. Explain the types of electronic payment system.



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**G.T.N. ARTS COLLEGE** (AUTONOMOUS)

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**END SEMESTER EXAMINATION – NOVEMBER 2020**

**Programme : B.B.A.**

**Date : 21.12.2020**

**Course Code: 17UBAC51**

**Time: 10 am to 1 pm**

**Course Title : Operations Management**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. The framework within which the production activities are carried out is\_\_\_.  
[a] Production Planning [b] Production System  
[c] Production Control [d] Product Design
2. \_\_\_\_\_ system, the products are produced specially to fulfil orders made by customers rather than for stock.  
[a] Intermittent Production [b] Flow Production  
[c] Mass Production [d] Assemble Line
3. Which one of the following factor need not be considered in locating a plant?  
[a] Availability of labour [b] Local taxes  
[c] Transport facilities [d] Language
4. The arrangement of machinery, equipment and other industrial facilities for achieving the desired result is \_\_\_\_\_.  
[a] Plant layout [b] Plant location  
[c] Plant maintenance [d] Production planning

5. \_\_\_\_\_ is a maintenance activity undertaken when the equipment has failed.
- [a] Routine Maintenance                      [b] Corrective Maintenance  
[c] Preventive Maintenance                  [d] Scheduled Maintenance
6. The systematic recording and critical examination of existing and proposed ways of doing work is \_\_\_\_\_.
- [a] Method Study                                  [b] Work Study  
[c] Time Study                                      [d] Job Study
7. In ABC inventory analysis, 'A' stands for \_\_\_\_\_.
- [a] Always    [b] Analysis  
[c] Average    [d] Accurate
8. In \_\_\_\_\_ order buyer issues an order covering the requirement of a small item for one year.
- [a] Regular    [b] Blanket  
[c] Special    [d] Bulk Quantity
9. Conveyor system is classified under \_\_\_\_\_ system.
- [a] Material Oriented                              [b] Method Oriented  
[c] Function Oriented                              [d] Equipment Oriented
10. \_\_\_\_\_ is modifying the specifications of materials, parts and products to reduce their costs.
- [a] Value Analysis                                  [b] Quantity Control  
[c] Waste Control                                  [d] Control Charts

**SECTION – B**  
**Answer ALL the Questions.**

**[5 X 7 = 35]**

11. a) What are the objectives of operation management?

**[OR]**

- b) List out the advantages of flow production system.

12. a) State the importance of facility layout.

**[OR]**

- b) Bring out the importance of product layout.

13. a) Elucidate the types of maintenance.

**[OR]**

- b) Identify the benefits of work study.

14. a) Enumerate the importance of purchasing.

**[OR]**

- b) Locate the six components of operation strategy.

15. a) Narrate the principles of material handling.

**[OR]**

- b) State and explain the equipment oriented material handling system.

**SECTION – C**  
**Answer Any THREE Questions.**

**[ 3 X 10 = 30 ]**

16. Explain the characteristics and types of intermittent production system.

17. Discuss the factors affecting plant location.

18. Describe the functions of production planning and control.

19. Elaborate the functions of purchase department.

20. Examine the various benefits of quality control.





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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University)*

*(Accredited by NAAC with 'B' Grade)*

**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: B.B.A.**

**Course Code: 17UBAC51**

**Course Title : Operations Management**

**Date: 25.06.2021**

**Time: 10 am – 1 pm**

**Max. Marks : 75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. Management concerned with designing and controlling process of production and redesigning business operations is \_\_\_\_\_ management.  
[a] operations [b] stress  
[c] production [d] marketing
2. Processing of transactions in a group is \_\_\_\_\_.  
[a] process [b] batch  
[c] operation [d] production
3. \_\_\_\_\_ is the arrangement of machines, work areas and service areas within a factory.  
[a] Plant Process [b] Plant Location  
[c] Plant Layout [d] Plant Operation
4. Daily activities of the plant operations are look after by \_\_\_\_\_.  
[a] PRO [b] Leader  
[c] CEO [d] Manager

5. To prevent equipment failure before it actually occurs is \_\_\_\_\_ of management.

- [a] objective [b] function  
[c] importance [d] role

6. A plan of optimum management facilities is \_\_\_\_\_.

- [a] plant maintenance [b] plant layout  
[c] plant formulation [d] plant projection

7. \_\_\_\_\_ means procurement of goods and services from some external agencies.

- [a] Selling [b] Assembling  
[c] Purchasing [d] Organising

8. An inventory categorization technique is come under \_\_\_\_\_ analysis.

- [a] SPSS [b] EDA  
[c] Modal [d] ABC

9. Cost reduction and waste reduction are \_\_\_\_\_ of material handling.

- [a] objectives [b] functions  
[c] principles [d] importance

10. Distributive efficiency is concerned with an equitable distribution of \_\_\_\_\_.

- [a] time [b] resources  
[c] fund [d] man power

**SECTION – B [5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) List out the functions and roles of Operations Management.

**[OR]**

--2--

b) Explain characteristics of job order.

12. a) Enumerate major factors affecting location decision.

**[OR]**

b) Describe stages of layout design.

13. a) Elaborate advantages and disadvantages of plant maintenance.

**[OR]**

b) Sketch hard location factors with explanation.

14. a) Explain types of purchasing.

**[OR]**

b) Explain major categories of operations planning.

15. a) What are the objectives of material handling?

**[OR]**

b) Explain types of values in value analysis.

**SECTION – C**

**[ 3 X 10 = 30 ]**

**Answer Any THREE Questions.**

16. Describe the types of production.

17. Elaborate different types of layout.

18. Describe steps involved in production, planning and control.

19. Describe six basic components of operations strategy.

20. Explain types of quality inspection.

--3--



**SECTION – C** [ 3 X 10 = 30 ]  
**Answer Any THREE Questions.**

16. Discuss the importance and the role of human resource manager.
17. Analyse the various steps involved in human resource planning.
18. Enumerate the various methods of training.
19. Explain the causes for poor industrial relations and developing sound industrial relations.
20. Discuss the modern methods of performance appraisal.

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**G.T.N. ARTS COLLEGE** (AUTONOMOUS)  
DINDIGUL – 624 005  
(Affiliated to Madurai Kamaraj University)  
(Accredited by NAAC with 'B' Grade)

**END SEMESTER EXAMINATIONS – NOVEMBER 2021**

**Programme: B.B.A.** **Date: 07.02.2022**  
**Course Code: 17UBAC52** **Time: 10 am – 1 pm**  
**Course Title : Human Resource Management** **Max. Marks :75**

**SECTION – A** [10 X 1 = 10]  
**Answer ALL the Questions.**  
**Choose the Correct Answer.**

1. \_\_\_\_\_ is the process of motivating, activating, leading and supervising people.  
[a] Planning [b] Directing  
[c] Controlling [d] Coordinating
2. The \_\_\_\_\_ aspect is concerned with working conditions and amenities such as canteen, transport etc .  
[a] labour [b] welfare  
[c] industrial relations [d] industrial revolution
3. \_\_\_\_\_ is the process of estimating the present and future manpower requirement of the organisation.  
[a] Selection [b] Recruitment  
[c] Human Resource Planning [d] Placement
4. The data collected through \_\_\_\_\_ is used to prepare job description and job specification.  
[a] wage survey [b] job analysis  
[c] job evaluation [d] performance appraisal

5. \_\_\_\_\_ is the process of welcoming an employee when he first joins a company and giving him a basic information to start work.

- [a] Placement                      [b] Induction  
[c] Training                        [d] Promotion

6. \_\_\_\_\_ is the act of increasing the knowledge and skills of an employee for doing a particular job.

- [a] Selection                        [b] Induction  
[c] Training                        [d] Transfer

7. \_\_\_\_\_ establish and foster sound relationship between workers and management by safeguarding their interest.

- [a] Industrial Peace                [b] Industrial Democracy  
[c] Industrial Relations            [d] Industrial Conflict

8. \_\_\_\_\_ ensures that jobs are fairly compensated in comparison to similar jobs in the labour market.

- [a] External Equity                [b] Internal equity  
[c] Individual Worth                [d] Cost of Living

9. \_\_\_\_\_ is useful in analysing training and development needs.

- [a] Performance Appraisal        [b] Training  
[c] Coaching                        [d] Feedback

10. \_\_\_\_\_ are formed at plant level with equal number of representatives from employers and employees.

- [a] Board Representation        [b] Joint Management Councils  
[c] Works Committee                [d] Co-Partnership

**SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) Discuss the various functions of Human Resource Management.

**[OR]**

b) What are the objectives of Human Resource Management.

12. a) List out the procedure involved in job evaluation.

**[OR]**

b) Enumerate the importance of Human Resource Planning.

13. a) Bring out the factors that influence recruitment.

**[OR]**

b) Explain in brief the steps involved in selection procedure.

14. a) Elucidate the objectives of wage and salary administration.

**[OR]**

b) Explain the procedure that the management applies to deal with the employees grievances.

15. a) Evaluate the various steps involved in performance appraisal process.

**[OR]**

b) Describe the objectives of workers participation in management.



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**G.T.N. ARTS COLLEGE** (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University)

(Accredited by NAAC with 'B' Grade)

**END SEMESTER EXAMINATION – NOVEMBER 2020**

**Programme : B.B.A.**

**Date : 22.12.2020**

**Course Code: 17UBAC52**

**Time: 10am to 1 pm**

**Course Title : Human Resource Management**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. HRM is a part of \_\_\_\_\_.  
[a] Marketing process [b] Management process  
[c] Money process [d] Financial process
2. Managerial function of HRM is \_\_\_\_\_.  
[a] Planning [b] HRD  
[c] Compensation [d] Employment
3. Human Resource Planning is also called as \_\_\_\_\_.  
[a] Manpower planning [b] Management process  
[c] Manpower process [d] Management planning
4. Job analysis is also called as \_\_\_\_\_.  
[a] Job study [b] Job work  
[c] Job result [d] Job plan
5. Which of the following is 'On-the-Job' training method?  
[a] Coaching [b] Lecture method  
[c] Role play [d] Inbasket



6. Recruitment is a \_\_\_\_\_.
- [a] Linking function [b] Training activity  
[c] Directing [d] Planning process
7. \_\_\_\_\_ is a written complaint filed by an employee and claiming unfair treatment.
- [a] Industrial relation [b] Grievance  
[c] Procedure [d] Both (a) and (b)
8. The workers are paid based on the output produced by them is \_\_\_\_\_.
- [a] Time wage [b] Basic wage  
[c] Piece wage [d] Minimum wage
9. In which factor given weightage in evaluating the performance of employee?
- [a] Knowledge of work [b] Initiative  
[c] Discipline [d] All of these
10. Performance evaluation is also called as \_\_\_\_\_.
- [a] Performance appraisal [b] Performance improvement  
[c] Performance rate [d] All of these

**SECTION – B** [5 X 7 = 35]  
**Answer ALL the Questions.**

11. a) Explain the objectives of human resource management.
- [OR]**
- b) Explain the importance of human resource management.
12. a) State the uses of job analysis.

**[OR]**

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- b) What are the steps involved in human resource planning?
13. a) Narrate the internal sources of recruitment.
- [OR]**
- b) Describe the need for training.
14. a) Explain the various causes of grievances.
- [OR]**
- b) Explain the causes for poor industrial relations.
15. a) Discuss the objectives of workers participation in management.
- [OR]**
- b) Explain the importance of performance appraisal.

**SECTION – C** [ 3 X 10 = 30 ]  
**Answer Any THREE Questions.**

16. Briefly explain the various functions of human resource management.
17. Elaborate the components of job analysis.
18. Enumerate the different stages of selection process.
19. Explain the essentials of sound grievance procedure.
20. Describe the various methods of performance appraisal.

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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University)*

*(Accredited by NAAC with 'B' Grade)*

**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: B.B.A.**

**Date: 26.06.2021**

**Course Code: 17UBAC52**

**Time: 10 am – 1 pm**

**Course Title : Human Resource Management**

**Max. Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. Human Resource Management emphasizes \_\_\_\_\_ of people.  
[a] development [b] punishment  
[c] adoption [d] return
2. \_\_\_\_\_ is managed to divert and utilize their resources to attain goals.  
[a] Human resource [b] Policy  
[c] Operation [d] Auditing
3. The first step in the human resource planning process is \_\_\_\_\_.  
[a] preparing a job analysis [b] forecasting future HR needs  
[c] assessing future demand [d] assessing future supply
4. Job \_\_\_\_\_ is the process of describing jobs and their interrelationships.  
[a] design [b] specialization  
[c] analysis [d] description

5. \_\_\_\_\_ is the process of imparting knowledge of an employee to do a job.
- [a] Training [b] Motivation  
[c] Development [d] Leadership
6. Employee referrals are the candidates recommended by the \_\_\_\_\_.
- [a] current employee [b] manager  
[c] association [d] agency
7. \_\_\_\_\_ is also known as money wage.
- [a] Nominal wage [b] Real wage  
[c] Salary [d] Earnings
8. A \_\_\_\_\_ is a sign of employee's discontent with job and its nature.
- [a] Grievance [b] Wage  
[c] Reward [d] Salary
9. The combination of peer, superior and subordinate appraisal is known as\_\_\_\_.
- [a] 360° appraisal [b] all round review  
[c] feed forward [d] hr accounting system
10. \_\_\_\_\_ council is not a part of workers participation management in India.
- [a] Shop level [b] Unit level  
[c] Joint level [d] Industrial level

**SECTION – B [5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) Write down the objectives of Human Resource Management.

**[OR]**

- b) Narrate the importance of Human Resource Management.

12. a) What are the need for human resource planning?

**[OR]**

- b) Spell out the techniques of job evaluation.

13. a) Give a note on the selection process.

**[OR]**

- b) Examine the need for training in an organization.

14. a) List out the objectives of industrial relations.

**[OR]**

- b) Exhibit the causes of grievances.

15. a) State the importance of performance appraisal.

**[OR]**

- b) Write down the objectives of workers participation in management.

**SECTION – C [3 X 10 = 30]**

**Answer Any THREE Questions.**

16. Elucidate the functions of Human Resource Management.
17. Illustrate the components of job analysis.
18. What are the factors affecting recruitment?
19. Describe the essentials of sound grievance procedure.
20. Enumerate the methods of performance appraisal.



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**G.T.N. ARTS COLLEGE** (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University)

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**END SEMESTER EXAMINATION – NOVEMBER 2020**

**Programme: B.B.A.**

**Course Code: 17UBAC53**

**Course Title : Financial Management**

**Date: 23.12.2020**

**Time: 10 am to 1 pm**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. Basic objective of financial management is maximization of \_\_\_\_\_.

[a] Profits

[b] Wealth of shareholders

[c] Sales

[d] Cash

2. Profit maximization is concerned with maximization of \_\_\_\_\_.

[a] NPV

[b] EPS

[c] EBIT

[d] Profit

3. According to NOI approach the capital structure decision of the firms is\_\_\_\_\_.

[a] Relevant

[b] Irrelevant

[c] Neutral

[d] Same

4. According to MM Theory, the firm can be classified into \_\_\_\_\_ risk classes.

[a] Homogeneous

[b] Heterogeneous

[c] Financial

[d] Operating

5. A firm's investment in total current assets refers to\_\_\_\_\_.
- [a] Working capital [b] Net working capital  
[c] Gross working capital [d] Capital
6. Financing cannot be \_\_\_\_\_.
- [a] Spontaneous [b] Continuous  
[c] Intermittent [d] Regular
7. Cost of retained earnings is also known as \_\_\_\_\_.
- [a] Opportunity cost [b] Cost of debt  
[c] Cost of equity [d] Overall cost
8. The cost of retained earnings is slightly lower than \_\_\_\_\_.
- [a] Cost of debt [b] Cost of equity  
[c] Cost of preference shares [d] Cost of bond
9. The discounting factor at which net present value zero is \_\_\_\_\_.
- [a] Accounting rate of return [b] Internal rate of return  
[c] Return on investment [d] Capitalization rate
10. While evaluating capital investment proposals, the time value of money is considered in case of \_\_\_\_\_.
- [a] Urgency method [b] Discounted cash flow method  
[c] ARR [d] Pay-back method

**SECTION – B** **[5 X 7 = 35]**  
**Answer ALL the Questions.**

11. a) What do you mean by Wealth Maximization?
- [OR]**
- b) Attempt a short note on the responsibility of finance management.

You may assume that production is carried on evenly throughout the year, wages and overheads accrue similarly and a time period of 4 weeks is equivalent to a month.

19. A company is contemplating an issue of new equity shares. The firm's equity shares are currently selling at Rs.125 per share. The historical pattern of dividend payments per share, for the years 2006-2010 is given.

| Year     | 2006  | 2007  | 2008  | 2009  | 2010  |
|----------|-------|-------|-------|-------|-------|
| Dividend | 10.70 | 11.45 | 12.25 | 13.11 | 14.03 |

The flotation costs are expected to be 3% of the current selling price of the shares. You are required to determine the following:

- i) Growth rate in dividends
  - ii) Cost of equity capital, assuming growth rate determined under situation continues for ever
  - iii) Cost of new equity shares.
20. From the following information calculate the net present value of the two projects and suggest which of the two projects should be accepted assuming a discount rate of 10%.

|                    | Project X | Project Y |
|--------------------|-----------|-----------|
| Initial investment | Rs.20,000 | Rs.30,000 |
| Estimated life     | 5 Years   | 5 Years   |
| Scrap value        | Rs.1,000  | Rs.2,000  |

The profit before depreciation and after taxes are as follows:

|                  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|------------------|--------|--------|--------|--------|--------|
| Project X Rs.    | 5,000  | 10,000 | 10,000 | 3,000  | 2,000  |
| Project Y Rs.    | 20,000 | 10,000 | 5,000  | 3,000  | 2,000  |
| PV Factors @ 10% | 0.909  | 0.826  | 0.751  | 0.683  | 0.621  |

**SECTION – C**  
**Answer Any THREE Questions.**

[ 3 X 10 = 30 ]

16. What are the main functions of Financial Management?
17. Nabila Ltd., has 10,000 equity shares. The company is considering conversion of 500, 14% bonds of Rs.1,000 each into equity shares. Each bond is convertible into 8 shares. The price earnings ratio before and after conversion is expected to be 20 and 22 respectively.
18. A Proforma cost sheet of a company provides the following particulars:

| Elements of cost | Amount per unit Rs. |
|------------------|---------------------|
| Raw materials    | 80                  |
| Direct labour    | 30                  |
| Overheads        | 60                  |
| Total cost       | 170                 |

The following further particulars are available:

Raw materials are in stock on average of one month. Finished goods are in stock on average for one month. Work-in-progress (Assume 50% completion stage in respect of conversion costs and 100% in respect of materials), Average 2 weeks.

Credit allowed by suppliers in one month.

Credit allowed to debtors is two months.

Lag in payment of wages in 1½ weeks

Lag in payment of overhead expenses one month.

One-fourth of the output is sold against cash.

Cash on hand and at bank is expected to be Rs.25,000

You are required to prepare a statement showing the working capital needed to finance a level of activity of 1,04,000 units of productions.

12. a) From the following particulars calculate the composite cost of capital.

|                       | Alternative |           |
|-----------------------|-------------|-----------|
|                       | I           | II        |
| Equity capital        | 7,50,000    | 2,50,000  |
| Long-term debt. (14%) | 2,50,000    | 7,50,000  |
|                       | 10,00,000   | 10,00,000 |

The firm's corporate tax rate is 14%. It maintains a dividend of 18% on the equity capital.

[OR]

- b) Calculate return on equity capital and return on net worth ratio from the following data:

10,000 Equity share of Rs.10 each Rs.1,00,000

10% 5,000 Preference shares of Rs.10 each Rs.50,000

10% Debentures Rs.50,000

Reserves and Surplus Rs.1,50,000

Current Liabilities Rs.1,00,000

Profit before interest and tax Rs.2,00,000

Tax Liabilities at 50%

13. a) From the following estimates, calculate the average amount of working capital required.

|  | Per annum.<br>(Rs.) |
|--|---------------------|
| a) Average amount locked up in stock:        |                     |
| Stock of finished goods and work in progress | 10,000              |
| Stock of stores, material etc.,              | 8,000               |
| b) Average credit given:                     |                     |
| Local sales 2 weeks credit                   | 1,04,000            |
| Outside the state 6 weeks credit             | 3,12,000            |
| c) Time available for payments:              |                     |
| For purchase 4 weeks                         | 78,000              |
| For wages 2 weeks                            | 2,60,000            |
| Add 10% to allow for contingencies           |                     |



[OR]

b) Cost sheet of a company provides the following particulars.

Raw materials 40%; Labour 10%; Overheads 30%.

The following details are also available

- a) Raw materials remains in stores for 6 weeks.
- b) Processing time – 4 weeks
- c) Finished goods are in stock for 5 weeks
- d) Period of credit allowed to debtors 10 weeks
- e) Lag in payment of wages 2 weeks
- f) Period of credit allowed by creditors 4 weeks
- g) Selling price Rs.50 per unit
- h) production in unit 13,000 per annum

Prepare an estimate of working capital.

14. a) A firm issues debentures of Rs.1,00,000 and realises Rs. 98,000 after allowing 2% commission to brokers. The debentures carry an interest rate of 10%. The debentures are due for maturity at the end of the 10<sup>th</sup> year. You are required to calculate the effective cost of debt before-tax and after tax. (Assume tax @ 55%).

[OR]

b) A company issues 1,000 7% preference shares of Rs.100 each at a premium of 10% redeemable after 5 years at par. Compute the cost of preference capital.

15 a) A Ltd., is producing articles mostly on hand labour and is considering replacing it by a new machine. There are two alternative models X and Y of the machine. Prepare a statement of profitability showing the payback period from the following information;

|                                   | Machine  |           |
|-----------------------------------|----------|-----------|
|                                   | X        | Y         |
| Estimated life of machine         | 4 Years  | 5 Years   |
| Cost of machine                   | Rs.9,000 | Rs.18,000 |
| Estimated savings in scrap        | 500      | 800       |
| Estimated savings in direct wages | 6,000    | 8,000     |
| Additional cost of maintenance    | 800      | 1,000     |
| Additional cost of supervision    | 1,200    | 1,800     |

Ignore taxation.

[OR]

b) From the following information suggest which of the two projects should be accepted on the basis of net present value method.

|  | Project A | Project B |
|--|-----------|-----------|
| Initial outlay                                   | 10,000    | 20,000    |
| Cash inflows after taxes and before depreciation |           |           |
| Year 1   | 8,000     | 8,000     |
| Year 2   | 7,000     | 9,000     |
| Year 3   | Nil       | 7,000     |
| Year 4   | Nil       | 6,000     |
| Service life                                     | 2 Years   | 4 Years   |
| Required rate of return                          | 10%       | 10%       |



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**G.T.N. ARTS COLLEGE** (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University)

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**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: B.B.A.**

**Date: 17.06.2021**

**Course Code: 17UBAC61**

**Time: 10 am – 1 pm**

**Course Title: Retail Management**

**Max. Marks: 75**

**SECTION – A**

**[10 x 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

- Retailer is a person who sells the goods in a \_\_\_\_\_.  
[a] large quantities [b] small quantities  
[c] both (a)&(b) [d] None of the above
- A multi channel retailer sells merchandise \_\_\_\_\_.  
[a] over the telephone  
[b] personal selling  
[c] over the internet  
[d] through more than one channel
- The retail organization loses its \_\_\_\_\_ edge at decline stage.  
[a] Competitive [b] Promotion  
[c] Positioning [d] Segmenting
- A systematic procedure for analyzing the performance of a retailer is called \_\_\_\_\_.  
[a] control [b] feed back  
[c] strategic planning [d] retail audit

5. The fastest growing segment of retailing is \_\_\_\_\_.
- [a] Non store retailing [b] Warehouse store  
[c] Hyper market [d] Category Killers
6. Expenses that benefit the entire store are called \_\_\_\_\_.
- [a] Controllable [b] Direct  
[c] Indirect [d] Margin result
7. An individual responsible for managing the overall functioning of the \_\_\_\_\_.
- [a] Store manager [b] Production manager  
[c] HR [d] Store keeper
8. Self-Checkout counters can \_\_\_\_\_.
- [a] increase store capacities [b] customer experience  
[c] employee support [d] all the above
9. \_\_\_\_\_ is the understanding of how consumers make decision to use their resources effort for buying.
- [a] Consumer Behaviour [b] Consumer Need  
[c] Supplier [d] All of the above
10. Ethical issues in retailing \_\_\_\_\_.
- [a] slotting allowance [b] consumer information  
[c] supplier practice [d] all the above

**SECTION – B**

**[5X 7 = 35]**

**Answer ALL the Questions.**

11. a) Write a short note on evolution of retailing.  
**[OR]**  
b) Explain benefits of retailing and their function.
12. a) Write a note on global competitive environment.  
**[OR]**  
b) What are the types of competitors?
13. a) Discuss about the services retailing.  
**[OR]**  
b) What is a generalist and specialist retailer?
14. a) What is a store management? Explain the role of stores manager.  
**[OR]**  
b) Briefly explain checkout system and its impact on productivity.
15. a) Explain legal and ethical issues in retailing.  
**[OR]**  
b) What are the different outlets of retail?

**SECTION – C**

**[3 x 10 = 30]**

**Answer Any THREE Questions**

16. Explain the role of retailer in distribution channel.
17. Discuss about the retailing environment.
18. Describe on retail formats.
19. What are the factors in self-service store management? Explain it.
20. Discuss on consumer behaviour and their understanding consumption.



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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

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**END SEMESTER EXAMINATION – NOVEMBER 2020**

**Programme: B.B.A.**

**Course Code: 17UBAE51**

**Course Title : Services Marketing**

**Date: 26.12.2020**

**Time: 10 am to 1 pm**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. The service is \_\_\_\_\_.  
[a] Primary activity [b] Complementary activity  
[c] Not a physical product [d] All of the above
2. Every \_\_\_\_\_ is a combination of physical and non-physical attributes.  
[a] Goods [b] Product  
[c] Services [d] Process
3. \_\_\_\_\_ of the service marketing mix is concerned with the way in which the service is delivered to the customer.  
[a] Process [b] People  
[c] Promotion [d] Place
4. People element in the services marketing mix includes \_\_\_\_\_.  
[a] Competitors and policy makers [b] Personnel outside the service units  
[c] Service personnel and customers [d] Personnel inside the service unit of service unit

5. \_\_\_\_\_ is the communication mechanism of marketing, the exchange of information between buyers and sellers
- [a] People [b] Process  
[c] Promotion [d] Physical evidence
6. Advertising is the \_\_\_\_\_.
- [a] Personal communication [b] Mass communication  
[c] Interactive communication [d] Direct communication
7. Remote service is consists of \_\_\_\_\_.
- [a] Customer only [b] Employee only  
[c] Both customer and employee [d] Neither customer nor employee
8. Which one of the following is the lean services cape?
- [a] Health clinic [b] Bank  
[c] Airlines [d] Hair salon
9. \_\_\_\_\_ is the modern and efficient component of the transportation system.
- [a] Air transport [b] Road transport  
[c] Both (a) and (b) [d] Sea transport
10. Investment counselling is \_\_\_\_\_
- [a] A deposit [b] International banking  
[c] Project counselling [d] A consultancy services

**SECTION – B** [5 X 7 = 35]  
**Answer ALL the Questions.**

11. a) Briefly explain the characteristics of services.
- [OR]**
- b) Enumerate the needs for services marketing.
12. a) Describe the various levels of service product.
- [OR]**
- b) Explain the elements of promotion mix.

13. a) List out the merits and demerits of advertising media.
- [OR]**
- b) Describe the steps in advertising process.
14. a) Explain the types of service cape.
- [OR]**
- b) Explain the elements of physical facilities.
15. a) Explain the marketing mix for hospital services.
- [OR]**
- b) Explain the formulation of marketing mix for telecommunication process.

**SECTION – C** [ 3 X 10 = 30 ]  
**Answer Any THREE Questions.**

16. Explain the differences between goods and services.
17. Explain the various elements of service marketing mix.
18. Explain the various steps in developing effective communication.
19. Explain the guidelines for physical evidence strategy.
20. Explain the marketing mix for airline marketing.





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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University)*

*(Accredited by NAAC with 'B' Grade)*

**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: B.B.A.**

**Course Code: 17UBAE51**

**Course Title : Services Marketing**

**Date: 30.06.2021**

**Time: 10 am – 1 pm**

**Max. Marks: 75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. B2B and B2C refers to \_\_\_\_\_.

[a] Services Marketing

[b] Product Marketing

[c] Process Marketing

[d] Element Marketing

2. An economic principle referring to a consumer's desire to purchase goods and services in terms of value \_\_\_\_\_.

[a] supply

[b] demand

[c] budget

[d] forecast

3. \_\_\_\_\_ is a set of tactics that a company can use to promote and encourage potential customers to buy.

[a] product mix

[b] process mix

[c] marketing mix

[d] problem mix

4. Establishing a value for a product or service is known as \_\_\_\_\_.

[a] promotion

[b] strategy

[c] product

[d] pricing

5. Exchanging of information is called \_\_\_\_\_.

- [a] communication [b] order  
[c] command [d] delegation

6. A person who has been legally empowered to act on behalf of another person or an entity is called \_\_\_\_\_.

- [a] supervisor [b] agent  
[c] manager [d] retailer

7. \_\_\_\_\_ is an intangible in nature.

- [a] Product [b] Sales  
[c] Service [d] Promotion

8. An advertising strategy that focuses on a unique target market is \_\_\_\_\_.

- [a] high performance website [b] search engine optimization  
[c] market research [d] niche marketing

9. \_\_\_\_\_ is a term used to refer the business discipline that the visitors are attracted to a particular location.

- [a] Tourism Marketing [b] Bank Marketing  
[c] Airline Marketing [d] Tele Marketing

10. A full view of customers needs fulfilling them in the best possible way by required bank services. It is called as \_\_\_\_\_.

- [a] Tourism Marketing [b] Bank Marketing  
[c] Airline Marketing [d] Tele Marketing

**SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) Explain 7 P's of services marketing.

**[OR]**

b) Describe characteristics of services.

12. a) Write a short note on promotion mix.

**[OR]**

b) Enumerate marketing strategies for service companies.

13. a) Draw a note on AIDA Model.

**[OR]**

b) Explain advantages and disadvantages of media.

14. a) Assume peripheral strategies in detail.

**[OR]**

b) Explain types of physical evidence.

15. a) Detail elements of service marketing.

**[OR]**

b) Explain different types of telecommunication services in detail.

**SECTION – C**

**[ 3 X 10 = 30 ]**

**Answer Any THREE Questions.**

16. Enumerate strategies to match supply and demand.

17. Describe about the pricing strategies.

18. Explain about the types of franchises.

19. Describe the effective physical evidence strategy.

20. Point your view on marketing principles of Airline Management in detail.



Reg. No:

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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University)*

*(Accredited by NAAC with 'B' Grade)*

**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: B.B.A.**

**Date: 21.06.2021**

**Course Code: 17UBAE61**

**Time: 10 am – 1 pm**

**Course Title : Advertising and Sales Management**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. \_\_\_\_\_ is direct communication with carefully targeted individual consumers to obtain an immediate response.  
[a] Personal selling [b] Public relations  
[c] Direct marketing [d] Sales promotion
2. Aishwarya Rai Bachan endorsing L'Oreal is an example of \_\_\_\_\_.  
[a] rational appeal [b] beauty appeal  
[c] sex appeal [d] emotional appeal
3. Consumer promotion, trade promotion and \_\_\_\_\_ are the three forms of sales promotion.  
[a] media promotion [b] sales force promotion  
[c] core promotion [d] media mix
4. Which among the following is a Pull Strategy?  
[a] Trade promotion [b] Consumer promotion  
[c] Sales force promotion [d] Media promotion

5. The final stage in the personal sales process is the \_\_\_\_\_ stage.
- [a] Follow-up [b] Assumptive close  
[c] Trial Close [d] Presentation
6. Advertisement aims at \_\_\_\_\_.
- [a] product selling [b] marketing  
[c] customer relations [d] mass communications
7. Advertising is an important source of revenue to \_\_\_\_\_.
- [a] advertisers [b] public  
[c] media [d] government
8. AIDA stands for Awareness, \_\_\_\_\_, Desire and \_\_\_\_\_.
- [a] Interest ; Action [b] Idea; Approach  
[c] Intensity; Appeal [d] Involvement; Appeal
9. Direct mail advertising sends messages through\_\_\_\_\_.
- [a] audio [b] video  
[c] mail [d] None of these
10. Which of the following is more of personal medium of advertisement?
- [a] Internet advertisement [b] Broadcast media  
[c] Direct mail advertising [d] Print media

**SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) List the scope of sales management.
- [OR]
- b) Describe the sales planning and control.

12. a) Narrate the different types of sales quota.
- [OR]
- b) What are the contents of sales reports?
13. a) Define handling customer objections.
- [OR]
- b) Discuss the different categories' of sales presentations.
14. a) What are the importances of advertising?
- [OR]
- b) Describe the economic aspects of advertising.
15. a) What is an advertisement budget? What are the methods used in determining the advertisement budget?
- [OR]
- b) What are the different types of outdoor advertising?

**SECTION – C**

**[ 3 X 10 = 30 ]**

**Answer Any THREE Questions.**

16. High light the different types of sales forecasting.
17. Discuss the characteristics of a good sales compensation.
18. Explain the process of effective selling.
19. List out the role of advertising in the marketing mix.
20. Write the need for evaluation of advertising.



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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University)*

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**END SEMESTER EXAMINATION – APRIL 2020**

**Programme: B.B.A.**

**Date: 22.09.2020**

**Course Code: 17UBAE61**

**Time: 10 am – 1 pm**

**Course Title : Advertising and Sales Management**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. Selling activity is concerned with \_\_\_\_\_.

[a] transfer of goods and services

[b] public relations

[c] customer relations

[d] mass communication

2. A sales budget provides an \_\_\_\_\_.

[a] expenses of sales

[b] estimate of the volume of  
goods and services

[c] income of sales

[d] government budget support

3. Sales volume quota denotes \_\_\_\_\_.

[a] set for an individual sales person

[b] level of performance

[c] for Competitor

[d] sales potential

4. \_\_\_\_\_ is the oral communication with potential buyers of a product with the intention of making a sale.

[a] Personal selling

[b] Direct marketing

[c] Sales promotion

[d] Publicity







SECTION – C

[3 X 10 = 30]

Answer Any Three Questions.

16. Write a detailed note on ‘Organizational Dynamics and Employee Performance’.
17. Explain the methods of team building.
18. What is reward based and team based performance appraisal system? Explain it.
19. Elucidate the methods of performance evaluation.
20. Discuss the ethical issues in performance management.

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**G.T.N. ARTS COLLEGE** (AUTONOMOUS)

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**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: B.B.A.**

**Course Code: 17UBAE62**

**Course Title : Performance Management**

**Date: 21.06.2021**

**Time: 10 am – 1 pm**

**Max. Marks :75**

SECTION – A

[10 X 1 = 10]

Answer ALL the Questions.

Choose the Correct Answer.

1. Which of the following terms refers to the process of evaluating an employee's current and past performance relative to his or her performance standards?  
[a] Recruitment [b] Employee selection  
[c] Performance Management [d] Employee orientation
2. The step involves in employee's movement for performance management is \_\_\_\_\_.  
[a] total quality [b] appraisal issues  
[c] strategic planning [d] all of the above
3. The systematic process which is used to identify, measure, evaluate, encourage and improve employees performance is classified as \_\_\_\_\_.  
[a] coaching management system  
[b] training management system  
[c] performance management system  
[d] development management system

4. SMART goals are best described as \_\_\_\_\_.
- [a] Specific, measurable, attainable, relevant, and timely  
 [b] Straight forward, meaningful, accessible, real, and tested  
 [c] Strategic, moderate, achievable, relevant, and timely  
 [d] Specific, measurable, achievable, relevant, and tested
5. Which organization structure is generally followed by big steel plants?
- [a] Line organization [b] Functional organization  
 [c] Line and staff organization [d] All of the above
6. Which of the following is the easiest and most popular technique for appraising employee?
- [a] Alternation ranking [b] graphic rating scales  
 [c] Likert [d] MBO
7. \_\_\_\_\_ essentially focuses on the analysis of performance on the job and identification of training needs for further improvement.
- [a] Performance counseling [b] Performance monitoring  
 [c] Performance evaluation [d] Performance planning
8. Performance monitoring identifies the areas for \_\_\_\_\_ improvement.
- [a] competency [b] self  
 [c] organization [d] employee
9. The body of knowledge which derives its solutions from the rich and huge Indian system of ethics is known as \_\_\_\_\_.
- [a] Indian Ethos for management [b] Western Ethos for management  
 [c] Management values [d] Management principles

10. A \_\_\_\_\_ system should work on principles of ethical considerations leading to transparency and respect for all.
- [a] human resource management [b] performance management  
 [c] performance evaluation [d] The Charwoman

**SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) What is the importance of quality performance management?  
**[OR]**  
 b) Bring out the essentials of Job Analysis.
12. a) Describe the 5'S concept for workplace improvement.  
**[OR]**  
 b) "Management of employee performance is essentially about the management of expectations". Comment this statement.
13. a) Give a brief note on 'Employee Morale'.  
**[OR]**  
 b) What are the features of quality circle?
14. a) State the role of setting regular meetings to evaluate performance.  
**[OR]**  
 b) Describe the role of performance management in MNCs.
15. a) Write a note on 'Indian thoughts on individual life'.  
**[OR]**  
 b) What is spirituality at work by Indian way?



15. a) Explain the functions of supervisor.

அ) மேற்பார்வையாளரின் செயல்பாடுகளை விவரிக்கவும்.

[OR]

b) What are the characteristics of Effective Supervisor?

ஆ) அலுவலக மேற்பார்வையாளரின் பயனுள்ள பண்புகள் யாவை?

**SECTION – C**

[ 3 X 10 = 30 ]

**Answer Any THREE Questions.**

16. Discuss the functions of modern office manager.

நவீன அலுவலக மேலாளரின் செயல்பாடுகளை விவரிக்கவும்.

17. Explain about the basic pattern of work-sub-division in an office

ஒரு அலுவலக பணித் துணைப்பிரிவின் அடிப்படைமுறை பற்றி விளக்கவும்.

18. Explain the features of various office communication equipments.

பல்வேறு அலுவலக தொடர்பு சாதனங்களின் அம்சங்களை விளக்கவும்.

19. Discuss the merits and demerits of centralized office correspondence.

மையப்படுத்தப்பட்ட அலுவலக கடிதப் பரிமாற்றத்தின் சிறப்புகள் மற்றும் குறைபாடுகளைப் பற்றி விளக்கமாக தெரிவிக்கவும்.

20. Explain the various knowledge and skill required for an office supervisor.

அலுவலக மேற்பார்வையாளருக்கு தேவையான பல்வேறு அறிவு மற்றும் திறனை விளக்குக.

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**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: B.B.A. / B.B.A. (AM) /B.Com. (B&I) Date: 03.07.2021**

**Course Code: 17UBAL21/19UAML21/19UBIL21 Time: 10 am- 1 pm**

**Course Title : அலுவலக மேலாண்மை Max Marks :75**

**SECTION – A**

[10 X 1 = 10]

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. The “Middle Office” deals with -----.

[a] Use of computer technology for office work

[b] Tasks pertaining to operating the company

[c] Welcoming guests

[d] The financial matters

“மத்திய அலுவலகம்” ----- உடன் தொடர்புடையது.

[அ] அலுவலக வேலைக்கு கணினி தொழில்நுட்பத்தைப் பயன்படுத்துதல்

[ஆ] நிறுவனத்தை இயக்குவது தொடர்பான பணிகள்

[இ] விருந்தினர்களை வரவேற்பது

[ஈ] நிதி விஷயங்கள்

2. What enables contact to be made “at the flick of a switch”?

[a] digital computer

[b] Inter-communication equipment

[c] Electronic typewriters

[d] Photostat machine

“சுவிட்சின் .:பளிக்கில்” தொடர்பை உருவாக்க எது உதவுகிறது?

[அ] டிஜிட்டல் கணினி

[ஆ] இடை தொடர்பு சாதனங்கள்

[இ] மின்னணு தட்டச்சுப்பொறிகள்

[ஈ] .:போட்டோஸ்டாட் இயந்திரம்

3. Which machine is used for affixing postage stamps on envelope?

[a] Duplicating machine

[b] Tabulating machine

[c] Franking machine

[d] Addressing machine

உறை மீது தபால் தலைகளை இணைக்க எந்த இயந்திரம்

பயன்படுத்தப்படுகிறது?

[அ] நகல் இயந்திரம்

[ஆ] அட்டவணை இயந்திரம்

[இ] .:பிராங்கிங் இயந்திரம்

[ஈ] முகவரி இயந்திரம்

4. The arrangement of office furniture and equipment within the available floor space is called\_\_\_\_\_.

- [a] Furnishing [b] Cubicle farms  
[c] Accomodation [d] Layout

கிடைக்கக்கூடிய தரை இடத்திற்குள் அலுவலக தளபாடங்கள் மற்றும் உபகரணங்களின் ஏற்பாடு செய்வது ----- என அழைக்கப்படுகிறது.

- [அ] அலங்கரித்தல் [ஆ] க்யூபிகல் பண்ணைகள்  
[இ] தங்குமிடம் [ஈ] தளவமைப்பு

5. Where do the companies with a large number of middle-management level workers place those workers?

- [a] Open-plan office [b] Cubicle farms  
[c] Incubator office [d] Traditional office

ஆதிக எண்ணிக்கையிலான நடுத்தர நிர்வாக நிலை தொழிலாளர்களைக் கொண்ட நிறுவனங்கள் எங்கே அந்த தொழிலாளர்களை வைக்கும்?

- [அ] திறந்த-திட்ட அலுவலகம் [ஆ] க்யூபிகல் பண்ணைகள்  
[இ] இன்குபேட்டர் அலுவலகம் [ஈ] பாரம்பரிய அலுவலகம்

6. What are the raw materials needed for office work?

- [a] Office Forms [b] Paper Fasteners  
[c] Stationery [d] Typewriters

அலுவலக வேலைக்கு தேவையான மூலப்பொருட்கள் யாவை?

- [அ] அலுவலக படிவங்கள் [ஆ] காசுதகக் கட்டுபவர்கள்  
[இ] எழுதுபொருள் [ஈ] தட்டச்சுப்பொறிகள்

7. Purchase and sales records include \_\_\_\_\_.

- [a] Insurance policies [b] Marketing research  
[c] Price list [d] Record of employee's attitude

கொள்முதல் மற்றும் விற்பனை பதிவுகளில் ----- அடங்கும்.

- [அ] காப்பீட்டுக் கொள்கைகள் [ஆ] சந்தைப்படுத்தல் ஆராய்ச்சி  
[இ] விலை பட்டியல் [ஈ] ஊழியர்களின் அணுகுமுறை பதிவு

8. A good filing system ensures \_\_\_\_\_.

- [a] Systematic Organisation [b] Simplicity  
[c] Accuracy [d] All of the above

ஒரு நல்ல தாக்கல் முறை ----- ஐ உறுதி செய்கிறது.

- [அ] முறையான அமைப்பு [ஆ] எளிமை  
[இ] துல்லியம் [ஈ] மேலே உள்ள அனைத்தும்

9. A Secretary's duties include -----.

- [a] Supervision [b] Mediator  
[c] Appointment and Selection [d] All the above

ஒரு செயலாளரின் கடமைகளில் ----- அடங்கும்.

- [அ] மேற்பார்வை [ஆ] மத்தியஸ்தம்  
[இ] நியமனம் மற்றும் தேர்வு [ஈ] மேலே உள்ள அனைத்தும்

10. One of the types of application software is \_\_\_\_\_.

- [a] Transmission Channel [b] Workstation software  
[c] Pay roll system [d] Customised program

பயன்பாட்டு மென்பொருளின் வகைகளில் ஒன்று -----.

- [அ] பரிமாற்ற சேனல் [ஆ] பணிநிலைய மென்பொருள்  
[இ] பேரோல் அமைப்பு [ஈ] தனிப்பயனாக்கப்பட்ட நிரல்

## SECTION – B

[5 X 7 = 35]

Answer ALL the Questions.

11. a) What are the types of Organisation?

அ) நிறுவன அமைப்பின் வகைகள் யாவை?

[OR]

b) What are the essential qualities of office manager?

ஆ) அலுவலக மேலாளரின் அடிப்படைத் தகுதிகள் யாவை?

12. a) Discuss the principles of office layout.

அ) அலுவலக திட்டக் கோட்பாடுகளை ஆராய்க.

[OR]

b) Distinguish between centralization and decentralization.

ஆ) ஒருமுகப்படுத்துதல் மற்றும் ஒருமுகப்படுத்தாமையின் வித்தியாசங்களை விளக்குக.

13. a) What are the advantages of filing system? Explain.

அ) தாக்கல் முறையின் நன்மைகள் யாவை? விளக்குக.

[OR]

b) Explain briefly the uses of computers in office management.

ஆ) அலுவலக நிர்வாகத்தின் கணினியின் பயன்பாடுகளை விளக்குக.

14. a) Describe the benefits of postal services.

அ) அஞ்சல் சேவைகளின் முக்கியத்தை விரிவாக விளக்கவும்.

[OR]

b) Explain the benefits of Internal and external communication.

ஆ) உள்புற மற்றும் வெளிப்புற தகவல் தொடர்புகளின் நன்மைகளை விளக்கவும்.



b) Explain the benefits of Internal and external communication.

ஆ) உள்புற மற்றும் வெளிப்புற தகவல் தொடர்புகளின் நன்மைகளை விளக்கவும்.

15. a) Bring out the relationship of an office with other departments in an organization

அ) ஒரு நிறுவனத்தில் மற்ற துறைகளுக்குள் உள்ள தொடர்பை விவரி.

[OR]

b) Discuss the different kinds of communications.

ஆ) பல்வேறு வகையான தகவல் தொடர்பு முறைகளைப் பற்றி

விவாதிக்கவும்.

SECTION – C

[ 3 X 10 = 30 ]

Answer Any THREE Questions.

16. Discuss the functions of modern office manager.

நவீன அலுவலக மேலாளரின் செயல்பாடுகளை விவரிக்கவும்

17. Discuss the different methods of communication with illustration.

தொடர்பு கொள்ளும் வெவ்வேறு முறைகளைப் பற்றி எடுத்து காட்டுகளுடன் விவாதிக்கவும்.

18. Explain the features of various office communication equipments.

பல்வேறு அலுவலக தொடர்பு சாதனங்களின் அம்சங்களை விளக்கவும்.

19. Discuss the merits and demerits of centralized office correspondence.

மையப்படுத்தப்பட்ட அலுவலக கடிதப் பரிமாற்றத்தின் சிறப்புகள் மற்றும் குறைபாடுகளைப் பற்றி விளக்கமாக தெரிவிக்கவும்

20. Explain the various knowledge and skill required for an office supervisor.

அலுவலக மேற்பார்வையாளருக்கு தேவையான பல்வேறு அறிவு மற்றும் திறனை விளக்குக.

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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

**DINDIGUL – 624 005**

(Affiliated to Madurai Kamaraj University)

(Accredited by NAAC with 'B' Grade)

**END SEMESTER EXAMINATIONS – NOVEMBER 2021**

**Programme: B.B.A /B.B.A. (AM)/ B.Com.(B&I)**

**Date: 14.02.2022**

**Course Code: 17UBAL21/19UAML21/19UBIL21**

**Time: 2 pm – 5pm**

**Course Title : அலுவலக மேலாண்மை**

**Max. Marks :75**

SECTION – A

[10 X 1 = 10]

Answer ALL the Questions.

Choose the Correct Answer.

1. “Middle Office” deals with -----.

[a] Use of computer technology for office work

[b] Tasks pertaining to operating the company

[c] Welcoming guests

[d] The financial matters

“மத்திய அலுவலகம்” ----- உடன் தொடர்புடையது.

[அ] அலுவலக வேலைக்கு கணினி தொழில்நுட்பத்தைப் பயன்படுத்துதல்

[ஆ] நிறுவனத்தை இயக்குவது தொடர்பான பணிகள்

[இ] விருந்தினர்களை வரவேற்பது

[ஈ] நிதி விஷயங்கள்

2. What is the most likely tool of choice for more complex layout projects?

[a] Cutouts

[b] Magnetic boards

[c] Plastic models

[d] Computer aided design

மிகவும் சிக்கலான தளவமைப்பு திட்டங்களுக்கான தேர்வுக்கான கருவி எது?

[அ] கட்டாவுட்கள்

[ஆ] காந்தப் பலகைகள்

[இ] பிளாஸ்டிக் மாதிரிகள்

[ஈ] கணினி உதவி வடிவமைப்பு

3. Which machine is used for affixing postage stamps on envelope?

[a] Duplicating machine

[b] Tabulating machine

[c] Franking machine

[d] Addressing machine

உறை மீது தபால் தலைகளை இணைக்க எந்த இயந்திரம் பயன்படுத்தப்படுகிறது?

[அ] நகல் இயந்திரம்

[ஆ] அட்டவணை இயந்திரம்

[இ] .பிராங்கிங் இயந்திரம்

[ஈ] முகவரி இயந்திரம்



4. The general purpose of a form is to make \_\_\_\_\_ operation easy.

- [a] analytical [b] standardisation  
[c] clerical [d] logical

ஒரு படிவத்தின் பொதுவான நோக்கம் ----- செயல்பாடுகளை எளிதாக்குவதாகும்.

- [அ] பகுப்பாய்வு [ஆ] தரப்படுத்தல்  
[இ] எழுத்தர் [ஈ] தர்க்கரீதியான

5. Where do the companies with a large number of middle-management level workers place those workers?

- [a] Open-plan office [b] Cubical farms  
[c] Incubator office [d] Traditional office

அதிக எண்ணிக்கையிலான நடுத்தர நிர்வாக நிலை தொழிலாளர்களைக் கொண்ட நிறுவனங்கள் எங்கே அந்த தொழிலாளர்களை வைக்கும்?

- [அ] திறந்த-திட்ட அலுவலகம் [ஆ] க்யூபிகல் பண்ணைகள்  
[இ] இன்குபேட்டர் அலுவலகம் [ஈ] பாரம்பரிய அலுவலகம்

6. Purchase and sales records include \_\_\_\_\_.

- [a] insurance policies [b] marketing research  
[c] price list [d] record of employee's attitude

இங்கு கொள்முதல் மற்றும் விற்பனை பதிவுகளில் ----- அடங்கும்.

- [அ] காப்பீட்டுக் கொள்கைகள் [ஆ] சந்தைப்படுத்தல் ஆராய்ச்சி  
[இ] விலை பட்டியல் [ஈ] ஊழியர்களின் அணுகுமுறையின் பதிவு

7. What are the raw materials needed for office work?

- [a] Office Forms [b] Paper Fasteners  
[c] Stationery [d] Typewriters

அலுவலக வேலைக்கு தேவையான மூலப்பொருட்கள் யாவை?

- [அ] அலுவலக படிவங்கள் [ஆ] காகிதக் கட்டுபவர்கள்  
[இ] எழுதுபொருள் [ஈ] தட்டச்சுப்பொறிகள்

8. A good filing system ensures \_\_\_\_\_.

- [a] Systematic Organisation [b] Simplicity  
[c] Accuracy [d] All of the above

ஒரு நல்ல தாக்கல் முறை ----- உறுதி செய்கிறது.

- [அ] முறையான அமைப்பை [ஆ] எளிமையை  
[இ] துல்லியத்தை [ஈ] மேலே உள்ள அனைத்தும்

9. A Secretary's duties include -----

- [a] Supervision [b] Mediator  
[c] Appointment and Selection [d] All the above

ஒரு செயலாளரின் கடமைகளில் ----- அடங்கும்.

- [அ] மேற்பார்வை [ஆ] மத்தியஸ்தம்  
[இ] நியமனம் மற்றும் தேர்வு [ஈ] மேலே உள்ள அனைத்தும்

10. The arrangements of office furniture and equipment within the available floor space is called \_\_\_\_\_.

- [a] furnishing [b] cubical farms  
[c] accommodation [d] layout

கிடைக்கக்கூடிய தரை இடத்திற்குள் அலுவலக தளவாடங்கள் மற்றும் உபகரணங்களின் ஏற்பாடு ----- என அழைக்கப்படுகிறது.

- [அ] அலங்கரித்தல் [ஆ] க்யூபிகல் பண்ணைகள்  
[இ] தங்குமிடம் [ஈ] தளவமைப்பு

## SECTION – B [5 X 7 = 35]

Answer ALL the Questions.

11. a) What did you mean by modern office?

அ) நவீன அலுவலகம் என்றால் என்ன?

[OR]

b) What is meant by filing? Explain the features of a good filing system.

ஆ) தாக்கல் செய்வதன் பொருள் என்ன? ஒரு நல்ல தாக்கல் முறையின் அம்சங்களை விளக்குக.

12. a) Discuss the principles of office layout.

அ) அலுவலக திட்டக் கோட்பாடுகளை ஆராய்க.

[OR]

b) Distinguish between centralization and decentralization.

ஆ) ஒருமுகப்படுத்துதல் மற்றும் ஒருமுகப்படுத்தாமையின் வித்தியாசங்களை விளக்குக.

13. a) Explain the merits and demerits of indexing.

அ) குறியீட்டு முறையின் சிறப்புகள் மற்றும் குறைபாடுகளை விளக்குங்கள்

[OR]

b) What factors one has to keep in mind while selecting office furniture?

ஆ) அலுவலக தளவாடங்களைத் தேர்ந்தெடுக்கும் பொழுது என்னென்ன காரணிகளை மனதில் கொள்ள வேண்டும்?

14. a) Describe the benefits of postal services.

அ) அஞ்சல் சேவைகளின் முக்கியத்தை விரிவாக விளக்கவும்.

[OR]



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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University)*

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**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: ALL UG PROGRAMMES**

**Course Code: 17UBAN11**

**Course Title : Basics of Retail Marketing**

**Date: 06.07.2021**

**Time: 2pm – 5 pm**

**Max. Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. The word retail is derived from \_\_\_\_\_ word.

[a] Latin

[b] French

[c] English

[d] German

2. In retailing there is a direct interaction with \_\_\_\_\_.

[a] producer

[b] customer

[c] wholesaler

[d] all of these

3. \_\_\_\_\_ activities are performed by retailers.

[a] Assortment of offerings

[b] Holding Stock

[c] Extending Services

[d] All of these

4. Retailing is a marketing function which \_\_\_\_\_.

[a] sells products to their business

[b] sells products to the company

[c] sells products to the final consumers

[d] sells products for one's own use





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**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: ALL UG PROGRAMMES**

**Date: 06.07.2021**

**Course Code: 17UBAN21**

**Time: 10 am – 1 pm**

**Course Title : Entrepreneurial Development**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. When an enterprise is launched by married couple, they are called\_\_\_\_\_.  
[a] netpreneurs [b] copreneurs  
[c] entrepreneurs [d] couplepreneurs.
2. Entrepreneurship refers to \_\_\_\_\_.  
[a] person [b] function  
[c] both (a) and (b) [d] technology
3. A product is a set of \_\_\_\_\_ attributes.  
[a] tangible [b] intangible  
[c] goods and services [d] tangible and intangible
4. In how many ways a product or goods can be classified?  
[a] 4 [b] 5  
[c] 3 [d] 2
5. Launching the product in the market on a limited scale is termed as \_\_\_\_\_.  
[a] local [b] international  
[c] retail [d] test

6. Adding of higher priced items to the existing low priced products is known as\_\_\_\_\_.

- [a] trading down [b] profit  
[c] trading up [d] loss

7. The risk of a venture is greatest in the case of \_\_\_\_\_opportunity.

- [a] additive [b] complementary  
[c] imitative [d] breakthrough

8. Projects dealing with power generation come under the category of \_\_\_\_\_ project.

- [a] techno-economic [b] sectoral  
[c] quantifiable [d] non-quantifiable

9. The main function of SIDO is\_\_\_\_\_.

- [a] extension [b] industrial development  
[c] co-ordination [d] all the above

10. Composite loan is provided by\_\_\_\_\_.

- [a] NSIL [b] SISIL  
[c] NRDC [d] ITCOT

**SECTION – B** [5 X 7 = 35]  
**Answer ALL the Questions.**

11. a) Explain the functions of an entrepreneur.

[OR]

b) What are the factors stimulating entrepreneurship?

12. a) Narrate the characteristics of a product.

[OR]

--2--

b) Discuss the main elements of product planning.

13. a) Describe the procedure of test marketing.

[OR]

b) Write short notes on: (i) Perishable products  
(ii) Consumer products.

14. a) Explain the stages in the project life-cycle.

[OR]

b) What are the reasons for the failure of a project report?

15. a) Bring out the functions of SISIL.

[OR]

b) Enumerate the structure of DIC.

**SECTION – C** [ 3 X 10 = 30 ]

**Answer Any THREE Questions.**

16. State the characteristics of an entrepreneur.

17. Explain the classification of products.

18. Discuss the criterion for product selection.

19. Enumerate the steps in project identification.

20. Elaborately explain about SIDCO.

--3--





[OR]

b) You are travelling by train. You want to reach Mahabaleswarar temple from Egmore. Write a dialogue asking directions to reach Mahabaleswarar temple from Egmore.

15. a) Bring out the major elements of communication process in English.

[OR]

b) Oral communication and its application in communication.

**SECTION – C**

**[ 3 X 10 = 30 ]**

**Answer Any THREE Questions.**

16. Write an essay on vowels.

17. Attempt an essay on stress and its role in speech sounds.

18. Imagine yourself as a secretary of the college union. You have sought permission to go on a trip to Mysore with your students and your professor has accepted that. Propose a vote of thanks to your department.

19. It rains heavily. You are inside a store and you need to pick up an auto to drop you at your station. You notice someone with an umbrella inside the store. Write a dialogue asking for that umbrella to go out in rain.

20. Enumerate the barriers of effective communication.

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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

**DINDIGUL – 624 005**

*(Affiliated to Madurai Kamaraj University)*

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**END SEMESTER EXAMINATIONS – NOVEMBER 2021**

**Programme: B.B.A.**

**Date: 02.03.2022**

**Course Code: 17UBAS31**

**Time: 10 am – 1 pm**

**Course Title : Communicative Skills**

**Max. Marks : 75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. Fill in the blanks with correct phonetic symbol choosing an option cut

k\_\_t.

[a] / ^ /

[b] / u /

[c] / i /

[d] / a /

2. Transcribe the given word: Walk

[a] / w^ k /

[b] / wɔ:k /

[c] / wi:k /

[d] / wɜ:k /

3. Find out the antonym of the underlined word by adding prefix or suffix to it. She **persuades** her friend.

[a] dissuades

[b] pre-persuades

[c] post persuades

[d] anti – persuades

4. In the given sentence one word is underlined. Find the exact word to replace the word or phrase. Razona's mansion is **enormous**

[a] small

[b] well-built

[c] very large

[d] too small

5. Identify the underlined word and state its word making.

There is always a **demand for** doctors during pandemic situation.

[a] noun + verb

[b] verb + preposition

[c] verb + adjective

[d] noun + noun

6. Introducing any special invitee or chief guest to audience is done in \_\_\_\_\_ speech.

- [a] welcome speech [b] introductory speech  
[c] persuasive speech [d] commomorative speech

7. Complete the dialogue:

Daddy: Do you mind admitting my son in the hostel?

Warden: \_\_\_\_\_.

Daddy: Thank you.

- [a] Definitely [b] I'm afraid. I cant  
[c] owing to..... I .... [d] Sorry....I...

8. "That's right" is used in \_\_\_\_\_ situation.

- [a] parting [b] greeting  
[c] encouragement [d] denouncement

9. Which of the following should not be avoided in effective communication.

- [a] Noise [b] Planning  
[c] Semantic problems [d] Stress

10. \_\_\_\_\_ are problems arising from expression.

- [a] Cultural barriers [b] Semantic problems  
[c] Wrong assumption [d] Assumption

**SECTION – B [5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) Transcribe the given words phonetically

1. heard 2. park 3. feel 4. boot  
5. fork 6. media 7. duck

**[OR]**

b) Explain English Vowel symbols with examples and by drawing a chart.

12. a) Write a Welcome speech to your Department Association Meeting inviting the dignitaries to the occasion.

**[OR]**

b) Draft a farewell speech to your retiring professor highlighting his achievements.

13. a) Choose correct antonyms for the bold words:.

1. The detectives found the evidence very **illuminating**

- [a] delightful [b] unclear [c] sad

2. I found the Briyani **mouth-watering**

- [a] tasty [b] spicy [c] odourless

3. My uncle used to own a very **vicious** dog

- [a] gentle [b] cruel [c] friendly

4. The edges of the furniture were **smooth**.

- [a] silky [b] rough [c] spiky

5. The doctor was very **concerned** about the patient.

- [a] careful [b] indifferent [c] worried

6. The high pressure in the bogs **preserved** the specimen.

- [a] destroyed [b] saved [c] coloured

7. The young girl **obeyed** everything her grandmother told her.

- [a] agreed with [b] ignored [c] liked

**[OR]**

b) Match correct synonym for the following words:

A

B

- |               |              |
|---------------|--------------|
| 1. stuck      | 1. picked up |
| 2. adopted    | 2. fixed     |
| 3. accused    | 3. depth     |
| 4. surface    | 4. charged   |
| 5. rely       | 5. ability   |
| 6. charged    | 6. depend on |
| 7. competence | 7. accused   |

14. a) Complete the dialogue:

Customer: \_\_\_\_\_ I'm not able to take out any money. \_\_\_\_\_ you \_\_\_\_\_ check the machine?

Attendant: Sure, \_\_\_\_\_ you just step aside? \_\_\_\_\_ take a look at it. Well it seems to be all right. \_\_\_\_\_ Insert your card and try \_\_\_\_\_?



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**G.T.N. ARTS COLLEGE** (AUTONOMOUS)

**DINDIGUL – 624 005**

*(Affiliated to Madurai Kamaraj University)*

*(Accredited by NAAC with 'B' Grade)*

**END SEMESTER EXAMINATIONS – NOVEMBER 2021**

**Programme: B.B.A.**

**Date: 11.02.2022**

**Course Code:17UBAS51**

**Time: 10 am – 1 pm**

**Course Title :Interview Techniques**

**Max. Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. The purpose of interview is\_\_\_\_\_.

[a] to employ

[b] to disturb

[c] to select

[d] present one self

2. Body language is\_\_\_\_\_.

[a] structured

[b] faked

[c] involuntary

[d] voluntary

3. \_\_\_\_\_ is the process of looking at oneself in order to assess aspects that are important to one's identity.

[a] Interview

[b] Skill

[c] Attitude

[d] Self-assessment

4. In which points must be kept in mind when presenting for an interview\_\_\_\_\_.

[a] sense of time

[b] appearance

[c] body language

[d] all the above

5. \_\_\_\_\_ is the state of being prompt.
- [a] Punctuality [b] Attitude  
[c] Tension [d] Agreement
6. Which of these are extremely important during a job interview?
- [a] Eye contact [b] First impression  
[c] Your dress [d] All the above
7. \_\_\_\_\_ is a conversation where questions are asked and answers are given.
- [a] Dress code [b] Body language  
[c] Interview [d] Attitude
8. Which one is a Do's in interview etiquette?
- [a] Dress too casually [b] Lie about abilities to get job  
[c] Be confident [d] Too excessive in gesture
9. \_\_\_\_\_ should be avoided in the interview.
- [a] Be natural [b] Shifting in lethargic posture  
[c] Eye contact [d] Listening well the question
10. \_\_\_\_\_ is settled way of thinking or feeling about something.
- [a] Emotion [b] Behaviour  
[c] Attitude [d] Development

**SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) What are the features of observational interview?
- [OR]
- b) Briefly explain the various elements of an interview.

12. a) State the factors to be considered in choosing a job applying.
- [OR]
- b) How do you arrange a certificate for an interview?
13. a) State the punctuality creates a good impression.
- [OR]
- b) What are the qualities to be followed during interview?
14. a) List out some don'ts in answering questions in interview.
- [OR]
- b) Write some sample questions and answers that are commonly asked.
15. a) How can one develop positive mental attitudes?
- [OR]
- b) How to assess for negative attitudes?

**SECTION – C**

**[3 X 10 = 30]**

**Answer Any THREE Questions.**

16. Discuss the personal traits and body language in an interview.
17. Enumerate the various sources of self-assessment.
18. Explain the dress code to be followed in an interview by both men and women.
19. Describe post interview behaviour of candidates.
20. Elucidate the various components of attitude.



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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University)*

*(Accredited by NAAC with 'B' Grade)*

**END SEMESTER EXAMINATION – NOVEMBER 2020**

**Programme: B.B.A.**

**Course Code: 17UBAS51**

**Course Title : Interview Techniques**

**Date: 28.12.2020**

**Time: 10 am to 1 pm**

**Max Marks : 75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. The word interview is derived from \_\_\_\_\_.  
[a] Latin [b] French  
[c] Both a & b [d] Japan
2. \_\_\_\_\_ consists of dialogue or verbal responses between two persons or among several persons.  
[a] Interview [b] Dialogue  
[c] Consensus [d] Discussion
3. \_\_\_\_\_ interview, the interviewers ask to all the candidates as the same set of questions.  
[a] Screening [b] Sequential  
[c] Structured [d] Unstructured
4. \_\_\_\_\_ thinking helps to enhance your self-confidence and to develop leadership qualities.  
[a] Negative [b] Positive  
[c] Neutral [d] Both a and b

5. The candidate \_\_\_\_\_ speaks about his personality.  
 [a] Sense of time [b] Appearance  
 [c] Body language [d] Smile
6. \_\_\_\_\_ interview is more flexible and open.  
 [a] Unstructured [b] Structured  
 [c] Panel [d] Stress
7. \_\_\_\_\_ method is useful for only educated people.  
 [a] Questionnaire [b] Interview schedule  
 [c] Observation [d] Discussion
8. Body language reveals the \_\_\_\_\_ nature of person.  
 [a] Bad [b] Good  
 [c] Read [d] Both a & b
9. The traits of personality are not \_\_\_\_\_.  
 [a] Constant [b] Consistent  
 [c] Confident [d] Commitment
10. Weak impression causes \_\_\_\_\_.  
 [a] Forgetting [b] Remembering  
 [c] Talking [d] Assessing

**SECTION – B** [5 X 7 = 35]  
**Answer ALL the Questions.**

11. a) Explain the importance of interview for selecting a candidate.

[OR]

b) Write short notes on:

- i) Structured interview and ii) Unstructured interview.

12. a) Explain the significance of pre-interview stage.

[OR]

- b) What are the factors to be considered in choosing a best job?

13. a) Explain the importance of formal dress code for an interview.

[OR]

- b) How to ensure punctuality for a job interview?

14. a) Write short notes on:

- i) Open ended questions and ii) Close ended questions

[OR]

- b) What is leading question? Explain it in brief.

15. a) Explain the method to change the negative attitude.

[OR]

- b) What is meant by attitude? Give its characteristics.

**SECTION – C** [ 3 X 10 = 30 ]  
**Answer Any THREE Questions.**

16. Critically evaluate the techniques of interview.
17. Discuss the factors which are to be considered for selecting a job.
18. Explain the qualities observed during the interview.
19. Discuss the most commonly asked questions in interview.
20. Explain the importance of developing positive attitudes for the success of interview.





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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University)*

*(Accredited by NAAC with 'B' Grade)*

**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: B.B.A.**

**Course Code: 17UBAS51**

**Course Title : Interview Techniques**

**Date: 01.07.2021**

**Time: 10am – 1 pm**

**Max. Marks : 75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. \_\_\_\_\_ is not a step in the preparation of an interview.

[a] Analyzing yourself

[b] Identifying your skills

[c] Being negative

[d] Revising your subject

2. \_\_\_\_\_ documents need not be in your interview file.

[a] Interview letter

[b] Original degrees

[c] Family photo

[d] Certificates

3. Which of these is not a step in self – analysis?

[a] Analyzing background

[b] Identifying accomplishments

[c] Identifying achievements

[d] Complaining

4. In which of these interviews, insults are common?

[a] Screening interview

[b] Stress interview

[c] Behavioral interview

[d] Group interview

5. \_\_\_\_\_ of these, more than one candidate is interviewed.

[a] Screening interview [b] Stress interview

[c] Behavioral interview [d] Group interview

6. How should you dress for a job interview?

[a] Jeans [b] Lots of make up

[c] Sweat pants [d] None of these

7. How early should you be to a job interview?

[a] 2-3 min [b] 5-10 min

[c] 10-15 min [d] None of these

8. The final activity in the interview process is \_\_\_\_\_.

[a] the handshake [b] the negotiation

[c] the thank-you note [d] the follow-up

9. \_\_\_\_\_ is not a dimension of attitude.

[a] Cognition [b] Conation

[c] Perception [d] Affect

10. \_\_\_\_\_ is not a typical employment test.

[a] Polygraph [b] Drug

[c] Aptitude [d] Personality

**SECTION – B**

**[5 X 7 = 35]**

**Answer ALL the Questions.**

11. a) Differentiate conversational and personal evaluation.

**[OR]**

b) Explain personal traits with example.

12. a) Discuss the factors considered in selecting a company.

**[OR]**

b) Explain in detail about certificate arrangement.

13. a) Describe the various qualities observed during the interview.

**[OR]**

b) “Need for Punctuality” - Discuss.

14. a) Explain commonly asked questions in interview.

**[OR]**

b) Discuss the way to answer questions in interview.

15. a) Explain the reasons for negative attitude formation.

**[OR]**

b) Discuss the components for developing positive attitude.

**SECTION – C**

**[ 3 X 10 = 30 ]**

**Answer Any THREE Questions.**

16. Explain the various body languages with example.

17. Elaborate the preparation steps for pre interview stage.

18. Discuss in detail about preparing for interview.

19. Explain the need for post interview behaviour.

20. Explain the functions for developing positive mental attitude.



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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University)*

*(Accredited by NAAC with 'B' Grade)*

**END SEMESTER EXAMINATION – APRIL 2020**

**Programme: B.B.A.**

**Course Code: 17UBAS61**

**Course Title : Group Discussion Skill**

**Date: 23.09.2020**

**Time: 10 am – 1 pm**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. A summary of job applicant's professional experience and educational background is termed as \_\_\_\_\_.  
[a] job data [b] job information  
[c] curriculum vitae [d] resume
2. A \_\_\_\_\_ is a brief summary of your skills and experience over one or two pages.  
[a] job skills [b] resume  
[c] CV [d] raw data
3. \_\_\_\_\_ is a collection of individuals who have regular contact and frequent interaction and who work together to achieve a common set of goals.  
[a] Group [b] People  
[c] Member [d] Individual
4. \_\_\_\_\_ discussion involves a number of people who are connected by some shared activity or interest.  
[a] Individual [b] Panel  
[c] Personal [d] Group





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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University)*

*(Accredited by NAAC with 'B' Grade)*

**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: B.B.A.**

**Course Code: 17UBAS61**

**Course Title : Group Discussion Skill**

**Date: 22.06.2021**

**Time: 10 am – 1 pm**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. \_\_\_\_\_ occurs when learners assess their own performance based on the criteria provided.  
[a] Self-ability [b] Self-esteem  
[c] Self-assessment [d] Self-trust
2. \_\_\_\_\_ is essentially a brief description or summary of all the experiences and skills of an individual relevant to the area of work.  
[a] Raw data [b] Resume  
[c] Job data [d] Curriculum vitae
3. A \_\_\_\_\_ is a set of people who have the same interests or aims, and who organize themselves to work or act together.  
[a] group [b] individual  
[c] person [d] mono
4. \_\_\_\_\_ discussion is a systematic and purposeful interactive oral process.  
[a] Individual [b] Panel  
[c] Personal [d] Group



5. When preparing for a group discussion, be \_\_\_\_\_.
- [a] struggle [b] confident  
[c] fearful [d] nervous
6. \_\_\_\_\_ is measured in the GD.
- [a] Personality [b] Silent behaviour  
[c] Subject marks [d] Ability to lead
7. When answering questions in group discussion, speak \_\_\_\_\_.
- [a] clearly [b] silently  
[c] fearfully [d] non-sensibly
8. At final stage, every *group discussion* is to be \_\_\_\_\_.
- [a] accepted [b] rejected  
[c] summarized [d] discussed
9. \_\_\_\_\_ is a pitfall of group discussion.
- [a] Inexpensive [b] Interest  
[c] Expert opinion [d] Individual domination
10. Which one of the following is an advantage of group discussion?
- [a] Time consuming [b] Domination  
[c] Team building [d] Ambiguity

**SECTION – B**  
**Answer ALL the Questions.**

**[5 X 7 = 35]**

11. a) Describe the importance of Bio-Data.

**[OR]**

- b) Give a brief note on ‘Chronological resume’.

12. a) What is Group Discussion? Give its importance.

**[OR]**

- b) What are the uses of group discussion?

13. a) “Think before you speak in discussion”. Comment this statement.

**[OR]**

- b) How would you leading the discussion?

14. a) Describe the significance of accepting others views in discussion.

**[OR]**

- b) Is it necessary to summarize the discussion? Discuss it.

15. a) Give a brief note on ‘Post discussion behaviour’.

**[OR]**

- b) Find out the pitfalls in discussion evaluation.

**SECTION – C**

**[ 3 X 10 = 30 ]**

**Answer Any THREE Questions.**

16. Furnish the differences between curriculum vitae and resume.
17. Bring out the objectives of group discussion.
18. Analyze the prerequisites that needed for group discussion.
19. Explain the things to be remembered when answering questions in discussion.
20. Discuss the procedure of evaluating merits in group discussion.



14. a) நியமனக் கடிதத்தை எழுதும் போது கவனத்தில் கொள்ள வேண்டிய முக்கிய கருத்துக்கள் யாவை?  
What are the points to be remembered while drafting appointment letter?

[OR]

- b) சுய விவர அறிக்கை நீவிர் வரைக.  
Draft your Bio-data.

15. a) சட்டப்பூர்வ அறிக்கை பற்றி குறிப்பு வரைக.  
Write a note on statutory report

[OR]

- b) வணிக அறிக்கையின் வகைகளை குறிப்பிடுக.  
State the types of business report.

**SECTION – C**

[ 3 X 10 = 30 ]

**Answer Any THREE Questions.**

16. தகவல் தொடர்பின் முக்கியத் தடைகளை விவரி.  
Describe the important barriers of communication.
17. வணிகக் கடிதத்தின் பல்வேறு பகுதிகளைக் குறித்து விவரி.  
Explain the difference parts of business letter.
18. நடப்புக் கணக்கு தொடங்குவது தொடர்பாக வங்கியருக்கு கடிதம் ஒன்றினை வரைக.  
Write a letter to a banker for opening a current account.
19. இறுதி நியமனக் கடிதம் ஒன்றினை வரைக.  
Draft a final order of appointment.
20. அறிக்கையின் முக்கிய புள்ளி விவரங்களை விவரி.  
Explain the essential points of a good report.

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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

**DINDIGUL – 624 005**

(Affiliated to Madurai Kamaraj University)

(Accredited by NAAC with 'B' Grade)

**END SEMESTER EXAMINATIONS – NOVEMBER 2021**

**Programme: B.Com /B.Com(CA)/BBA/**

**Date : 23.02.2022**

**B.Com B&I/BBA Aviation**

**Course Code: 17UCOL11/17UCCL11/17UBAL11**

**Time: 10 am -1 pm**

**/19UBIL11/19UAML11**

**Course Title :வணிக கடிதத் தொடர்புகள்**

**Max Marks :75**

**SECTION – A**

[10 X 1 = 10]

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. கடிதம் எழுதுவது என்பது ஒரு -----.
- [a] அறிவியல் [b] கலை  
[c] கலை மற்றும் அறிவியல் [d] அனைத்தும்
- Letter writing is an -----.
- [a] Art [b] Science  
[c] Arts and Science [d] All the above
2. ஒரு நபரிடமிருந்து மற்றொரு நபருக்கு தகவல் மற்றும் புரிதலை அனுப்பும் செயல்முறை ----- ஆகும்.
- [a] தகவல் [b] விளம்பரம்  
[c] கலந்தாய்வு [d] கடிதம்
- refers to the process of passing information and understanding from one person to another.
- [a] Communication [b] Advertisement  
[c] Interaction [d] Correspondence
3. இணையதளம் என்பது \_\_\_ பல்வேறு அமைப்புகளை கொண்டது.
- [a] சிறிய அளவு [b] அமைப்பு  
[c] வியாபாரம் [d] தனிநபர்
- Internet is ----- various network.
- [a] Smaller them [b] Network of  
[c] business of [d] Personnel of

4. வணிக கடிதம் எழுதுவதற்கு உகந்த தாளின் நிறம் -----.
- [a] வெள்ளை [b] மஞ்சள்  
[c] நீலம் [d] கருப்பு
- The colour of the paper used for writing business letter is \_\_\_\_\_.
- [a] White [b] Yellow  
[c] Blue [d] Black
5. மேலதிகாரிக்கு எழுதக்கூடிய கடிதத்தின் வணக்க முடிவு\_\_\_\_\_ ஆகும்.
- [a] தங்கள் பிரியமுள்ள [b] தங்கள் உண்மையுள்ள  
[c] தங்கள் கீழ்ப்படிந்துள்ள [d] அனைத்தும்
- The salutation used in a letter to higher officials will be \_\_\_\_\_.
- [a] Yours Sincerely [b] Yours faithfully  
[c] Yours Obediently [d] All the above
6. வசூல் கடிதத்தின் முதல் படிநிலை என்பது \_\_\_\_\_
- [a] நினைவூட்டல் [b] தகுதி விளக்கம்  
[c] எச்சரிக்கை செய்தல் [d] சட்ட நடவடிக்கை
- The first stage of Collection letter is \_\_\_\_\_.
- [a] Reminder [b] Status enquiry  
[c] Warning [d] Legal action
7. தன்னிலை புள்ளி விபரம் தேவைப்படும் கடிதம் ----- ஆகும்.
- [a] பணிக் கடிதம் [b] விண்ணப்பக் கடிதம்  
[c] சுற்றறிக்கை கடிதம் [d] வசூல் கடிதம்
- Bio data is used while writing \_\_\_\_\_ letter.
- [a] Appointment [b] Application  
[c] Circular [d] Collection
8. இதில் எது வித்தியாசமானது?
- [a] தன விபரம் [b] தற்குறிப்பு  
[c] கல்வி விபரம் [d] சுருக்கம்
- Choice the odd man out
- [a] Bio-data [b] Resume  
[c] Curriculum vitae [d] Summary
9. அறிக்கை என்ற சொல் \_\_\_\_\_ மொழியிலிருந்து கொணரப்பட்டது.
- [a] இலத்தீன் [b] பிரெஞ்சு  
[c] அமெரிக்கா [d] கிரேக்கம்
- The term report is derived from \_\_\_\_\_ language.
- [a] Latin [b] French  
[c] American [d] Greek

10. தணிக்கையாளர் அறிக்கை என்பது \_\_\_\_\_ அறிக்கை.
- [a] வாய்மொழி [b] சட்டமுறை  
[c] முறையற்ற [d] சிறப்பு
- Auditor report is a \_\_\_\_\_ report.
- [a] Oral [b] Statutory  
[c] Informal [d] Special

**SECTION – B [5 X 7 = 35]**  
**Answer ALL the Questions.**

11. a) தகவல் தொடர்பின் கூறுகளை விவரி.  
Explain the process of Communication.  
[OR]
- b) தொலை மாநாட்டின் நன்மைகளை விவரி.  
Discuss the advantages of video conference.
12. a) வணிகக் கடிதப் போக்குவரத்தில் வணக்க முடிவின்  
அவசியத்தை பற்றி எழுதுக.  
Write about the need of complimentary close in Business  
Correspondence.  
[OR]
- b) வணிகக் கடிதத்தின் இயல்புகள் யாவை?  
What are the essentials of a business letter?
13. a) விற்பனைக் கடிதம் வரையும்போது கவனிக்க வேண்டிய முக்கிய  
அம்சங்களை விவரி.  
What points would you take into consideration while drafting a Sales  
letter.  
[OR]
- b) சரியான நேரத்தில் பொருளை அனுப்பாததற்காக ஆணையை  
நிராகரித்து கடிதம் வரைக.  
Write a letter to cancel the order for non-delivery of goods in time.



14. a) நியமனக் கடிதத்தை எழுதும் போது கவனத்தில் கொள்ள வேண்டிய முக்கிய கருத்துக்கள் யாவை?  
What are the points to be remembered while drafting appointment letter?

[OR]

- b) சுய விவர அறிக்கை நீவிர் வரைக.  
Draft your Bio-data.

15. a) சட்டப்பூர்வ அறிக்கை பற்றி குறிப்பு வரைக.  
Write a note on statutory report.

[OR]

- b) சந்தை அறிக்கையின் பணிகள் யாவை?  
What are the functions of market report?

**SECTION – C**

[ 3 X 10 = 30 ]

Answer Any THREE Questions.

16. தகவல் தொடர்பின் முக்கியத் தடைகளை விவரி.  
Describe the important barriers of communication.
17. வணிகக் கடிதத்தின் பல்வேறு பகுதிகளைக் குறித்து விவரி.  
Explain the difference parts of business letter.
18. சென்னை அண்ணா நகரில் உள்ள கனரா வங்கி மேலாளருக்கு வங்கி மேல்வரைபற்று கோரி கடிதம் வரைக.  
Write an letter to the canara bank manager, anna nagar, Chennai asking about the overdraft facilities.
19. இறுதி நியமனக் கடிதம் ஒன்றினை வரைக.  
Draft a final order of appointment.
20. ஒரு நல்ல அறிக்கையின் இன்றியமையாக் கூறுகள் யாவை?  
What are the Characteristics of a good report?

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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

(Affiliated to Madurai Kamaraj University)

(Accredited by NAAC with 'B' Grade)

**END SEMESTER EXAMINATIONS – APRIL 2021**

Programme : B.Com/B.Com(CA)/BBA/

Date : 03.07.2021

B.Com (B&I)/BBA (AM)

Course Code: 17UCOL11/17UCCL11/17UBAL11

Time: 2 pm -5 pm

/19UBIL11/19UAML11

Course Title : வணிக கடிதத் தொடர்புகள்

Max Marks :75

**SECTION – A**

[10 X 1 = 10]

Answer ALL the Questions.

Choose the Correct Answer.

1. கடிதம் எழுதுவது என்பது ஒரு -----.
- [a] அறிவியல் [b] கலை  
[c] கலை மற்றும் அறிவியல் [d] அனைத்தும்
- Letter writing is an -----.
- [a] Art [b] Science  
[c] Arts and Science [d] All the above
2. இணையதளம் என்பது \_\_\_பல்வேறு அமைப்புகளை கொண்டது.
- [a] சிறிய அளவு [b] அமைப்பு  
[c] வியாபாரம் [d] தனிநபர்
- Internet is ----- various network.
- [a] Smaller them [b] Network of  
[c] business of [d] Personnel of
3. வணிக கடிதம் எழுதுவதற்கு உகந்த தாளின் நிறம் -----.
- [a] வெள்ளை [b] மஞ்சள்  
[c] நீலம் [d] கருப்பு
- The colour of the paper used for writing business letter is -----.
- [a] White [b] Yellow  
[c] Blue [d] Black

4. மற்றொருவருக்காக பொருட்களை வாங்கவோ அல்லது விற்கவோ பணியமர்த்தப்படும் முகவர் \_\_\_\_\_ எனப்படுகிறார்.

- [a] தரகர் [b] ஏலமிடுபவர்  
[c] சரக்குடை முகவர் [d] ஒப்புறுதியர்

An agent appointed to buy or sell goods on behalf of another is called a \_\_\_\_\_.

- [a] Broker [b] Auctioneer  
[c] Factor [d] Underwriter

5. வசூல் கடிதத்தின் முதல் படிநிலை என்பது \_\_\_\_\_

- [a] நினைவூட்டல் [b] தகுதி விளக்கம்  
[c] எச்சரிக்கை செய்தல் [d] சட்ட நடவடிக்கை

The first stage of Collection letter is \_\_\_\_\_.

- [a] Reminder [b] Status enquiry  
[c] Warning [d] Legal action

6. மேல்வரைபற்று கோரி யாருக்கு எழுத வேண்டும்.

- [a] செயலர் [b] இயக்குநர்  
[c] வங்கியர் [d] தணிக்கையாளர்

Request for an Overdraft is written to \_\_\_\_\_.

- [a] Secretary [b] Director  
[c] Banker [d] Auditor

7. தன்னிலை புள்ளி விபரம் தேவைப்படும் கடிதம் ----- ஆகும்.

- [a] பணிக் கடிதம் [b] விண்ணப்பக் கடிதம்  
[c] சுற்றறிக்கை கடிதம் [d] வசூல் கடிதம்

Bio data is used while writing \_\_\_\_\_ letter.

- [a] Appointment [b] Application  
[c] Circular [d] Collection

8. இதில் எது வித்தியாசமானது?

- [a] தன விபரம் [b] தற்குறிப்பு  
[c] கல்வி விபரம் [d] சுருக்கம்

Choice the odd man out

- [a] Bio-data [b] Resume  
[c] Curriculum vitae [d] Summary

9. அறிக்கை என்ற சொல் \_\_\_\_\_ மொழியிலிருந்து கொணரப்பட்டது.

- [a] இலத்தீன் [b] பிரெஞ்சு  
[c] அமெரிக்கா [d] கிரேக்கம்

The term report is derived from \_\_\_\_\_ language.

- [a] Latin [b] French  
[c] American [d] Greek

10. தணிக்கையாளர் அறிக்கை என்பது \_\_\_\_\_ அறிக்கை.

- [a] வாய்மொழி [b] சட்டமுறை  
[c] முறையற்ற [d] சிறப்பு

Auditor report is a \_\_\_\_\_ report.

- [a] Oral [b] Statutory  
[c] Informal [d] Special

**SECTION – B**  
**Answer ALL the Questions.**

[5 X 7 = 35]

11. a) தகவல் தொடர்பின் கூறுகளை விவரி.

Explain the process of Communication.

[OR]

b) தொலை மாநாட்டின் நன்மைகளை விவரி.

Discuss the advantages of video conference.

12. a) துவக்க விளிப்பு பற்றி குறிப்பு வரைக.

Write a note on Salutation.

[OR]

b) வணிகக் கடிதத்தின் இயல்புகள் யாவை?

What are the essentials of a business letter?

13. a) விற்பனைக் கடிதம் வரையும்போது கவனிக்க வேண்டிய முக்கிய அம்சங்களை விவரி.

What points would you take into consideration while drafting a Sales letter.

[OR]

b) சரியான நேரத்தில் பொருளை அனுப்பாததற்காக ஆணையை நிராகரித்து கடிதம் வரைக.

Write a letter to cancel the order for non-delivery of goods in time.





**SECTION – C** [ 3 X 10 = 30 ]  
**Answer Any THREE Questions.**

16. Write an essay on Ozone layer depletion.  
ஓசோன் படலம் அழிவிற்கான காரணம் குறித்து கட்டுரை எழுதுக.
17. Give an account of ecological pyramids.  
சூழலியல் பிரமிடுகள் குறித்து கட்டுரை வரைக.
18. Explain various non conventional energy sources.  
மரபு சாரா ஆற்றல் பற்றி விவாதி.
19. Write an essay on air pollution and its control.  
காற்று மாசுபாடு மற்றும் அதைக்கட்டுப்படுத்தும் முறைகள் பற்றி எழுதுக.
20. Discuss the need and approaches for conservation of biodiversity.  
பல்லுயிர் பெருக்கத்தின் முக்கியத்துவம் அதனைப் பாதுகாக்கும் முறைகள் பற்றி விவாதி.

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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

(Affiliated to Madurai Kamaraj University)

(Accredited by NAAC with 'B' Grade)

**END SEMESTER EXAMINATION – NOVEMBER 2020**

**Programme : B.A/B.Sc./B.Com/B.B.A./B.C.A.**

**Date: 29.12.2020**

**Course Code: 17UESV51**

**Time: 10 am – 1 pm**

**Course Title : Environmental Studies**

**Max. Marks: 75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.**

**Choose the Correct Answer.**

1. The most traditional word to refer our environment is -----  
[a] Mother Nature [b] Queen nature  
[c] King of forest [d] Prince Nature  
சுற்றுச்சூழல் என்னும் வார்த்தையைக் குறிக்கும் பாரம்பரியமான சொல் -----  
[அ] இயற்கை அன்னை [ஆ] இயற்கை அரசி  
[இ] காடுகளின் அரசன் [ஈ] இயற்கை இளவரசன்
2. The lowest layer of the atmosphere is -----  
[a] Ionosphere [b] Thermosphere  
[c] Troposphere [d] Mesosphere  
வளிமண்டலத்தின் கீழ் அடுக்கு -----  
[அ] அயனி மண்டலம் [ஆ] வெப்ப மண்டலம்  
[இ] ட்ரோபோஸ்பியர் [ஈ] மீயோஸ்பியர்
3. Who developed ecological pyramid?  
[a] Odum [b] Haekal  
[c] Charles Elton [d] A.C.Tensley  
சுற்றுச்சூழல் பிரமிடை உருவாக்கியவர் யார்?  
[அ] ஓடம் [ஆ] பிரபு  
[இ] அடிமை [ஈ] வியாபாரி
4. Energy ----- in an ecosystem.  
[a] is released [b] is absorbed  
[c] Flows [d] is balanced

சுற்றுச்சூழலில் ஆற்றல் என்பது-----

- [அ] விடுவிக்கப்படுகிறது [ஆ] உறிஞ்சப்படுகிறது  
[இ] ஓடுகிறது [ஈ] சமநிலைப்படுகிறது

5. Which one is not a non conventional energy?

- [a] Bio energy [b] Solar energy  
[c] Tidal energy [d] Petroleum

பின்வருவனவற்றுள் எது மரபுசாரா ஆற்றல்?

- [அ] உயிரி ஆற்றல் [ஆ] சூரிய ஆற்றல்  
[இ] அலை ஆற்றல் [ஈ] பெட்ரோலியம்

6. Power production from urban waste was first started in the following city.

- [a] Delhi [b] Kolkata  
[c] Mumbai [d] Chennai

பின்வரும் எந்த நகரத்திலிருந்து முதன்முதலில் நகர குப்பைகளில் இருந்து மின் உற்பத்தி செய்யப்பட்டது.

- [அ] டெல்லி [ஆ] கொல்கத்தா  
[இ] மும்பை [ஈ] சென்னை

7. ----- is known as "Jewels of the Earth".

- [a] Mangrove forest [b] Deciduous forest  
[c] Temperate rain forest [d] Grassland

பூமியின் ஆபரணம் -----.

- [அ] சதுப்புநில காடுகள் [ஆ] இலையுதிர்காடுகள்  
[இ] வெப்பமண்டல மழைக்காடுகள் [ஈ] புல்வெளிக்காடுகள்

8. The best example of pesticide pollution is -----.

- [a] DDT [b] Endpin  
[c] Endosulfan [d] Benzidineg

மாக ஏற்படுத்தும் பூச்சிக்கொல்லிக்கு சிறந்த உதாரணம்.

- [அ] DDT [ஆ] என்டைபான்  
[இ] என்டோசல்பான் [ஈ] பென்சிடைன்

9. ----- number of mega diversity countries is present in the world.

- [a] 9 [b] 6  
[c] 12 [d] 15

உலகத்தில் உள்ள அதிக பல்லுயிர் பெருக்க நாடுகள் எத்தனை?

- [அ] 9 [ஆ] 6  
[இ] 12 [ஈ] 15

10. The first biosphere reserve declared in India in 1986 is -----

- [a] Gir forest [b] Nilgiris  
[c] Palani hills [d] Agasthiyamalai

1986-ல் முதன்முதலில் இந்தியாவில் அறிவிக்கப்பட்ட உயிர் கோளம் எது?

- [அ] கிர் காடுகள் [ஆ] நீலகிரி  
[இ] பழனி [ஈ] அகஸ்தியர் மலை

## SECTION – B

[5 X 7 = 35]

Answer ALL the Questions.

11. a) Briefly explain about Global warming.

அ) உலக வெப்பமயமாதல் பற்றி சுருக்கமாக விவரி

[OR]

b) Give an account of cloud bursting.

ஆ) மேகவெடிப்பு பற்றி விவரி.

12. a) Explain the structural features of an ecosystem.

அ) சூழ்நிலை மண்டலத்தின் அமைப்பை விவரி.

[OR]

b) What is food chain? Give its importance.

ஆ) உணவுச்சங்கிலி என்றால் என்ன? அதன் முக்கியத்துவத்தை எழுதுக.

13. a) Give an account of different types of coal and its important properties.

அ) நிலக்கரி வகைகள் மற்றும் அதன் பண்புகளை விவரி.

[OR]

b) Discuss the hydel power potential in India.

ஆ) இந்தியாவின் நீர்மின் உற்பத்தி திறன் பற்றி விவரி.

14. a) Give a brief note on non-renewable and renewable resources.

அ) புதுப்பிக்கக்கூடிய மற்றும் புதுப்பிக்க இயலா ஆற்றல் பற்றி சிறு குறிப்பு வரைக.

[OR]

b) Explain the mineral resources in India.

ஆ) இந்தியாவின் தாது வளங்களை விவரி.

15. a) What is IUCN red list and explain different terms used in red list.

அ) IUCN சிகப்பு பட்டியல் பற்றி எழுதுக. மேலும் சிகப்பு பட்டியலில் உள்ள கூற்றுக்களை விவரி.

[OR]

b) Discuss the causes of extinction of species.

ஆ) உயிரின அழிவிற்கான காரணங்களை விவாதி



13. a) Write a note on Secularism.

அ) மதச்சார்பின்மை குறித்து ஒரு குறிப்பு எழுதுக.

[அல்லது]

b) Explain the importance of social justice.

ஆ) சமூக நீதியின் முக்கியத்துவத்தை விளக்குக.

14. a) Discuss the various aspects of team spirit.

அ) கூட்டு முயற்சியின் பல்வேறு அம்சங்களைப் பற்றி விவாதிக்கவும்.

[அல்லது]

b) Explain the terms 'Integrity' and 'Commitment'

ஆ) 'ஒருமைப்பாடு' மற்றும் 'அர்ப்பணிப்பு' என்ற சொற்களை விளக்குக.

15. a) Explain the important values created by family.

அ) குடும்பத்தால் உருவாக்கப்பட்ட முக்கியமான மதிப்புகளை விளக்குக.

[அல்லது]

b) Discuss about role models.

ஆ) முன்மாதிரிகள் பற்றி விவாதிக்கவும்.

### SECTION – C

[ 3 X 10 = 30 ]

Answer Any THREE Questions.

16. Explain the need for value education in detail.

மதிப்புக்கல்வியின் அவசியத்தைப் பற்றி விரிவாக விளக்குக.

17. Discuss about love and justice in Christianity.

கிறிஸ்தவத்தில் அன்பு மற்றும் நீதி பற்றி விவாதிக்கவும்.

18. Write in detail about human rights.

மனித உரிமைகள் பற்றி விரிவாக எழுதுக.

19. Explain the following professional values.

(a) Accountability

(b) Willingness to Learn

பின்வரும் தொழில்முறை மதிப்புகளை விளக்குக.

(அ) பொறுப்புணர்ச்சி

(ஆ) கற்றுக்கொள்ள விருப்பம்

20. Describe how values can be promoted through educational institutions.

கல்வி நிறுவனங்கள் மூலம் மதிப்புகளை எவ்வாறு மேம்படுத்தலாம்

என்பதை விவரிக்கவும்.

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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

(Affiliated to Madurai Kamaraj University)

(Accredited by NAAC with 'B' Grade)

**END SEMESTER EXAMINATIONS – APRIL 2021**

**Programme: All UG Final Year Students**

**Course Code: 17UVEV61**

**Course Title : Value Education**

**Date: 16.06.2021**

**Time: 10 am – 1pm**

**Max. Marks :75**

### SECTION – A

[10 X 1 = 10]

Answer ALL the Questions.

Choose the Correct Answer.

1. Taking care of one's body, so that it can take care of the person is called \_\_\_\_\_ values.

[a] Mental

[b] Physical

[c] Social

[d] Spiritual

ஒருவரின் உடலை கவனித்துக் கொள்வது மற்றும் அந்த நபரை கவனித்துக் கொள்வது ----- மதிப்புகள் என்று அழைக்கப்படுகிறது.

[அ] மனம்

[ஆ] உடல்

[இ] சமூக

[ஈ] ஆன்மீக

2. \_\_\_\_\_ means working without having command from anyone.

[a] Self confidence

[b] Self Discipline

[c] Self-initiative

[d] Empathy

யாரிடமிருந்தும் கட்டளை இல்லாமல் வேலை செய்வது ----- என்பதாகும்.

[அ] தன்னம்பிக்கை

[ஆ] சுய ஒழுக்கம்

[இ] சுய முயற்சி

[ஈ] பச்சாதாபம்

3. \_\_\_\_\_ is the retirement stage in the life of a Hindu.

[a] Vanaprastha

[b] Brahmacharya

[c] Grihastha

[d] Sanyasa

----- என்பது ஒரு இந்து வாழ்க்கையின் ஓய்வூதிய நிலையாகும்.

- [அ] வனப்பிரஸ்தா [ஆ] பிரம்மச்சாரியா  
[இ] கிரிஹஸ்தா [ஈ] சன்யாசா

4. \_\_\_\_\_ is the holy scripture of Christianity.

- [a] Quran [b] Bagavad Gita  
[c] Adi-Granth [d] Bible

கிறிஸ்தவத்தின் புனித நூல் ----- ஆகும்.

- [அ] குர்ஆன் [ஆ] பகவத் கீதை  
[இ] ஆதி - கிரந்த் [ஈ] பைபிள்

5. \_\_\_\_\_ is a government of the people, by the people and for the people.

- [a] Secularism [b] Socialism  
[c] Democracy [d] Gender Justice

----- என்பது மக்களின், மக்களால், மக்களுக்காக அமைக்கப்பட்ட அரசாங்கமாகும்.

- [அ] மதச்சார்பின்மை [ஆ] பொது உடைமை  
[இ] ஜனநாயகம் [ஈ] பாலின நீதி

6. Our Constitution guarantees \_\_\_\_\_ fundamental rights.

- [a] five [b] six  
[c] seven [d] eight

நம் அரசியலமைப்பு ----- அடிப்படை உரிமைகளுக்கு உத்தவாதம் அளிக்கிறது.

- [அ] ஐந்து [ஆ] ஆறு  
[இ] ஏழு [ஈ] எட்டு

7. \_\_\_\_\_ is the state or quality of being adequately or well qualified.

- [a] Competence [b] Team spirit  
[c] Accountability [d] Honesty

----- என்பது போதுமான அல்லது நல்ல தகுதி வாய்ந்த தரமாகும்.

- [அ] திறன் [ஆ] கூட்டு முயற்சி  
[இ] பொறுப்புணர்ச்சி [ஈ] நேர்மை

8. Who should follow the professional codes of conduct evolved by the Bar council?

- [a] Teacher [b] Doctor  
[c] Accountants [d] Lawyer

வழக்குரைஞர் கழகம் உருவாக்கிய தொழில் முறை நடத்தை நெறிமுறைகளை யார் பின்பற்ற வேண்டும்?

- [அ] ஆசிரியர் [ஆ] மருத்துவர்  
[இ] கணக்காளர்கள் [ஈ] வழக்கறிஞர்

9. \_\_\_\_\_ is one in which parents and their unmarried sons and daughters live together?

- [a] Nuclear family [b] Extended family  
[c] Joint family [d] Large Joint family

----- என்பது பெற்றோர்களும் அவர்களுடைய திருமணமாகாத மகன்களும் மகள்களும் ஒன்றாக வாழ்வதாகும்.

- [அ] தனிக்குடும்பம் [ஆ] நீட்டிக்கப்பட்ட குடும்பம்  
[இ] கூட்டுக்குடும்பம் [ஈ] பெரிய கூட்டுக்குடும்பம்

10. Who is the founder of Microsoft?

- [a] Narayan Murthy [b] Bill Gates  
[c] Premji [d] Steve Jobs

மைக்ரோசாப்டின் நிறுவனர் யார்?

- [அ] நாராயண் மூர்த்தி [ஆ] பில் கேட்ஸ்  
[இ] பிரேம்ஜி [ஈ] ஸ்டீவ் ஜாப்ஸ்

## SECTION – B

[5 X 7 = 35]

### Answer ALL the Questions.

11. a) Discuss the significance of values.

அ) மதிப்புகளின் முக்கியத்துவம் பற்றி விவாதிக்கவும்.

[அல்லது]

b) Write a note on self confidence.

ஆ) தன்னம்பிக்கை குறித்து ஒரு குறிப்பு எழுதுக.

12. a) Explain the five principles of Islam.

அ) இஸ்லாமின் ஐந்து கொள்கைகளை விளக்குக.

[அல்லது]

b) What are the duties of a Sikh?

ஆ) ஒரு சீக்கியரின் கடமைகள் என்ன?



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## G.T.N. ARTS COLLEGE (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University) || (Accredited by NAAC with 'B' Grade)

### END SEMESTER EXAMINATIONS – NOVEMBER 2020

(UNDER OUTCOME BASED EDUCATION (OBE) PATTERN)

**Programme: B.B.A.**

**Date: 22.02.2021**

**Course Code: 20UBAA11**

**Time: 10.00 am – 1.00 pm**

**Course Title: Managerial Economics**

**Max. Marks: 100**

| Qn.<br>No. | Section – A<br>Answer ALL the Questions  | [20 x 1 = 20] | CO(s) | K –<br>Level |
|------------|--|---------------|-------|--------------|
| 1.         | Joel Dean published his book, “Managerial Economics” in the year_____.   |               | CO1   | K1           |
|            | [a] 1951                      [b] 1961                      [c] 1952                      [d] 1955   |               |       |              |
| 2.         | Which among the following is not a function of managerial economist?   |               | CO1   | K1           |
|            | [a] Demand forecasting                      [b] Security management analysis<br>[c] Analysis of Industry                      [d] Welfare of workers                         |               |       |              |
| 3.         | Managerial economics depends upon_____.  |               | CO1   | K2           |
|            | [a] Positive economics                      [b] Normative economics<br>[c] Static analysis                      [d] Dynamic analysis   |               |       |              |
| 4.         | Sales maximization hypothesis has been propounded by _____.  |               | CO1   | K2           |
|            | [a] Baumol                      [b] Stigler<br>[c] Marshall                      [d] Mrs.Robinson  |               |       |              |
| 5.         | The demand curve has a _____.  |               | CO2   | K1           |
|            | [a] Positive slope                      [b] Vertical slope<br>[c] Horizontal slope                      [d] Negative slope   |               |       |              |
| 6.         | Which one of the following is not a determinant of demand?   |               | CO2   | K1           |
|            | [a] Income                      [b] Own price<br>[c] Price of unrelated goods                      [d] Taste and preferences   |               |       |              |
| 7.         | Marginal utility curve is below x-axis when_____.  |               | CO2   | K2           |
|            | [a] marginal utility is constant                      [b] marginal utility is negative<br>[c] marginal utility is positive                      [d] marginal utility is zero |               |       |              |
| 8.         | The cardinal utility approach was developed by _____.  |               | CO2   | K2           |
|            | [a] M.W. Reder                      [b] Joan Robinson<br>[c] Alfred Marshall                      [d] Lipsey   |               |       |              |

9. In the case of a Cobb – Douglas production function, output elasticity of an input is \_\_\_\_\_.
- [a] constant [b] unity  
[c] a function of the input [d] indeterminate
10. Increasing return indicate \_\_\_\_\_.
- [a] decreasing cost per unit of output [b] constant marginal cost  
[c] least-cost combination [d] maximization of output
11. Iso-quants are also known as \_\_\_\_\_.
- [a] production possibility curve [b] equal product curve  
[c] iso-revenue curve [d] iso-cost line
12. Break-even point is a situation where \_\_\_\_\_.
- [a] profit are negative  
[b] there is no profit, no loss  
[c] profit-cost is maximum  
[d] business is at the point of dissolution
13. Efficient allocation of resources is possible under \_\_\_\_\_.
- [a] Monopoly [b] Perfect competition  
[c] Monopolistic competition [d] All market form
14. Charging a different price in different market is called \_\_\_\_\_.
- [a] Price discrimination  
[b] Second degree price discrimination  
[c] Third degree price discrimination  
[d] Perfect price discrimination
15. The concept of monopolistic competition was introduced into economic analysis by \_\_\_\_\_.
- [a] F.A. Hayek [b] Ricardo  
[c] E.H. Chamberlin [d] Alfred Marshall
16. In Oligopoly, kinked demand curve is explain \_\_\_\_\_.
- [a] Price leadership [b] Collusion among rivals  
[c] Price and output determination [d] Price rigidity
17. According to Keynes, the operation of business cycle is due to the fluctuations in \_\_\_\_\_.
- [a] the volume of output supply [b] the volume of money  
[c] the volume of employment [d] the volume of investment



18. During the contraction phase of the business cycle \_\_\_\_\_. CO5 K1  
 [a] economic activity, interest and the level of employment are falling  
 [b] the price level, interest and the level of employment are falling  
 [c] economic activity, interest and the level of employment are rising  
 [d] unemployment, interest and the price level are rising
19. Sunspot theory of trade cycle is also known as \_\_\_\_\_. CO5 K2  
 [a] Psychological theory [b] Over-saving theory  
 [c] Overinvestment theory [d] Climate theory
20. According to Hawtrey's fluctuations in business cycle is due to \_\_\_\_\_. CO5 K2  
 [a] the expansion and contraction of money  
 [b] the volume of saving  
 [c] new method of production  
 [d] The volume of investment

| <b>Qn. No.</b> | <b>Section – B</b>  | <b>[5 x 6 = 30]</b>  | <b>CO(s)</b> | <b>K – Level</b> |
|----------------|---|----------------------|--------------|------------------|
|                | <b>Answer ALL the Questions</b>   |                      |              |                  |
| 21.a)          | Explain the profit maximization goal of firm.   |                      | CO1          | K1               |
|                | <b>[OR]</b>   |                      |              |                  |
| 21.b)          | Show the responsibilities of a business firm.   |                      | CO1          | K1               |
| 22.a)          | Distinguish between cardinal utility and ordinal utility                                    |                      | CO2          | K4               |
|                | <b>[OR]</b>   |                      |              |                  |
| 22.b)          | Define law of demand. What are the exceptions to it?  |                      | CO2          | K4               |
| 23.a)          | Infer the properties of Iso-quants.   |                      | CO3          | K2               |
|                | <b>[OR]</b>   |                      |              |                  |
| 23.b)          | Differentiate from Incremental cost and sunk cost.  |                      | CO3          | K2               |
| 24.a)          | List out the features of perfect competition.   |                      | CO4          | K3               |
|                | <b>[OR]</b>   |                      |              |                  |
| 24.b)          | What is discriminating monopoly? Under what conditions is price discrimination is possible? |                      | CO4          | K3               |
| 25.a)          | Describe the features of business cycle.  |                      | CO5          | K2               |
|                | <b>[OR]</b>   |                      |              |                  |
| 25.b)          | How to control cyclical fluctuation in trade cycle.   |                      | CO5          | K2               |
| <b>Qn. No.</b> | <b>Section – C</b>  | <b>[5 x 10 = 50]</b> | <b>CO(s)</b> | <b>K – Level</b> |
|                | <b>Answer ALL the Questions</b>   |                      |              |                  |
| 26.a)          | How the managerial economics does relate with other displines?                              |                      | CO1          | K1               |
|                | <b>[OR]</b>   |                      |              |                  |

|             |  |     |    |
|-------------|--|-----|----|
| 26.b)       | Describe the objectives of a modern business firms.                  | CO1 | K1 |
| 27.a)       | Explain the determinants of demand for a commodity.                  | CO2 | K4 |
| <b>[OR]</b> |  |     |    |
| 27.b)       | Illustrate the law of diminishing marginal utility.                  | CO2 | K4 |
| 28.a)       | Summarize the Cobb-Douglas production function.                      | CO3 | K2 |
| <b>[OR]</b> |  |     |    |
| 28.b)       | Interpret the types of economies of scale.                           | CO3 | K2 |
| 29.a)       | How is price determined under monopolistic competition in short run? | CO4 | K3 |
| <b>[OR]</b> |  |     |    |
| 29.b)       | Give an Outline on the features of Oligopoly.                        | CO4 | K3 |
| 30.a)       | Demonstrate the phases of business cycle.                            | CO5 | K2 |
| <b>[OR]</b> |  |     |    |
| 30.b)       | Describe the Keynes theory of business cycle.                        | CO5 | K2 |



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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University || Accredited with 'B' Grade by NAAC)*

**END SEMESTER EXAMINATION - APRIL - 2021**

**(UNDER OUTCOME BASED EDUCATION (OBE) PATTERN)**

**Programme : B.B.A.**

**Course Code : 20UBAA21**

**Course Title : Money and Banking**

**Date : 28.06.2021**

**Time : 10:00 AM - 1:00 PM**

**Max. Marks : 100**

| Q. No. | SECTION - A (20 * 1 = 20 Marks)<br>Answer ALL Questions  | CO(s) | K -<br>Level |
|--------|--|-------|--------------|
| 1.     | Direct exchange of goods and services for goods and services is called as _____.<br>1.Finance<br>2.Exchange<br>3.Barter<br>4.Discount            | CO1   | K1           |
| 2.     | _____ is the contingent function of money.<br>1.Basics for credit system<br>2.Store of Value<br>3.Medium of exchange<br>4.Measure of value       | CO1   | K1           |
| 3.     | _____ serves as a medium of exchange.<br>1.Bank<br>2.Banker<br>3.Money<br>4.Market   | CO1   | K2           |
| 4.     | Face value of the coin is greater than the intrinsic value is called _____.<br>1.Token coin<br>2.Full bodied coin<br>3.Credit<br>4.Differed pay  | CO1   | K2           |
| 5.     | Money should be easily recognizable by _____.<br>1.Gold smith<br>2.Bankers<br>3.Educationalist<br>4.All citizen                                  | CO2   | K1           |
| 6.     | “Without a firm monetary unit, a commercial policy can only increase chaos” said _____.<br>1.Karl Marx<br>2.Lenin<br>3.Trotsky<br>4.Prof. Walker | CO2   | K1           |
| 7.     | Money has a capable of carried easily from place to place shows its _____.<br>1.Portability<br>2.Durability<br>3.Divisibility<br>4.Malleability  | CO2   | K2           |
| 8.     | Money facilitates the _____ in collecting taxes, fines, fees, etc.<br>1.Producer<br>2.Customer<br>3.Government<br>4.Trade                        | CO2   | K2           |
| 9.     | _____ refers to general fall in the value of money.<br>1.Deflation<br>2.Monetary<br>3.Inflation<br>4.Tax   | CO3   | K1           |

10. “Deflation is that state of economy where the value of money is rising or the prices are falling” said \_\_\_\_\_. CO3 K1  
 1.Crowther 2.Hawtrey  
 3.Karl Mark 4.Keynes
11. In the state of inflation, the quantity of money is in \_\_\_\_\_ of demand. CO3 K2  
 1.Excess 2.Equal  
 3.Least 4.Stable
12. In \_\_\_\_\_ stage of business cycle, a sort of a panic is created among businessmen. CO3 K2  
 1.Recovery 2.Prosperty  
 3.Boom 4.Recession
13. A \_\_\_\_\_ is an institution which deals in money and credit. CO4 K1  
 1.Banker 2.Government  
 3.Bank 4.Deposit
14. \_\_\_\_\_ are banks organised mainly to receive time deposits. CO4 K1  
 1.Commercial bank 2.Co-operative banks  
 3.Industrial banks 4.Savings banks
15. \_\_\_\_\_ are permissions obtained by a current account holder from a bank to draw more than the amount that he has deposited in a bank. CO4 K2  
 1.Demand drafts 2.Overdrafts  
 3.Loans 4.Interest
16. Bank deposit = Rs 60 Cr CO4 K2  
 Holding in cash at bank = Rs. 12 Cr.  
 Cash reserve ratio = ?  
 1.50 % 2.55%  
 3.10% 4.20%
17. \_\_\_\_\_ is given the sole right to issue currency notes. CO5 K1  
 1.SBI 2.Canara bank  
 3.RBI 4.BOB
18. Cheap money policy was suggested by Keynes as the remedy for \_\_\_\_\_. CO5 K1  
 1.Unemployment 2.Increase Tax  
 3.Limit Fund 4.Overflow of fund
19. In developing nations it is not possible to increase the supply of goods in the short term. CO5 K2  
 Because of this \_\_\_\_\_ situation arises.  
 1.Inflationary 2.Deflation  
 3.Control 4.Developing
20. Infer the unorganized part of Indian money market \_\_\_\_\_. CO5 K2  
 1.RBI 2.SBI  
 3.Commercial banks 4.Village money lender

| <b>Answer ALL Questions</b> |  | <b>Level</b>     |
|-----------------------------|--|------------------|
| 21. (a)                     | Recall the primary and secondary functions of money.                                   | CO1 K1           |
|                             | <b>[OR]</b>  |                  |
| (b)                         | Spell the types of paper money.  | CO1 K1           |
| 22. (a)                     | Spell the significance of money in modern days.  | CO2 K1           |
|                             | <b>[OR]</b>  |                  |
| (b)                         | Label the diagram of circular flow of money in two sector economy and its assumptions. | CO2 K1           |
| 23. (a)                     | Interpret the effects of inflation.  | CO3 K2           |
|                             | <b>[OR]</b>  |                  |
| (b)                         | Explain about trade cycle.   | CO3 K2           |
| 24. (a)                     | List out the objectives of nationalization of commercial banks in India.               | CO4 K1           |
|                             | <b>[OR]</b>  |                  |
| (b)                         | Define development oriented banking services.  | CO4 K1           |
| 25. (a)                     | Identify the two parts of Indian money market.   | CO5 K3           |
|                             | <b>[OR]</b>  |                  |
| (b)                         | Construct the progress made by commercial banks since nationalization.                 | CO5 K3           |
| <b>Q. No.</b>               | <b>SECTION - C (5 * 10 = 50 Marks)</b>   | <b>CO(s) K -</b> |
|                             | <b>Answer ALL Questions</b>  | <b>Level</b>     |
| 26. (a)                     | List the qualities of good money material.   | CO1 K1           |
|                             | <b>[OR]</b>  |                  |
| (b)                         | Label the static and dynamic functions of money.                                       | CO1 K1           |
| 27. (a)                     | Illustrate the circular flow of money and it's assumptions.                            | CO2 K2           |
|                             | <b>[OR]</b>  |                  |
| (b)                         | Point out the factors governing velocity of circulation of money.                      | CO2 K2           |
| 28. (a)                     | Explain the fiscal measures to control inflation                                       | CO3 K2           |
|                             | <b>[OR]</b>  |                  |
| (b)                         | Contrast the inflation with deflation.   | CO3 K2           |
| 29. (a)                     | Explain the functions of commercial banks.   | CO4 K2           |
|                             | <b>[OR]</b>  |                  |
| (b)                         | Differentiate the banking and non-banking financial institutions.                      | CO4 K2           |
| 30. (a)                     | Identify the characteristics of developed money market.                                | CO5 K3           |
|                             | <b>[OR]</b>  |                  |
| (b)                         | Identify the evaluation of RBI's monetary policy.                                      | CO5 K3           |

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## G.T.N. ARTS COLLEGE (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University) || (Accredited by NAAC with 'B' Grade)

### END SEMESTER EXAMINATIONS – NOVEMBER 2020

(UNDER OUTCOME BASED EDUCATION (OBE) PATTERN)

Programme: B.B.A.

Course Code: 20UBAC11

Course Title: Management Principles and Practices

Date: 19.02.2021

Time: 10.00 am – 1.00 pm

Max. Marks: 100

| <b>Qn. No.</b> | <b>Section – A</b><br><b>Answer ALL the Questions</b>   | <b>[20 x 1 = 20]</b> | <b>CO(s)</b> | <b>K – Level</b> |
|----------------|---|----------------------|--------------|------------------|
| 1              | In what order do managers typically perform the managerial functions?<br>[a] Organizing, Planning, Controlling, Directing<br>[b] Organizing, Directing, Planning, Controlling<br>[c] Planning, Organizing, Directing, Controlling<br>[d] Planning, Organizing, Controlling, Directing |                      | CO1          | K2               |
| 2.             | The father of Scientific Management is _____.<br>[a] Koontz [b] F.W. Taylor<br>[c] J.D. Mooney [d] Terry  |                      | CO1          | K1               |
| 3              | _____ means every employee should get order from one superior only.<br>[a] Unity of Command [b] Centralisation<br>[c] Unity of Direction [d] Decentralisation   |                      | CO1          | K1               |
| 4              | A manager that creates an organization's goals, overall strategy and operating policies would be performing what level of management?<br>[a] Top Management [b] Middle Management<br>[c] First-line Management [d] Low Level Management   |                      | CO1          | K2               |
| 5.             | _____ is a process to determine the objectives of an enterprise.<br>[a] Decision-making [b] Co-ordination<br>[c] Planning [d] Organising  |                      | CO2          | K2               |
| 6              | Implementation of plans is the _____ step in planning process.<br>[a] Last [b] Third [c] Second [d] First   |                      | CO2          | K1               |

7. Which of the following is not true in respect of planning? CO2 K2
- [a] Planning is an intellectual activity  
 [b] Planning function is not performed by the top management  
 [c] Planning is related to objectives  
 [d] Planning is forward-looking
8. The process of establishing time sequence for the work is known as\_\_\_\_\_. CO2 K1
- [a] Objectives [b] Schedules  
 [c] Procedures [d] Budgets
9. The work is performed according to the pre-determined standards and the desired results are achieved by \_\_\_\_\_. CO3 K2
- [a] Objectives [b] Staffing  
 [c] Selection [d] Control
10. \_\_\_\_\_ is the establishment of authority relationship among persons in the achievement of organizational goals. CO3 K1
- [a] Planning [b] Supervision  
 [c] Organization [d] Direction
11. Which is not a principle of organization? CO3 K2
- [a] Principle of exception [b] Principle of balance  
 [c] Principle of complexity [d] Principle of co-ordination
12. The process whereby a manager shares his work and authority with his subordinates is \_\_\_\_\_. CO3 K1
- [a] Centralization [b] Decentralization  
 [c] Delegation [d] Responsibility
13. \_\_\_\_\_ refers to the reservation of authority at the top level of the organization. CO4 K1
- [a] Centralization [b] Decentralization  
 [c] Formal organization [d] Informal organization
14. Which one of the following sources is not relevant for recruiting managerial personnel? CO4 K2
- [a] Advertisement [b] Employment Exchange  
 [c] Gate Hiring [d] Trade Union

- 15 \_\_\_\_\_ is a process of choosing qualified persons according to the requirement of the job. CO4 K1
- [a] Staffing [b] Recruitment  
[c] Selection [d] Man Power Planning
- 16 Wages, Salaries, Bonus, Vacation, Pay Insurance are examples of \_\_\_\_\_ motivation. CO4 K2
- [a] Extrinsic [b] Intrinsic  
[c] Financial [d] Non-Financial
- 17 X and Y theory was introduced by \_\_\_\_\_. CO5 K1
- [a] Dr. Abraham H. Maslow [b] Frederick Herzberg  
[c] Mc. Gregor [d] Elton Mayo
- 18 \_\_\_\_\_ refers to the process of instructing, guiding, counseling, motivating and leading people in the organization to achieve their objectives. CO5 K2
- [a] Supervision [b] Directing  
[c] Motivation [d] Controlling
- 19 \_\_\_\_\_ is the process of influencing the behaviour of people by making them strive voluntarily towards achievement of organizational goals. CO5 K1
- [a] Communication [b] Leadership  
[c] Motivation [d] Directing
- 20 The leader makes decision in consultation with his followers is \_\_\_\_\_ leader. CO5 K2
- [a] Autocratic [b] Democratic  
[c] Paternalistic [d] Laissez Faire

- | <b>Qn. No.</b> | <b>Section – B</b>  | <b>[5 x 6 = 30]</b> | <b>CO(s)</b> | <b>K – Level</b> |
|----------------|---|---------------------|--------------|------------------|
| 21.a)          | State the nature of management.                             |                     | CO1          | K1               |
|                | <b>[OR]</b>   |                     |              |                  |
| 21.b)          | Describe the contributions of Peter. F. Drucker.            |                     | CO1          | K1               |
| 22.a)          | How can planning be made effective?                         |                     | CO2          | K2               |
|                | <b>[OR]</b>   |                     |              |                  |
| 22.b)          | Outline the importance of planning.                         |                     | CO2          | K2               |
| 23.a)          | What are the main pillars of classical organization theory? |                     | CO3          | K1               |

**[OR]**



|             |  |                      |              |
|-------------|--|----------------------|--------------|
| 23.b)       | List the principles of delegation.                                     | CO3                  | K1           |
| 24.a)       | Write the recent trends in E-Recruitment.                              | CO4                  | K3           |
| <b>[OR]</b> |  |                      |              |
| 24.b)       | Determine the various steps in the selection procedure.                | CO4                  | K3           |
| 25.a)       | Classify the various styles of leadership.                             | CO5                  | K4           |
| <b>[OR]</b> |  |                      |              |
| 25.b)       | Examine the major techniques of financial control.                     | CO5                  | K4           |
| <b>Qn.</b>  | <b>Section – C</b>   | <b>[5 x 10 = 50]</b> | <b>K –</b>   |
| <b>No.</b>  | <b>Answer ALL the Questions</b>  | <b>CO(s)</b>         | <b>Level</b> |
| 26.a)       | Describe the features of scientific management.                        | CO1                  | K1           |
| <b>[OR]</b> |  |                      |              |
| 26.b)       | Enumerate the contributions of Henry Fayol to management thought.      | CO1                  | K1           |
| 27.a)       | Elaborate the various types of plan.                                   | CO2                  | K2           |
| <b>[OR]</b> |  |                      |              |
| 27.b)       | Discuss the various steps involved in the planning process.            | CO2                  | K2           |
| 28.a)       | Trace the difference between Formal and Informal organization.         | CO3                  | K2           |
| <b>[OR]</b> |  |                      |              |
| 28.b)       | Explain the factors determining degree of decentralization.            | CO3                  | K2           |
| 29.a)       | Identify the various steps involved in the process of staffing.        | CO4                  | K3           |
| <b>[OR]</b> |  |                      |              |
| 29.b)       | Write down the Maslow's need hierarchy theory of motivation.           | CO4                  | K3           |
| 30.a)       | Examine the process and the techniques to achieve effective directing. | CO5                  | K4           |
| <b>[OR]</b> |  |                      |              |
| 30.b)       | Analyze the various steps involved in the process of controlling.      | CO5                  | K4           |

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**G.T.N. ARTS COLLEGE SELF FINANCE  
(AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University || Accredited with 'B' Grade by NAAC)*

**END SEMESTER EXAMINATION - NOVEMBER - 2021**

**(UNDER OUTCOME BASED EDUCATION (OBE) PATTERN)**

**Programme : B.B.A.**

**Course Code : 20UBAC32**

**Course Title : Entrepreneurship**

**Date : 08.02.2022**

**Time : 10:00 AM - 1:00 PM**

**Max. Marks : 60**

| Q. No. | SECTION - A (10 * 1 = 10 Marks)<br>Answer ALL Questions   | CO(s) | K -<br>Level |
|--------|---|-------|--------------|
| 1.     | When an enterprise is launched by married couple, they are called _____.<br>1.Netpreneurs<br>3.Intrapreneurs<br>2.Copreneurs<br>4.Couple-preneurs             | CO1   | K1           |
| 2.     | Entrepreneurship emerging in rural area is called _____.<br>1.Rural entrepreneurship<br>3.Partnership<br>2.Urban entrepreneurship<br>4.Women entrepreneurship | CO1   | K2           |
| 3.     | EDP is required to help _____.<br>1.First Generation entrepreneur<br>3.Modern entrepreneur<br>2.Women entrepreneur<br>4.Social entrepreneur                   | CO2   | K1           |
| 4.     | The most important aspect of pre training phase is the _____ of potential entrepreneurs.<br>1.Evaluating<br>3.Selection<br>2.Identification<br>4.Recruitment  | CO2   | K2           |
| 5.     | The first step in starting up of new enterprise is to find out a _____.<br>1.Business idea<br>3.Managerial requirements<br>2.Seasonal demand<br>4.Services    | CO3   | K1           |
| 6.     | _____ is economical and social in nature.<br>1.Project objective<br>3.Project Identification<br>2.Project Idea<br>4.Project selection                         | CO3   | K2           |
| 7.     | The social feasibility analysis of a project is mainly concerned with the interest of _____.<br>1.Economic<br>3.Society<br>2.Nation<br>4.Region               | CO4   | K1           |
| 8.     | _____ Provides marketing support to small scale units.<br>1.SIDCO<br>3.SISI<br>2.NPC<br>4.NSIC  | CO4   | K2           |
| 9.     | The IRBI can obtain _____ loans from Government.  | CO5   | K1           |

1.Mortgage 2.Interest free

3.Equity 4.Speculation

10. Born sickness is the sickness since \_\_\_\_\_ of the organization. CO5 K2

1.Inception 2.End

3.Termination 4.Middle

| <b>Q. No.</b> | <b>SECTION - B (5 * 4 = 20 Marks)</b><br><b>Answer ALL Questions</b> | <b>CO(s)</b> | <b>K - Level</b> |
|---------------|--|--------------|------------------|
| 11. (a)       | State the functions of entrepreneur.                                 | CO1          | K1               |
|               | <b>[OR]</b>  |              |                  |
| (b)           | What are the problems of rural entrepreneurship?                     | CO1          | K1               |
| 12. (a)       | Mention the types of women entrepreneur.                             | CO2          | K1               |
|               | <b>[OR]</b>  |              |                  |
| (b)           | List out the objectives of entrepreneurship development programme.   | CO2          | K1               |
| 13. (a)       | Summarize the objectives of small scale industry.                    | CO3          | K2               |
|               | <b>[OR]</b>  |              |                  |
| (b)           | Describe the process of decision making in project identification.   | CO3          | K2               |
| 14. (a)       | Describe the steps involved in Project Appraisal.                    | CO4          | K2               |
|               | <b>[OR]</b>  |              |                  |
| (b)           | Outline the functions of SIDCO.                                      | CO4          | K2               |
| 15. (a)       | Outline the effect of sickness in industries.                        | CO5          | K2               |
|               | <b>[OR]</b>  |              |                  |
| (b)           | Outline the internal causes of industrial sickness.                  | CO5          | K2               |
| <b>Q. No.</b> | <b>SECTION - C (3 * 10 = 30 Marks)</b><br><b>Answer any of 3</b>     | <b>CO(s)</b> | <b>K - Level</b> |
| 16.           | Explain the different types of entrepreneur.                         | CO1          | K2               |
| 17.           | Outline the measures to promote women entrepreneurs in india.        | CO2          | K2               |
| 18.           | Sum up the benefits of sole proprietorship.                          | CO3          | K2               |
| 19.           | Identify the functions of District industries centre.                | CO4          | K3               |
| 20.           | Emphasize the merits and demerits of industrial sickness.            | CO5          | K2               |

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**END SEMESTER EXAMINATION - NOVEMBER - 2021**

**(UNDER OUTCOME BASED EDUCATION (OBE) PATTERN)**

**Programme : B.B.A.**

**Course Code : 20UBAL11**

**Course Title : Vanika Thagaval Thodarbugal**

**Date : 14.02.2022**

**Time : 10:00 AM - 1:00 PM**

**Max. Marks : 60**

| Q. No. | SECTION - A (10 * 1 = 10 Marks)<br>Answer ALL Questions  | CO(s) | K -<br>Level |
|--------|--|-------|--------------|
| 1.     | எழுத்து பூர்வமான தகவல் தொடர்பு என்பது _____ எனப்படும்.<br>1.முறையானது<br>2.முறையற்றது<br>3.வாய்மொழி<br>4.குறியாக்கம்   | CO1   | K1           |
| 2.     | முறைசாரா தகவல் பரிமாற்றத்திற்கு இன்னொரு பெயர் _____ தகவல் பரிமாற்றம் எனப்படும்.<br>1.திராட்சை கொடி<br>2.பக்கவாட்டு<br>3.காட்சி<br>4.கிடைமட்ட                         | CO1   | K2           |
| 3.     | வணிக கடிதங்கள் உடனடி விளைவுகளை ஏற்படுத்துகின்றன _____<br>1.சுவாரசியமான<br>2.சுருக்கமான<br>3.சாதாரண<br>4.முறை சாரா  | CO2   | K1           |
| 4.     | நல்ல வணிகக்கடிதம் _____ சிறப்புகளை கொண்டு இருக்க வேண்டும்.<br>1.சரிமை<br>2.முழுமை<br>3.தெளிவு<br>4.இன்முகம்  | CO2   | K2           |
| 5.     | வேலைக்கான கடிதம் _____ கடிதம் ஆகும்.<br>1.ஆணை<br>2.விசாரணை<br>3.விண்ணப்ப<br>4.சரிகட்டல்  | CO3   | K1           |
| 6.     | குறிப்புகள் பற்றிய விவரங்களை எங்கே கொடுக்க வேண்டும்.<br>1.கடிதத்தின் ஆரம்பம்<br>2.கையெழுத்து நிரலுக்கு கீழே<br>3.கடிதத்தின் வலது பக்கம்<br>4.கடிதத்தின் முதன்மை உடல் | CO3   | K2           |
| 7.     | தெருவில் விளக்கு எரியாததை பற்றி மாநகராட்சிக்கு எழுதப்படும் கடிதங்கள் _____ கடிதங்கள் ஆகும்.<br>1.சுற்றறிக்கை<br>2.வங்கி<br>3.புகார்<br>4.விற்பனை                     | CO4   | K1           |

|               |  |              |                                     |
|---------------|--|--------------|-------------------------------------|
| 8.            | _____ கடிதங்கள் வியாபாரத்தில் உயர்வு தாழ்வுகளை நிர்ணயிக்க கூடியது.   | CO4          | K2                                  |
|               | 1.வியாபார  |              | 2.சுற்றறிக்கை                       |
|               | 3.வங்கி  |              | 4.காப்பீடு                          |
| 9.            | ஒரு அறிக்கையில் முழு தகவல்களையும் எது வழங்குகிறது?                   | CO5          | K1                                  |
|               | 1.சுருக்கம்  |              | 2.உள்ளடக்க அட்டவணை                  |
|               | 3.அறிக்கையின் பிரதான அமைப்பு   |              | 4.சட்டமுறை அறிக்கை                  |
| 10.           | கீழ்க்கண்டவற்றுள் எது பருவ அறிக்கைகளுக்கு எடுத்துக்காட்டாகும்?       | CO5          | K2                                  |
|               | 1.இயக்குநர்களின் வாராந்திர அறிக்கை                                   |              | 2.இயக்குநர்களின் வருடாந்திர அறிக்கை |
|               | 3.இயக்குநர்களின் மாதாந்திர அறிக்கை                                   |              | 4.இயக்குநர்களின் நாட்கள் அறிக்கை    |
| <b>Q. No.</b> | <b>SECTION - B (5 * 4 = 20 Marks)</b><br><b>Answer ALL Questions</b> | <b>CO(s)</b> | <b>K - Level</b>                    |
| 11. (a)       | தகவல் தொடர்பின் தேவைகளைக் குறிப்பிடுக.                               | CO1          | K1                                  |
|               | [OR]   |              |                                     |
| (b)           | வாய்மொழி தகவல் தொடர்பின் நன்மைகள் யாவை?                              | CO1          | K1                                  |
| 12. (a)       | வணிகக் கடித தொடர்பின் முக்கியத்துவத்தை பற்றி கூறுக.                  | CO2          | K1                                  |
|               | [OR]   |              |                                     |
| (b)           | நீ என்ற போக்கை பற்றி எழுதுக.   | CO2          | K1                                  |
| 13. (a)       | விண்ணப்பக் கடிதத்தின் வகைகளை எழுதுக.                                 | CO3          | K1                                  |
|               | [OR]   |              |                                     |
| (b)           | விண்ணப்பக் கடிதம் எழுதும்போது தவிர்க்க வேண்டியவை எவை?                | CO3          | K1                                  |
| 14. (a)       | வசூல் கடிதம் ஒன்று எவ்வாறு வரையப்பட வேண்டும் என்பதை பற்றி நிறுவுக.   | CO4          | K3                                  |
|               | [OR]   |              |                                     |
| (b)           | முகவரி மாற்றம் தொடர்பான சுற்றறிக்கைக் கடிதம் ஒன்று வரைக.             | CO4          | K3                                  |
| 15. (a)       | மேலாண்மைத் தகவல் முறையின் தேவையை விவரி.                              | CO5          | K2                                  |
|               | [OR]   |              |                                     |
| (b)           | அறிக்கை ஒன்றின் தயாரிப்பில் அடங்கும் கட்டங்களை விவரி.                | CO5          | K2                                  |
| <b>Q. No.</b> | <b>SECTION - C (3 * 10 = 30 Marks)</b><br><b>Answer any of 3</b>     | <b>CO(s)</b> | <b>K - Level</b>                    |
| 16.           | தகவல் தொடர்பு நடைமுறையில் உள்ள பல்வேறு கட்டங்கள் யாவை?               | CO1          | K1                                  |
| 17.           | வணிகக் கடிதங்களின் பணிகளை விளக்குக.                                  | CO2          | K2                                  |
| 18.           | வேலை வாய்ப்புள்ள நிறுவனங்களை நீ எவ்வாறு அறிவாய்?                     | CO3          | K2                                  |
| 19.           | விலைப் புள்ளிகளில் பயன்படுத்தப்படும் பல்வேறு கூறுகளை ஆராய்க.         | CO4          | K3                                  |
| 20.           | அறிக்கைகளின் வகைப்பாடுகளை விவரி.                                     | CO5          | K2                                  |

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## G.T.N. ARTS COLLEGE (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University) || (Accredited by NAAC with 'B' Grade)

### END SEMESTER EXAMINATIONS – NOVEMBER 2020

(UNDER OUTCOME BASED EDUCATION (OBE) PATTERN)

Programme: B.B.A.

Date: 17.02.2021

Course Code: 20UBAL11

Time: 10 am – 1 pm

Course Title: வணிக தகவல் தொடர்புகள்

Max. Marks: 100

| Qn.<br>No. | பகுதி - அ<br>அனைத்து வினாக்களுக்கும் விடையளிக்க.  | [20 x 1 = 20] | CO(s) | K –<br>Level |
|------------|---|---------------|-------|--------------|
| 1.         | “தகவல் தொடர்பு” என்ற சொற்றொடர் ----- மொழிச் சொல்லான ‘கம்ப்யூனிகோ’ என்பதிலிருந்து தருவிக்கப்பட்டதாகும்.<br>(அ) இலத்தீன் (ஆ) பிரெஞ்சு (இ) ஆங்கிலம் (ஈ) ஹிந்தி   |               | CO1   | K1           |
| 2.         | அமைப்பின் ஒரு உறுப்பினர், விளக்கத்தையும் உடன்பாட்டையும் மற்றொரு நபரோடு பகிர்ந்து கொள்ளும் வழியே ----- ஆகும்.<br>(அ) விளம்பரம் (ஆ) தகவல் தொடர்பு<br>(இ) நேர்காணல் (ஈ) அறிக்கை  |               | CO1   | K2           |
| 3.         | எடுக்கப்பட வேண்டிய நடவடிக்கைக்காக தரப்படும் கருத்தே ----- ஆகும்.<br>(அ) தகவல் (ஆ) அறிவுரை (இ) ஆணை (ஈ) ஆலோசனை  |               | CO1   | K2           |
| 4.         | செய்தியை அனுப்புபவர் ----- என அழைக்கப்படுகிறார்.<br>(அ) முகவர் (ஆ) தகவல் பெறுபவர்<br>(இ) தகவல் அனுப்புபவர் (ஈ) முதல்வர்   |               | CO1   | K1           |
| 5.         | ----- என்பது ஒரு நிறுவனம் மற்றவர்களுக்கு எழுதுவது அல்லது நிறுவனங்கள் மற்றும் அவர்களது வாடிக்கையாளர்கள் அல்லர் பொருள் அளிப்போருக்கு இடையே எழுதப்படுவதாகும்.<br>(அ) வணிகக் கடிதம் (ஆ) விண்ணப்பக் கடிதம்<br>(இ) சுற்றறிக்கை (ஈ) ஆய்வறிக்கை |               | CO2   | K1           |
| 6.         | வணிகக் கடிதங்களில் உட்புற முகவரியானது தேதி வரிக்கு ----- தட்டச்சிடப்படுகின்றது.<br>(அ) கீழே இடதுபுறம் (ஆ) கீழே நடுவில்<br>(இ) கீழே வலதுபுறம் (ஈ) மேலே இடதுபுறம்   |               | CO2   | K2           |

7. ----- என்பது சமூக வாழ்க்கையில் பயன்படுத்தப்படும் மரியாதை  
கொடுப்பதற்கான முகமமாகும்.  
(அ) தலைப்பு (ஆ) தேதி  
(இ) வணக்க முறை (ஈ) இணைப்பு
8. ஒரு கடிதத்துடன் ----- இணைக்கப்படலாம்.  
(அ) காசோலை (ஆ) வங்கிப் பணிவிடை மட்டும்  
(இ) விலைப் பட்டியல் (ஈ) முக்கியமான இணைப்புகள் அனைத்தும்
9. தன்னிலை விவரப்பட்டியல் என்பது ----- பற்றிய தகவல்கள் அடங்கியதாகும்  
(அ) விண்ணப்பதாரர் (ஆ) வேலை அளிப்போர்  
(இ) தனிநபர் குழு (ஈ) திருவாளர்கள்
10. விண்ணப்பதாரர் இறுதியாகப் படித்த நிறுவனத்தின் தலைவரால்  
விண்ணப்பதாரரின் தகுதிகள் மற்றும் இயல்புகள் பற்றி அளிக்கப்படுவது -----  
எனப்படும்.  
(அ) குறிப்புரை (ஆ) நற்சான்றிதழ்  
(இ) அறிக்கை (ஈ) விண்ணப்பக் கடிதம்
11. விண்ணப்பத்தாரரின் பெயரும் முகவரியும் தாளின் மேற்புரத்தில் -----  
எழுதப்படும்.  
(அ) இடது கை ஓரத்தில் (ஆ) நடுவில்  
(இ) வலது புரத்தில் (ஈ) எங்கு வேண்டுமானாலும்
12. விண்ணப்பிப்பவர் தம்மை நேர்காணலுக்கு அழைக்குமாறு கடிதத்தின் -----  
வேண்டிக் கேட்டுக் கொள்வார்.  
(அ) தலைப்பில் (ஆ) ஆரம்பப் பத்தியில்  
(இ) நடுப் பகுதியில் (ஈ) இறுதிப்பத்தியல்
13. புகார் கடிதத்திற்கு நடவடிக்கை எடுக்கும் கடிதம் -----.  
(அ) சிறப்பு கடிதம் (ஆ) சரி கட்டல் கடிதம்  
(இ) செலுத்தும் கடிதம் (ஈ) புகார் கடிதம்
14. கீழ்க்கண்டவற்றில் எது விசாரணைக் கடிதங்களில் இருக்காது?  
(அ) தன்விவரப் பட்டியல் (ஆ) பொருட்களின் விவரம்  
(இ) வழங்குள்ள விலை (ஈ) செலுத்தல் கூறுகள்



|            |  |                     |              |
|------------|--|---------------------|--------------|
| 15.        | வசூல் தகவல் தொடர்பு ----- முதல் ஆரம்பிக்கின்றது.<br>(அ) கணக்கு அறிக்கை அனுப்புதல்<br>(ஆ) நினைவூட்டும் கடிதங்களை அனுப்புதல்<br>(இ) உறுதி வாய்ந்த நினைவூட்டும் கடிதங்கள்<br>(ஈ) விசாரணை மற்றும் கலந்தாய்வு                             | CO4                 | K2           |
| 16.        | ஒரு நிறுவனத்தில் செய்யப்படும் அடிப்படை மாற்றங்களை<br>வாடிக்கையாளர்களுக்கு தகவல் சொல்வதற்காக ----- கடிதம் அனுப்பப்<br>படுகின்றது.<br>(அ) விண்ணப்ப (ஆ) வசூல் (இ) சுற்றறிக்கை (ஈ) விற்பனை   | CO4                 | K1           |
| 17.        | ----- என்பதன் பொருள் பின்னால் எடுத்து வருவது என்பதாகும்.<br>(அ) கடிதம் (ஆ) அறிக்கை (இ) வணிகத் தகவல் (ஈ) வசூல்  | CO5                 | K1           |
| 18.        | மேலாண்மைத் தகவல் முறை என்பது கணிப்பொறியின் ----- பயன்படுத்தி<br>உபயோகப்படுத்தப்படுகிறது.<br>(அ) மென்பொருள் (ஆ) கடினப் பொருள்<br>(இ) மென்பொருள் மற்றும் கடினப் பொருள் (ஈ) கணினி நிரல்   | CO5                 | K2           |
| 19.        | மேலாண்மைத் தகவல் முறை -----க்குத் தேவையான தகவலை<br>வழங்குகிறது.<br>(அ) திட்டமிடுதல்<br>(ஆ) தொடங்குதல், அமைத்தல்<br>(இ) அமைப்பின் துணைமுறைகளைக் கட்டுப்படுத்துதல்<br>(ஈ) திட்டமிடுதல், தொடங்குதல், அமைத்தல் மற்றும் கட்டுப்படுத்துதல் | CO5                 | K1           |
| 20.        | எந்த அறிக்கை சட்டத்தில் குறிப்பிடப்பட்டுள்ள வடிவத்தில் தயாரிக்கப்படும்?<br>(அ) சட்டமுறை அறிக்கை (ஆ) அமைப்பு சார்ந்த அறிக்கை<br>(இ) அமைப்பு சாரா அறிக்கை (ஈ) சுற்றறிக்கை  | CO5                 | K2           |
| <b>Qn.</b> | <b>பகுதி - ஆ</b>   | <b>[5 x 6 = 30]</b> | <b>K -</b>   |
| <b>No.</b> | <b>அனைத்து வினாக்களுக்கும் விடையளிக்க.</b>   | <b>CO(s)</b>        | <b>Level</b> |
| 21.a)      | தகவல் தொடர்பு என்றால் என்ன? அதற்கான வரைவிலக்கணம் தருக.<br><b>[அல்லது]</b>  | CO1                 | K1           |
| 21.b)      | தகவல் தொடர்பின் தேவைகளைக் குறிப்பிடவும்.   | CO1                 | K1           |
| 22.a)      | வணிகக் கடிதம் என்றால் என்ன? அது எவ்வாறு வரையறுக்கப்படுகின்றது?<br><b>[அல்லது]</b>  | CO2                 | K1           |

- 22.b) வணிகக் கடிதம் எழுதவதின் நோக்கம் யாது? CO2 K1
- 23.a) நற்சான்றிதழ்கள் என்பதன் பொருள் யாது? அவற்றின் வகைகளைப் பற்றி  
சுருக்கமாக எழுதுக. CO3 K1

[அல்லது]

- 23.b) குறிப்பரைகள் என்பன யாவை? CO3 K1
- 24.a) விலைக் குறியீட்டுக் கடிதங்கள் எவ்வாறு தயாரிக்கப்படுகின்றது? CO4 K3

[அல்லது]

- 24.b) நிலுவைத் தொகையை வசூல் செய்யும் முதல் நினைவூட்டும் கடிதம் ஒன்றை  
வரைக. CO4 K3
- 25.a) சிறந்த அறிக்கை ஒன்றை, எந்த விடியம் கணக்கில் எடுத்துக் கொண்டு  
தயாரிப்பாய்? CO5 K3

[அல்லது]

- 25.b) தனிநபர் ஒருவர் அளிக்கும் ஆய்வறிக்கை ஒன்றினை சுருக்கமாக வரைக. CO5 K3

**Qn.**

**பகுதி - இ**

**[5 x 10 = 50]**

**No.**

**அனைத்து வினாக்களுக்கும் விடையளிக்க.**

**CO(s)**

**K –  
Level**

- 26.a) வணிகத் தொடர்பின் தடைகளை வரிசைப்படுத்தவும். CO1 K1

[அல்லது]

- 26.b) பயனுடைய வணிகக் கடிதத்தின் முக்கியத்துவத்தினைக் குறிப்பிடுக. CO1 K1
- 27.a) வணிகக் கடிதத்தின் தன்னியல்புகளை விவரிக்கவும். CO2 K2

[அல்லது]

- 27.b) வணிகக் கடிதத்தின் வகைகள் யாவை? அவற்றை விளக்கவும். CO2 K2
- 28.a) விண்ணப்பக் கடிதங்கள் சிறந்த முறையில் தயாரிப்பதற்கான தத்துவங்கள்  
யாது? CO3 K2

[அல்லது]

- 28.b) வேலை வாய்ப்புள்ள நிறுவனங்களை நீ எவ்வாறு அறிவாய்? CO3 K2
- 29.a) ஒரு வணிக கடிதத்தின் உட்புற முகவரியை எழுதும் முறைகள் யாவை? CO4 K2

[அல்லது]

- 29.b) ஒரு கடிதம் ஒரு பொருள் என்பதை விளக்குக. CO4 K2
- 30.a) மேலாண்மைத் தகவல் முறை என்றால் என்ன? அதன் நடைமுறைகளை  
விளக்குக. CO5 K2

[அல்லது]

- 30.b) மேலாண்மை முறையில் பல்வேறு பணிகளுக்கும் உள்ள தகவலின்  
அத்தியாவசியத்தை விவரி. CO5 K2

Reg. No.:

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## G.T.N. ARTS COLLEGE (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University || Accredited with 'B' Grade by NAAC)

END SEMESTER EXAMINATION - NOVEMBER - 2021

(UNDER OUTCOME BASED EDUCATION (OBE) PATTERN)

Programme : B.B.A.

Course Code : 20UBAL21

Course Title : Aluvalaga Melanmai

Date : 03.02.2022

Time : 2:00 PM - 5:00 PM

Max. Marks : 60

| Q. No. | SECTION - A (10 * 1 = 10 Marks)<br>Answer ALL Questions  | CO(s) | K -<br>Level |
|--------|--|-------|--------------|
| 1.     | மேலாண்மை என்ற பதம் பெறப்பட்ட பிரெஞ்சு வார்த்தையின் பொருளானது இதனை நிர்வகித்தல் _____<br>1.ஒட்டகம்<br>2.எருது<br>3.குதிரை<br>4.வீடு   | CO1   | K1           |
| 2.     | அலுவலகப் பணி அடிப்படையில் ஒரு நிறுவனத்தின் சார்ந்ததாகும்.<br>1.பதிவேடுகளை<br>2.எழுத்தாக்களை<br>3.கணக்காளர்களை<br>4.மேலாளர்களை  | CO1   | K2           |
| 3.     | அலுவலக இடதேர்வின் போது நாம் ஆராயவேண்டிய காரணிகளின் எண்ணிக்கை _____ ஆகும்.<br>1.ஐந்து<br>2.நான்கு<br>3.ஆறு<br>4.முன்று  | CO2   | K1           |
| 4.     | தனிப்பட்ட ஓர் துறையின் நடைமுறை மற்றும் அமைப்பு, உட்புற கொள்கைகள் போன்றவைகளை கையாளும் கையேடு _____ ஆகும்.<br>1.அஞ்சல் வழி கையேடு<br>2.துறை சார்ந்த செயல்முறை கையேடு<br>3.தகவல் தொடர்பு கையேடு<br>4.கோப்பிடுதல் கையேடு | CO2   | K2           |
| 5.     | பின்வருவனவற்றுள் எது உள்வரும் கடிதங்களை கையாளும் முறை _____<br>1.கடித உறைகளை திறத்தல்<br>2. பேட்டிகாணல்<br>3.தகவல் தருதல்<br>4.அறிக்கை   | CO3   | K1           |
| 6.     | வாய்மொழித் தகவல் தொடர்புக்கான உதாரணம் _____<br>1.பேசு குழல்<br>2.ஆணைகள்<br>3.அஞ்சல்<br>4.அறிக்கை   | CO3   | K2           |
| 7.     | கோப்பிடல் என்பது _____ என்ற சொல்லிலிருந்து உண்டான ஒரு சொல்.<br>1.கோப்பு<br>2.இணைதல்  | CO4   | K1           |

|               |   |                      |              |                  |
|---------------|---|----------------------|--------------|------------------|
|               | 3. கோர்த்தல்  | 4. திறன்             |              |                  |
| 8.            | ஒன்றுக்கு மேற்பட்ட ஆவணங்கள் தேவைப்படுகிற போது _____ பயன்படுத்தப்படுகிறது.           |                      | CO4          | K2               |
|               | 1. படிப்பெருக்கிகள்   | 2. தட்டச்சு          |              |                  |
|               | 3. சொற் பதிவு கருவி   | 4. கணக்கிடும் கருவி  |              |                  |
| 9.            | கூட்டுறவு சங்கத்தால் சமர்ப்பிக்கப்படும் அறிக்கை எனப்படுவது _____                    |                      | CO5          | K1               |
|               | 1. முறையான அறிக்கை  | 2. முறைசாரா அறிக்கை  |              |                  |
|               | 3. (1) மற்றும் (2)  | 4. தனி நிறும அறிக்கை |              |                  |
| 10.           | கம்பெனி ஒன்றின் சட்டமுறைக் கூட்டத்தில் சமர்ப்பிக்கப்படும் அறிக்கை _____             |                      | CO5          | K2               |
|               | 1. சட்டமுறையற்ற அறிக்கை   | 2. தனிநபர் அறிக்கை   |              |                  |
|               | 3. சட்டமுறை அறிக்கை   | 4. குழு அறிக்கை      |              |                  |
| <b>Q. No.</b> | <b>SECTION - B (5 * 4 = 20 Marks)</b>   |                      | <b>CO(s)</b> | <b>K - Level</b> |
|               | <b>Answer ALL Questions</b>   |                      |              |                  |
| 11. (a)       | அலுவலக மேலாண்மையின் கூறுகள் யாவை?   |                      | CO1          | K1               |
|               | [OR]  |                      |              |                  |
| (b)           | அமைப்புமுறை கோட்பாடுகளை பற்றி எழுதுக.   |                      | CO1          | K1               |
| 12. (a)       | அலுவலக முறைகளின் சிறப்பியல்புகளை பற்றி கூறுக.                                       |                      | CO2          | K2               |
|               | [OR]  |                      |              |                  |
| (b)           | அலுவலக இடத் தேர்வு பற்றி விளக்குக.  |                      | CO2          | K2               |
| 13. (a)       | அஞ்சல்களின் வகைகள் யாவை?  |                      | CO3          | K1               |
|               | [OR]  |                      |              |                  |
| (b)           | அஞ்சல் துறையில் அஞ்சல் பணிக்கென பயன்படுத்தப்படும் பல்வேறு இயந்திரங்களை பற்றி கூறுக. |                      | CO3          | K1               |
| 14. (a)       | பரவலாக்கப்பட்ட கோப்பீட்டு முறையின் தீமைகளைப்பற்றி எழுதுக.                           |                      | CO4          | K1               |
|               | [OR]  |                      |              |                  |
| (b)           | அலுவலகக் கருவிகளை பயன்படுத்துவதன் நோக்கங்கள் யாவை?                                  |                      | CO4          | K1               |
| 15. (a)       | அலுவலக அறிக்கையின் நோக்கங்களை விவரி   |                      | CO5          | K3               |
|               | [OR]  |                      |              |                  |
| (b)           | அலுவலக அறிக்கையின் முக்கியத்துவத்தை விவரி   |                      | CO5          | K3               |
| <b>Q. No.</b> | <b>SECTION - C (3 * 10 = 30 Marks)</b>  |                      | <b>CO(s)</b> | <b>K - Level</b> |
|               | <b>Answer any of 3</b>  |                      |              |                  |
| 16.           | அலுவலக பணிகளை பரவலாக்குதலின் நன்மை தீமைகளை விவரி                                    |                      | CO1          | K1               |
| 17.           | அலுவலக முறையின் நன்மை தீமைகளை விளக்குக.   |                      | CO2          | K2               |
| 18.           | கடிதப் போக்குவரத்தை தயாரித்தல் பற்றி விளக்குக.                                      |                      | CO3          | K2               |
| 19.           | மையக் கோப்பீட்டு முறையின் நன்மை தீமைகளை விளக்குக.                                   |                      | CO4          | K2               |

20.

அலுவலக அறிக்கையின் பயன்களையும் , தீமைகளையும் விளக்குக .

CO5 K3

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## G.T.N. ARTS COLLEGE (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University || Accredited with 'B' Grade by NAAC)

END SEMESTER EXAMINATION - APRIL - 2021

(UNDER OUTCOME BASED EDUCATION (OBE) PATTERN)

Programme : B.B.A.

Course Code : 20UBAL21

Course Title : Aluvalaga Melanmai

Date : 21.06.2021

Time : 10:00 AM - 1:00 PM

Max. Marks : 100

| Q. No. | SECTION - A (20 * 1 = 20 Marks)<br>Answer ALL Questions                                     | CO(s) | K -<br>Level |
|--------|---|-------|--------------|
| 1.     | அலுவலக மேலாண்மையின் அடிப்படைக் கூறுகள் என்பது_____  | CO1   | K1           |
|        | 1.அ) நோக்கம்<br>2.ஆ) ஒருமுகப்படுத்துதல்<br>3.இ) பணியாளர் பணிகள்<br>4.ஈ) தகவல் பதிவு செய்தல் |       |              |
| 2.     | அலுவலகப் பணி _____குழுவினால் மேற்கொள்ளப்படுகிறது.   | CO1   | K1           |
|        | 1.அ) மேலாளர்<br>2.ஆ) பணியாளர்<br>3.இ) மக்கட்<br>4.ஈ) சுற்றுச்சூழல்                          |       |              |
| 3.     | அலுவலக மேலாண்மை நடைமுறையின் முதல் நிலை _____ ஆகும்.   | CO1   | K2           |
|        | 1.அ) அமைத்தல்<br>2.ஆ) திட்டமிடுதல்<br>3.இ) இயக்குதல்<br>4.ஈ) கட்டுப்படுத்துதல்              |       |              |
| 4.     | ஆட்சி முறை சார்ந்த அலுவலக மேலாண்மை _____ அதிக அளவில் பிரசித்தி பெற்று வருகின்றது.           | CO1   | K2           |
|        | 1.அ) ஜப்பானில்<br>2.ஆ) அமெரிக்காவில்<br>3.இ) ரஷ்யாவில்<br>4.ஈ) ஆஸ்திரேலியாவில்              |       |              |
| 5.     | மேலதிகாரிகளுக்காகத் தனியாக அமைத்துத் தரப்படும் சிறிய அலுவலகங்கள் _____ என அழைக்கப்படுகிறது  | CO2   | K1           |
|        | 1.அ) கிளை அலுவலகம்<br>2.ஆ) தனி அலுவலகம்<br>3.இ) பொது அலுவலகம்<br>4.ஈ) அலுவலகம்              |       |              |
| 6.     | அலுவலக இடதேர்வின் போது நாம் ஆராயவேண்டிய காரணிகளின் எண்ணிக்கை _____ ஆகும்.                   | CO2   | K1           |
|        | 1.அ) ஐந்து<br>2.ஆ) நான்கு<br>3.இ) ஆறு<br>4.ஈ) முன்று  |       |              |
| 7.     | வணிகத்தின் பிற நடவடிக்கைகளை போலவே, அலுவலக முறைகளும் _____ வேண்டும்.                         | CO2   | K2           |
|        | 1.அ) ஒருங்கிணைக்கப்பட<br>2.ஆ) திட்டமிடப்பட<br>3.இ) கட்டுப்படுத்துதல்<br>4.ஈ) நிர்வகிக்க     |       |              |
| 8.     | அலுவலக அமைப்பு திட்டத்தின் நோக்கம் என்பது _____   | CO2   | K2           |
|        | 1.அ) திறமையான பணி ஒட்டம்<br>2.ஆ) பணிக்குறிக்கீடு  |       |              |

|     |  |   |     |    |
|-----|--|---|-----|----|
| 9.  | 3.இ) பார்வை<br>அஞ்சல் பணி என்பது _____                               | 4.ஈ) பிரதிகள் எடுத்தல்                    | CO3 | K1 |
|     | 1.அ) பார்வைப்பணி   | 2.ஆ) மையப்படுத்தப்பட்ட பணி                |     |    |
| 10. | 3.இ) நூலகப் பணி<br>வாய்வழித் தகவல் தொடர்பு என்பது _____              | 4.ஈ) முதன்மைப் பணி                        | CO3 | K1 |
|     | 1.அ) அத்தாட்சியானது  | 2.ஆ) துள்ளியமானது                         |     |    |
|     | 3.இ) தாமதமானது   | 4.ஈ) நேரடியானது                           |     |    |
| 11. | அகத் தகவல் தொடர்பில் பயன்படுத்தப்படும் எந்திரக் கருவி _____          |   | CO3 | K2 |
|     | 1.அ) அறிக்கை   | 2.ஆ) ஒரு வழி ரேடியோ                       |     |    |
|     | 3.இ) குறிப்பு  | 4.ஈ) அஞ்சல்                               |     |    |
| 12. | எழுத்து மூலத் தகவல் தொடர்பு நடைபெறும் வடிவங்கள் _____                |   | CO3 | K2 |
|     | 1.அ) கடிதங்கள்   | 2.ஆ) தகவல்                                |     |    |
|     | 3.இ) தொலைபேசி  | 4.ஈ) பொது அறிவிப்பு முறை                  |     |    |
| 13. | சுட்டகராதி என்பது _____  |   | CO4 | K1 |
|     | 1.அ) தகவல்கள் திரட்டி தருவது   | 2.ஆ) கோப்புகள் இருக்கும் இடத்தை காட்டுவது |     |    |
|     | 3.இ) கோப்புகள் வைக்கும் முறை   | 4.ஈ) பொருள்கள் விவரம் அடங்கியது           |     |    |
| 14. | கோப்பிடல் என்பது _____ ஆகும்   |   | CO4 | K1 |
|     | 1.அ) கொணர்தல்  | 2.ஆ) கோர்த்தல்                            |     |    |
|     | 3.இ) கோப்  | 4.ஈ) கேர்                                 |     |    |
| 15. | துளைத்த அட்டை கருவியில் _____ படுகிடைப்பத்திகள் பயன்படுத்தப்படுகிறது |   | CO4 | K2 |
|     | 1.அ) 6   | 2.ஆ) 12                                   |     |    |
|     | 3.இ) 18  | 4.ஈ) 24                                   |     |    |
| 16. | பின்வருவனவற்றுள் எது கம்ப்யூட்டரின் அங்க உறுப்பாகும்?                |   | CO4 | K2 |
|     | 1.(அ) நடுநிலைப் பகுதி  | 2.(ஆ) கணிப்பு உறுப்பு                     |     |    |
|     | 3.(இ) கட்டுப்பாட்டுப் பகுதி  | 4.(ஈ) நிலைத்த பகுதி                       |     |    |
| 17. | அறிக்கை என்பது _____ ஆக இருக்கலாம்                                   |   | CO5 | K1 |
|     | 1.அ) சட்டமுறை  | 2.ஆ) சட்டமுறையற்ற                         |     |    |
|     | 3.இ) தனிநபர் அறிக்கை   | 4.ஈ) சிறப்பு அறிக்கை                      |     |    |
| 18. | அறிக்கையின் நோக்கம் என்பது _____                                     |   | CO5 | K1 |
|     | 1.அ) தகவல்களை அளித்தல்   | 2.ஆ) செயலாக்கம் அளித்தல்                  |     |    |
|     | 3.இ) பார்வைக்குப் பயன்படுத்துதல்                                     | 4.ஈ) இவை அனைத்தும்                        |     |    |
| 19. | சட்டம் சார்ந்த அறிக்கை என்பது _____                                  |   | CO5 | K2 |



- 1.அ) தனிக்கையாளர் அறிக்கை, பங்காளாக்கு அளிக்கப்படும் இயக்குனர்கள் அறிக்கை.
- 2.ஆ) செயலாளர் தயாரித்து இயக்குனருக்கு அளிக்கப்படும் அறிக்கை
- 3.இ) பொதுமக்கள் நிறுவனத்திற்கு அளிக்கும் கோரிக்கை
- 4.ஈ) திட்டமிடுதல்

20. நடந்த நிகழ்ச்சிகளை விவரித்து ஆலோசனை வரை தொகுத்தளிப்பது \_\_\_\_\_ ஆகும்.
- 1.அ) அறிக்கை
- 2.ஆ) கோப்புகள்
- 3.இ) சுட்டகராதி
- 4.ஈ) அறிக்கை

| Q. No.  | SECTION - B (5 * 6 = 30 Marks)<br>Answer ALL Questions                | CO(s) | K -<br>Level |
|---------|---|-------|--------------|
| 21. (a) | அமைப்புமுறை கோட்பாடுகளை பற்றி எழுதுக.<br>[OR]                         | CO1   | K1           |
| (b)     | செறிவின் நன்மைகள் யாவை?   | CO1   | K1           |
| 22. (a) | அலுவலக முறைகளின் சிறப்பியல்புகளை பற்றி கூறுக.<br>[OR]                 | CO2   | K2           |
| (b)     | அலுவலக இடத் தேர்வு பற்றி விளக்குக.                                    | CO2   | K2           |
| 23. (a) | கடிதப் போக்குவரத்தின் வகைகள் யாவை?<br>[OR]                            | CO3   | K1           |
| (b)     | எழுத்துமூலத் தகவல் தொடர்பின் நன்மைகள் யாவை?                           | CO3   | K1           |
| 24. (a) | பக்க சுட்டகராதி மற்றும் சக்கர சுட்டகராதி பற்றி குறிப்பு வரைக.<br>[OR] | CO4   | K1           |
| (b)     | கணிப்பொறியின் பணிகளைக் கூறுக.   | CO4   | K1           |
| 25. (a) | தொடர் எழுதுபொருளின் நன்மைகளை பற்றி குறிப்பிடுக<br>[OR]                | CO5   | K3           |
| (b)     | அறிக்கை சமர்ப்பிக்கப்படுதலின் பாங்கு பற்றி ஆராய்க.                    | CO5   | K3           |
| Q. No.  | SECTION - C (5 * 10 = 50 Marks)<br>Answer ALL Questions               | CO(s) | K -<br>Level |
| 26. (a) | அலுவலக மேலாளர்ன் பணிகள் யாவை?<br>[OR]                                 | CO1   | K1           |
| (b)     | தற்கால அலுவலகத்தின் அமைப்பு முறை மற்றும் பணிகள் பற்றி விளக்குக        | CO1   | K1           |
| 27. (a) | அலுவலக முறையின் நன்னை தீமைகளை விளக்குக.<br>[OR]                       | CO2   | K2           |
| (b)     | நவீன அலுவலகத்தின் பணிகளை விளக்குக.                                    | CO2   | K2           |
| 28. (a) | அஞ்சல் துறையை அமைத்தல் தொடர்பாக குறிப்பு ஒன்று வரைக.<br>[OR]          | CO3   | K2           |
| (b)     | மையக் கடிதப் போக்குவரத்தின் நன்மை தீமைகளை விவரி                       | CO3   | K2           |
| 29. (a) | கோப்பிடுதலை வகைப்படுத்துதல் பற்றி விளக்குக.<br>[OR]                   | CO4   | K2           |
| (b)     | அலுவலக இயந்திரங்களின் வகைகளை விளக்குக.                                | CO4   | K2           |



30. (a) அலுவலக அறிக்கையின் கட்டமைப்பு பற்றி விவரி CO5 K3

[OR]

(b) அலுவலக அறிக்கையின் பயன்களையும் , தீமைகளையும் விளக்குக . CO5 K3

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**G.T.N. ARTS COLLEGE (AUTONOMOUS)**  
(Affiliated to Madurai Kamaraj University) || (Accredited by NAAC with 'B' Grade)

**END SEMESTER EXAMINATIONS – APRIL 2021**

**(UNDER OUTCOME BASED EDUCATION (OBE) PATTERN)**

**Programme:** All UG Programmes  
**Course Code:** 20UBAN11  
**Course Title:** Basics of Retail Marketing

**Date:** 24.06.2021  
**Time:** 2 pm – 5 pm  
**Max. Marks:** 100

| Qn.<br>No. | Section – A<br><br>Answer ALL the Questions   | [20 x 1 = 20] | CO(s) | K –<br>Level |
|------------|---|---------------|-------|--------------|
| 1.         | Retailing includes all activities involved in selling of _____.<br>[a] Goods [b] Services<br>[c] Both [d] None of the above   |               | CO1   | K1           |
| 2.         | A retailer is one whose main business is _____.<br>[a] Shoplifting [b] Retailing<br>[c] Tailoring [d] Carjacking  |               | CO1   | K1           |
| 3.         | Booking movie tickers using Internet is an example of _____.<br>[a] Trading [b] E-tailing<br>[c] Bartering [d] Vending  |               | CO1   | K2           |
| 4.         | Retailer organizes their stores in order to _____ customers.<br>[a] Draw away [b] Attract<br>[c] Control [d] Agitate  |               | CO1   | K2           |
| 5.         | Consumer research done by interpretivists is<br>[a] Objective and empirical<br>[b] Seeking causes for behaviour<br>[c] Quantitative<br>[d] Qualitative and based on small samples |               | CO2   | K1           |
| 6.         | The process of dividing a market into subsets of consumers with common needs is known as _____.<br>[a] Market segmentation [b] Targeting<br>[c] Positioning [d] Marketing mix     |               | CO2   | K1           |

7. The ratio between the consumer's perceived benefits and the resources used to obtain those benefits CO2 K2
- [a] Customer satisfaction [b] Consumer value  
[c] Customer retention [d] None of these
8. A consumer whose experiences exceed their expectations and who provide very positive word of mouth about the product. CO2 K2
- [a] Apostles [b] Defectors  
[c] Hostages [d] Mercenaries
9. In handling cash registers most retailers use \_\_\_\_\_ systems. CO3 K1
- [a] Point of Sale [b] Probability of Success  
[c] Point to Point [d] Profit of Sale
10. In retail operations, inventory management means \_\_\_\_\_. CO3 K1
- [a] Handling cash registers [b] Handling inventory & Preventing shrinkage  
[c] Opening the store [d] Cleanliness and hygiene
11. \_\_\_\_\_ is theft of goods from a retail shop. CO3 K2
- [a] Looting [b] Plundering  
[c] Shoplifting [d] Poaching
12. \_\_\_\_\_ is stealing of small items time and again. CO3 K2
- [a] Extortion [b] Fraud  
[c] Burglary [d] Pilferage
13. The pricing policy selected by a retailer affects CO4 K1
- [a] Level of demand [b] Right margin  
[c] Profitability [d] All three factors
14. When demand of any product is affected by price it is denoted as CO4 K1
- [a] Price sensitivity [b] Cost-plus price  
[c] Penetration pricing [d] Skimming the price
15. \_\_\_\_\_ means communication activities which retail companies carry out in order to influence the customers CO4 K2
- [a] Retail product [b] Retail price  
[c] Retail promotion [d] Retail channel
16. It is a popular device employed in the modern marketing systems CO4 K2
- [a] Advertising [b] Discount  
[c] Offers [d] Gifts

17. When consumers shift their loyalty from one brand to another they are known as \_\_\_\_\_.
- [a] Hard core royals [b] Switchers  
[c] Shifting loyal [d] Soft core loyal
18. These consumers will not show any loyalty to any one brand who are known as \_\_\_\_\_.
- [a] Hard core royals [b] Soft core loyal  
[c] Shifting loyal [d] Switchers
19. It is a broad movement to bring about improvement in exchange relationship
- [a] Consumerism [b] Social responsibility  
[c] Ethics [d] None of the above
20. It involves personal decisions on the moral principles of what would be the correct activity for individual employees.
- [a] Consumerism [b] Social responsibility  
[c] Ethics [d] None of the above

| <b>Qn. No.</b> | <b>Section – B</b><br><b>Answer ALL the Questions</b>             | <b>[5 x 6 = 30]</b> | <b>CO(s)</b> | <b>K – Level</b> |
|----------------|---|---------------------|--------------|------------------|
| 21.a)          | State the need for a strategic approach.                          |                     | CO1          | K1               |
| <b>[OR]</b>    |   |                     |              |                  |
| 21.b)          | What are the differences between Retailer and wholesaler?         |                     | CO1          | K1               |
| 22.a)          | What are the differences between positivism and Interpretivism?   |                     | CO2          | K1               |
| <b>[OR]</b>    |   |                     |              |                  |
| 22.b)          | Name the stages in buying process.                                |                     | CO2          | K1               |
| 23.a)          | Outline the key areas in merchandise management.                  |                     | CO3          | K2               |
| <b>[OR]</b>    |   |                     |              |                  |
| 23.b)          | Explain the Importance of Inventory management in retail.         |                     | CO3          | K2               |
| 24.a)          | Illustrate the approaches to fixing price for the retail product. |                     | CO4          | K2               |
| <b>[OR]</b>    |   |                     |              |                  |
| 24.b)          | Illustrate the approaches to fixing price for the retail product. |                     | CO4          | K2               |
| 25.a)          | Identify the Importance of the Brand.                             |                     | CO5          | K3               |
| <b>[OR]</b>    |   |                     |              |                  |
| 25.b)          | Construct the basic rights of the consumers.                      |                     | CO5          | K3               |

| <b>Qn.</b> | <b>Section – C</b> | <b>[5 x 10 = 50]</b> | <b>CO(s)</b> | <b>K –</b> |
|------------|--------------------|----------------------|--------------|------------|
|------------|--------------------|----------------------|--------------|------------|

| No.         | Answer ALL the Questions                             | CO  | Level |
|-------------|--|-----|-------|
| 26.a)       | Describe the Functions of Retailers.                 | CO1 | K1    |
| <b>[OR]</b> |  |     |       |
| 26.b)       | What are the benefits of Retailing?                  | CO1 | K1    |
| 27.a)       | State the Consumer Research Process.                 | CO2 | K1    |
| <b>[OR]</b> |  |     |       |
| 27.b)       | Name the Types of Buyers.                            | CO2 | K1    |
| 28.a)       | Explain the phases in developing a merchandise plan. | CO3 | K2    |
| <b>[OR]</b> |  |     |       |
| 28.b)       | Outline the components of Retail store operation.    | CO3 | K2    |
| 29.a)       | Discuss the factors influencing Retail pricing.      | CO4 | K2    |
| <b>[OR]</b> |  |     |       |
| 29.b)       | Indicate the concept of Retail promotion.            | CO4 | K2    |
| 30.a)       | Identify the features of brand positioning.          | CO5 | K3    |
| <b>[OR]</b> |  |     |       |
| 30.b)       | Discover the criticism of marketing activity.        | CO5 | K3    |

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**END SEMESTER EXAMINATIONS – NOVEMBER 2020**

(UNDER OUTCOME BASED EDUCATION (OBE) PATTERN)

**Programme : B.Sc. (IT)**  
**Course Code: 20UBAN11**  
**Course Title: Basics of Retail Marketing**

**Date: 16.02.2021**  
**Time: 10 am to 1 pm**  
**Max. Marks: 100**

| Qn.<br>No. | Section – A<br>Answer ALL the Questions   | [20 x 1 = 20] | CO(s) | K –<br>Level |
|------------|---|---------------|-------|--------------|
| 1.         | Retailing can be done through _____.<br>[a] Internet [b] Retail stores<br>[c] Franchising [d] All of the above  |               | CO1   | K1           |
| 2.         | Retailers serve customers by providing them their requirements in _____.<br>[a] Small quantity [b] Bulk [c] Excess [d] Tonnes   |               | CO1   | K1           |
| 3.         | In India, 90% of retailing is _____.<br>[a] Organised sector [b] Unorganised sector<br>[c] Both [a] and [b] [d] Monopoly  |               | CO1   | K2           |
| 4.         | Retailing in India employs _____ of the total work force of the country.<br>[a] 8% [b] 30% [c] 12% [d] 90%  |               | CO1   | K2           |
| 5.         | Data of interest to a large number of users that are collected periodically and compiled and analysed according to a standard procedure.<br>[a] Primary data [b] Secondary data<br>[c] Syndicated data [d] Scanner data   |               | CO2   | K1           |
| 6.         | The commercial research house selling data to firms.<br>[a] Nielson Company [b] Seawalls<br>[c] Colonel Sanders [d] A & E Television network  |               | CO2   | K1           |
| 7.         | In depth understanding of the relationship between consumers and products.<br>[a] Observation research [b] Questionnaires<br>[c] Telephone surveys [d] Mail Surveys   |               | CO2   | K2           |
| 8.         | Which one of the following measures is the likelihood that consumers will act only in a certain way in future?<br>[a] Attitude scales [b] Likert scale<br>[c] Semianatic differential scale [d] Behaviour intention scale |               | CO2   | K2           |

9. \_\_\_\_\_ is a method by which retailers find out about various aspects of the retail operations, shrinkage losses, security issues. CO3 K1
- [a] Mystery shopping [b] Miscellaneous shopping  
[c] Flying squad [d] Inspection
10. \_\_\_\_\_ is an important performance indicator to which incentives and bonuses are linked. CO3 K1
- [a] Sales revenue [b] Store profitability  
[c] Expenses [d] Communication mix
11. Operationally, it is important for a retail store to deliver top line \_\_\_\_\_ as per set targets. CO3 K2
- [a] Quality [b] Service  
[c] Sales revenues [d] Produce
12. Research from retailers around the world has shown that a large proportion of inventory shrinkage happens due to \_\_\_\_\_. CO3 K2
- [a] Loiterers [b] Administrative errors  
[c] Customer theft [d] Employee theft
13. \_\_\_\_\_ method of pricing focuses on what the consumer is willing to pay. CO4 K1
- [a] Demand-oriented [b] Description  
[c] Backward [d] Skimming
14. The pricing method in which prices are fixed at premium. CO4 K1
- [a] Leader pricing [b] Skimming pricing  
[c] Backward pricing [d] Cost-plus pricing
15. Visual Merchandising includes \_\_\_\_\_. CO4 K2
- [a] Sponsorship [b] Direct marketing  
[c] Bill boards [d] All of the above
16. Promotion is the \_\_\_\_\_ element of marketing mix. CO4 K2
- [a] First [b] Second [c] Third [d] Fourth
17. These brands are the names given to consumer products by distributors and sold under the distributor's own names. These are \_\_\_\_\_. CO5 K1
- [a] Own brands [b] National brands  
[c] Regional brands [d] Corporate brands
18. It is the management process by which a product is branded \_\_\_\_\_. CO5 K1
- [a] Inventory management [b] Brand management  
[c] Retail management [d] Market Research

19. The rights of the consumer include \_\_\_\_\_.
- [a] Right to safety [b] Right to choose  
[c] Right to be heard [d] All of the above
20. It means the act of controlling or limiting something because it is necessary or sensible to do so \_\_\_\_\_.
- [a] Restraint [b] Consumerism  
[c] Ethics [d] Social responsibility

**Qn. Section – B [5 x 6 = 30] CO(s) K –**  
**No. Answer ALL the Questions Level**

- 21.a) What are the differences between transaction marketing and relationship marketing? CO1 K1
- [OR]**
- 21.b) Enumerate the kinds of loyalty. CO1 K1
- 22.a) State the need for studying consumer behaviour. CO2 K1
- [OR]**
- 22.b) Identify the characteristics of buyer behaviour. CO2 K1
- 23.a) Explain the phases in developing merchandise plan. CO3 K2
- [OR]**
- 23.b) Discuss the components of retail store operations. CO3 K2
- 24.a) Outline the factors influencing retail pricing. CO4 K2
- [OR]**
- 24.b) Explain the concept in retail promotion. CO4 K2
- 25.a) Identify the features of brand. CO5 K3
- [OR]**
- 25.b) Trace out criticism of marketing activity. CO5 K3

**Qn. Section – C [5 x 10 = 50] CO(s) K –**  
**No. Answer ALL the Questions Level**

- 26.a) State the importance of retailing. CO1 K1
- [OR]**
- 26.b) What are the characteristics of retailing? CO1 K1
- 27.a) Describe the types of buying motives. CO2 K1
- [OR]**
- 27.b) Identify the buying decision process. CO2 K1
- 28.a) Explain the key areas in merchandise management. CO3 K2
- [OR]**



|             |   |     |    |
|-------------|---|-----|----|
| 28.b)       | Outline importance of inventory management in retail.           | CO3 | K2 |
| 29.a)       | Indicate the approaches to fixing price for the Retail product. | CO4 | K2 |
| <b>[OR]</b> |   |     |    |
| 29.b)       | Discuss the factors affecting price sensitivity.                | CO4 | K2 |
| 30.a)       | Determine the importance of brand.                              | CO5 | K3 |
| <b>[OR]</b> |   |     |    |
| 30.b)       | Write the basic rights of the consumers.                        | CO5 | K3 |



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**END SEMESTER EXAMINATION - APRIL - 2021**

**(UNDER OUTCOME BASED EDUCATION (OBE) PATTERN)**

**Programme : ALL UG**

**Course Code : 20UBAN21**

**Course Title : Personality Development**

**Date : 24.06.2021**

**Time : 10:00 AM - 1:00 PM**

**Max. Marks : 100**

| Q. No. | SECTION - A (20 * 1 = 20 Marks)<br>Answer ALL Questions  | CO(s) | K - Level |
|--------|--|-------|-----------|
| 1.     | _____ is the relatively permanent set of psychological and behavioural attributes that distinguish one person from another.<br>1. Personality<br>2. Attitude<br>3. Value<br>4. Perception  | CO1   | K1        |
| 2.     | “nAch” stands for _____.<br>1. Never Aim Code Height<br>2. Non Achieve<br>3. Never Achieve<br>4. Need to Achieve   | CO1   | K1        |
| 3.     | _____ personality peoples are workaholic and guilty of relaxing.<br>1. Type A<br>2. Type B<br>3. Type C<br>4. Type C   | CO1   | K2        |
| 4.     | _____ is the way one sees oneself. How he thinks himself in reality.<br>1. Self Image<br>2. Ideal Self<br>3. Looking glass<br>4. Real self   | CO1   | K2        |
| 5.     | _____ is the process by which an individual gives meaning to the environment.<br>1. Perception<br>2. Personality<br>3. Behaviour<br>4. Attention   | CO2   | K1        |
| 6.     | _____ are related with the state of anticipation of a particular behaviour from a person.<br>1. Reality<br>2. Viral<br>3. Expectations<br>4. Political factors                             | CO2   | K1        |
| 7.     | According to _____, people generally interpret according to their basis of interests, idea and backgrounds.<br>1. Halo Effect<br>2. Stereotype<br>3. Projection<br>4. Selective Perception | CO2   | K2        |
| 8.     | Women are always good homemakers and can do well in work life balance. This statement is _____ error.<br>1. Halo Effect<br>2. Stereotype<br>3. Projection<br>4. Selective Perception       | CO2   | K2        |
| 9.     |  | CO3   | K1        |

\_\_\_\_\_ is the complex combination of things we call personality, beliefs, values, behaviors, and motivations.

- 1. Attitude
- 2. Value
- 3. Responsibility
- 4. Personality

10. \_\_\_\_\_ component of an attitude consists of a person's tendencies to behave in a particular way toward an object. CO3 K1

- 1. Affective
- 2. Cognitive
- 3. Behavioral
- 4. Classical

11. \_\_\_\_\_ values deal with views on acceptable modes of conductor means of achieving the terminal values CO3 K2

- 1. Perceptual error
- 2. Instrumental
- 3. Real Self
- 4. Terminal Value

12. Ambitious is an \_\_\_\_\_ value. CO3 K2

- 1. Terminal
- 2. Instrumental
- 3. Behavioural
- 4. Classical

13. \_\_\_\_\_ is the process of making choices by identifying a decision, gathering information, and assessing alternative resolutions. CO4 K1

- 1. Decision Making
- 2. Communication
- 3. Message
- 4. Report

14. \_\_\_\_\_ can simply be defined as the ability to influence others. CO4 K1

- 1. Communication
- 2. Repetition
- 3. Screening
- 4. Leadership

15. A person becomes a \_\_\_\_\_ based on personal qualities. CO4 K2

- 1. Manager
- 2. Accountant
- 3. Follower
- 4. Leader

16. Which is not an quality of good leader? CO4 K2

- 1. Honest
- 2. Dignified
- 3. Guidance
- 4. Irresponsibility

17. How long the resume should be? CO5 K1

- 1.1 Page
- 2.2 Page
- 3.3 Page
- 4. No set length

18. \_\_\_\_\_ is a formal statement testifying to someone's character and qualifications. CO5 K1

- 1. Testimonials
- 2. Resume
- 3. Reference
- 4. CV

19. \_\_\_\_\_ is the important tool while applying for a job. CO5 K2

- 1. Dress Code
- 2. Resume
- 3. Group Discussion
- 4. Interview

20. The \_\_\_\_\_ is the opportunity to enlighten the interviewer about yourself and what you have to offer. CO5 K2

1.Dress Code  
3.Hair Style

2.Self Introduction  
4.Eye Contact

| <b>Q. No.</b> | <b>SECTION - B (5 * 6 = 30 Marks)</b><br><b>Answer ALL Questions</b>               | <b>CO(s)</b> | <b>K - Level</b> |
|---------------|--|--------------|------------------|
| 21. (a)       | Label the types of personality.  | CO1          | K1               |
|               | [OR]   |              |                  |
| (b)           | Define Self Organic Theory given by Carl Rogers.                                   | CO1          | K1               |
| 22. (a)       | Explain the nature of Perception.  | CO2          | K2               |
|               | [OR]   |              |                  |
| (b)           | Define perceptual errors.  | CO2          | K2               |
| 23. (a)       | Define the methods of attitude change.   | CO3          | K1               |
|               | [OR]   |              |                  |
| (b)           | Name the components of attitude.   | CO3          | K1               |
| 24. (a)       | Outline the effective time management tips.  | CO4          | K1               |
|               | [OR]   |              |                  |
| (b)           | Spell about work ethics.   | CO4          | K1               |
| 25. (a)       | Explain the purpose of resume.   | CO5          | K2               |
|               | [OR]   |              |                  |
| (b)           | Summarize the don'ts while attending interview.                                    | CO5          | K2               |
| <b>Q. No.</b> | <b>SECTION - C (5 * 10 = 50 Marks)</b><br><b>Answer ALL Questions</b>              | <b>CO(s)</b> | <b>K - Level</b> |
| 26. (a)       | Define Freudian Stages of Personality Development.                                 | CO1          | K1               |
|               | [OR]   |              |                  |
| (b)           | List the "Immaturity" "Maturity" Continuum given by Argyris.                       | CO1          | K1               |
| 27. (a)       | List down the factors that influence the perception of an educational institution. | CO2          | K3               |
|               | [OR]   |              |                  |
| (b)           | Illustrate the types of Perceptual Errors in a work place.                         | CO2          | K3               |
| 28. (a)       | Infer the functions of attitude.   | CO3          | K2               |
|               | [OR]   |              |                  |
| (b)           | Compare values with attitude.  | CO3          | K2               |
| 29. (a)       | Infer the qualities of good leader.  | CO4          | K2               |
|               | [OR]   |              |                  |
| (b)           | Summarize the ways to build the character.   | CO4          | K2               |
| 30. (a)       | Outline the guidelines while participating in group discussion.                    | CO5          | K2               |
|               | [OR]   |              |                  |
| (b)           | Summarize the things that we have to plan before going to interview.               | CO5          | K2               |

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**END SEMESTER EXAMINATIONS – NOVEMBER 2020**  
 (UNDER OUTCOME BASED EDUCATION (OBE) PATTERN)

**Programme: All UG Programmes**

**Date: 17.02.2021**

**Course Code: 20UFRL12**

**Time: 10 am to 1 pm**

**Course Title: French Language and Civilization I**

**Max. Marks: 100**

| Qn.<br>No. | Section – A<br>Answer ALL the Questions   | [20 x 1 = 20] | CO(s) | K –<br>Level |
|------------|---|---------------|-------|--------------|
| 1.         | Roberto Blanco est _____.<br>[a] acteur            [b] comédien            [c] chanteur            [d] enseignant               |               | CO2   | K1           |
| 2.         | Roberto Blanco est _____.<br>[a] français            [b] espagnol            [c] italien            [d] indien                  |               | CO2   | K2           |
| 3.         | Maria est _____.<br>[a] française            [b] espagnole            [c] italienne            [d] indienne                     |               | CO2   | K1           |
| 4.         | _____ est marchand.<br>[a] Inès            [b] Maria            [c] italien            [d] indien                               |               | CO2   | K2           |
| 5.         | Marie Dominique a ____ ans.<br>[a] 30            [b] 31            [c] 34            [d] 32                                     |               | CO2   | K1           |
| 6.         | Marie habite à _____<br>[a] Dijon            [b] Paris            [c] Lyon            [d] Bordeaux                              |               | CO2   | K2           |
| 7.         | ____ n'a pas d'enfants.<br>[a] Le Directeur            [b] Mathieu            [c] Dominique            [d] Paul                 |               | CO2   | K1           |
| 8.         | _____ voudrait bien faire du VTT<br>[a] Paul            [b] Mathieu            [c] Dominique            [d] un collègue         |               | CO2   | K2           |
| 9.         | _____ est le jeudi noir de wall street<br>[a] 25 décembre            [b] 23 octobre<br>[c] 12 octobre            [d] 24 octobre |               | CO2   | K1           |
| 10.        | _____ est en retard.<br>[a] Le Directeur            [b] Patrick            [c] un collègue            [d] Paul                  |               | CO2   | K2           |
| 11.        | Le spectacle commence à _____ heures et demie.<br>[a] 12            [b] 11            [c] 14            [d] 13                  |               | CO2   | K1           |

- |     |  |  |     |    |
|-----|--|--|-----|----|
| 12. | _____ est à Tahiti.  |  | CO2 | K2 |
|     | [a] Nicolas      [b] Maria      [c] Julie      [d] Patrick               |  |     |    |
| 13. | _____ fait un film publicitaire.   |  | CO2 | K1 |
|     | [a] Nicolas      [b] Julie      [c] Marie      [d] Patrick               |  |     |    |
| 14. | Julie arrive _____   |  | CO2 | K2 |
|     | [a] Lundi      [b] Jeudi      [c] Mardi      [d] Dimanche                |  |     |    |
| 15. | Charlotte doit jouer à _____   |  | CO2 | K1 |
|     | [a] Lyon      [b] Bordeaux      [c] Dijon      [d] Paris                 |  |     |    |
| 16. | C'est à combien La rue Lepois ?  |  | CO2 | K2 |
|     | [a] 10 minutes      [b] 5 minutes      [c] 7 minutes      [d] 15 minutes |  |     |    |
| 17. | Nancy centre Belle chambre est _____ par mois.                           |  | CO2 | K1 |
|     | [a] 520 €      [b] 250 €      [c] 25 €      [d] 200 €                    |  |     |    |
| 18. | Le matin, ____ regarde la présentation de Technimage.                    |  | CO2 | K2 |
|     | [a] Inès      [b] Maria      [c] Arnaud      [d] Le directeur            |  |     |    |
| 19. | _____ a perdu le fichier Monte-Cristo !                                  |  | CO2 | K1 |
|     | [a] Inès      [b] Stéphanie      [c] Arnaud      [d] un collègue         |  |     |    |
| 20. | _____ déteste les réveils.   |  | CO2 | K2 |
|     | [a] Samia      [b] Caroline      [c] La vendeuse      [d] Julien         |  |     |    |

**Qn. Section – B [5 x 6 = 30] CO(s) K – Level**

**No. Answer ALL the Questions**

- 21.a) Complétez avec « je », « tu », etc. CO1 K2
- Bonjour ! \_\_\_\_\_ m'appelle Catherine. Voici Patricia, \_\_\_\_\_ est italienne et John, \_\_\_\_\_ est anglais.
- Et vous, \_\_\_\_\_ êtes française ?
  - Oui, \_\_\_\_\_ suis française.
  - Et \_\_\_\_\_ ?

**[OR]**

- 21.b) Présentez vous. CO1 K2
- 22.a) Reliez le verbe et l'activité : CO2 K3
- |            |   |             |
|------------|---|-------------|
| Danser     | - | la lecture  |
| Ecrire     | - | la marche   |
| Lire       | - | la natation |
| Marcher    | - | l'écriture  |
| Nager      | - | le travail  |
| Travailler | - | la danse    |

[OR]

- 22.b) Complétez avec un article ou une préposition : CO2 K3
- Tu fais \_\_\_\_ tennis ?
  - Non, je n'aime pas \_\_\_\_ tennis. Je préfère faire \_\_\_\_ marche. J'adore \_\_\_\_\_ promenade dans la montagne.
  - Moi, j'aime beaucoup \_\_\_\_ sport : c'est \_\_\_\_ judo.

- 23.a) Mathieu est en vacances à la montagne. Une amie téléphone. CO3 K1
- Alors, il y a du soleil à Saint-André ?
  - Non, \_\_\_\_\_
  - Tu fais des promenades en montagnes ?
  - Non, \_\_\_\_\_
  - Tu fais des rencontres ?
  - Non, \_\_\_\_\_
  - Tu aimes Saint-André?
  - Non, \_\_\_\_\_
  - Tu fais du ski?
  - Non, \_\_\_\_\_
  - Tu viens aujourd'hui?
  - Non, \_\_\_\_\_

[OR]

- 23.b) Complétez avec « ce », « cet », « cette », « ces » : CO3 K1
- Le touriste curieux,
- Comment s'appelle \_\_\_\_ rue ?
  - De quand datent \_\_\_\_ maisons ?
  - Qu'est-ce qu'il y a dans \_\_\_\_ musée ?
  - Où va \_\_\_\_ rue ?
  - Quel est le nom de \_\_\_\_ hôtel ?
  - Combien de bâtiments célèbres y a-t-il dans \_\_\_\_ quartier ?

- 24.a) Faites la description de votre logement idéal. CO4 K2

[OR]

- 24.b) On donne des conseils sportifs. Utilisez l'impératif : CO4 K2
- Ne pas se coucher tard. \_\_\_\_\_
  - Bien dormir. \_\_\_\_\_

- Ne pas se lever tôt. \_\_\_\_\_
- Prendre un bon petit déjeuner. \_\_\_\_\_
- Faire un jogging. \_\_\_\_\_
- Se reposer. \_\_\_\_\_

25.a) Complétez les réponses ou les questions. Utilisez « quelqu'un / personne », CO5 K2  
« quelque chose / rien » :

Dans une soirée.

- Tu connais quelqu'un ici ?
- Non, \_\_\_\_\_
- Tu attends \_\_\_\_\_ ?
- Non, je n'attends personne.
- Tu veux prendre quelque chose au bar ?
- Non, \_\_\_\_\_
- Tu veux parler à \_\_\_\_\_ ?
- Non, je ne veux parler à personne.
- Tu cherches quelque chose ?
- Non, \_\_\_\_\_
- Alors, qu'est-ce que tu fais ici ?
- \_\_\_\_\_

[OR]

25.b) Transformez en utilisant un adjectif possessif. CO5 K1

Ex: ce stylo est à Tristan → c'est son stylo.

Ces jeux-vidéo sont à Pierre →

Ce portable est à nous →

C'est le manteau de Barbara. →

Ces cartes postales sont à vous →

Ces livres sont aux enfants. →

Cet ordinateur est au prof. →

|            |                                 |                      |              |
|------------|---------------------------------|----------------------|--------------|
| <b>Qn.</b> | <b>Section – C</b>              | <b>[5 x 10 = 50]</b> | <b>K –</b>   |
| <b>No.</b> | <b>Answer ALL the Questions</b> | <b>CO(s)</b>         | <b>Level</b> |

26.a) La négation. Complétez le dialogue. CO1 K1

- Vous comprenez ?
- Non, je \_\_\_\_\_
- Vous parlez anglais ?



- Non, \_\_\_\_\_
- Et madame, elle parle anglais ?
- Non, \_\_\_\_\_
- Vous êtes italien ?
- Non, \_\_\_\_\_ italien. Je suis portugais.
- Et vous comprenez l'espagnol ?
- Oui, \_\_\_\_\_

**[OR]**

26.b) Construisez comme dans l'exemple :

Ex : un chanteur italien – une chanteuse italienne

- Un ami étranger - \_\_\_\_\_
- un artiste grec - \_\_\_\_\_
- un comédien célèbre - \_\_\_\_\_
- un musicien allemand - \_\_\_\_\_
- un médecin russe - \_\_\_\_\_

CO1 K1

27.a) Complétez :

- Vous connaissez le nom \_\_\_\_ professeur \_\_\_\_ français ?
- Oui, il s'appelle Olivier Brun. Il parle de Victor Hugo, \_\_\_\_\_ écrivain français, \_\_\_\_\_ auteur \_\_\_\_ Notre Dame de Paris.
- Notre Dame de Paris, c'est aussi \_\_\_\_ Cathédrale ?
- Oui, c'est \_\_\_\_ cathédrale de Paris. C'est \_\_\_\_\_ monument célèbre.
- Vous connaissez \_\_\_\_\_ musées de Paris ?
- Je connais \_\_\_\_\_ musée du Louvre.

CO2 K3

**[OR]**

27.b) Vous êtes en vacances. Dans une courte carte postale vous racontez ce que vous faites.

CO2 K3

28.a) Présentez votre ville ou votre village.

CO3 K2

**[OR]**

28.b) Vous êtes à Sydney et vous rentrez chez vous à Lyon. Ecrivez un message à votre ami(e) pour annoncer votre retour.

CO3 K2

29.a) Julie et Patrick vous invite pour l'anniversaire. Vous écrivez une lettre et acceptez l'invitation.

CO4 K1

**[OR]**

29.b) Trouvez les deux autres formes de question :

- M. Jourdan (à Patrick) :
  - Vous aimez le Maroc ? ↔ Aimez-vous le Maroc ?
  - Voulez-vous jouer le rôle d'un policier ? \_\_\_\_\_
- M. Jourdan (au directeur) :
  - Patrick Marin est un bon comédien ? \_\_\_\_\_
  - Il a quel âge ? \_\_\_\_\_
  - Il est marié ? \_\_\_\_\_
  - Vous parlez français ? \_\_\_\_\_

CO4 K2

30.a) Vous êtes guide de la ville de Paris. Présentez la place de la Concorde.

CO5 K2

**[OR]**

30.b) Mettez les verbes entre les parenthèses au passé composé. Attention :

« avoir » ou « être » + participe passé :

Chers amis,

Enfin nous sommes en Turquie. Quel beau pays ! Nous \_\_\_\_\_ (arriver) à Istanbul le 25. Nous \_\_\_\_\_ (visiter) la ville. Puis nous \_\_\_\_\_ (louer) une voiture et nous \_\_\_\_ (partir) vers le Sud. Nous \_\_\_\_ (aller) jusqu'à Ephèse.

CO5 K1

C'est magnifique ! Hier nous \_\_\_\_\_ (se promener) dans la ville antique et nous \_\_\_\_\_ (voir) le célèbre temple. Ce matin Alain \_\_\_\_\_ (se lever) à 7 heures pour voir les monuments au lever du soleil.

Moi, je \_\_\_\_\_ (rester) à l'hôtel et j' \_\_\_\_\_ (écrire) des cartes postales.

Reg. No.:

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## G.T.N. ARTS COLLEGE AIDED (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University || Accredited with 'B' Grade by NAAC)

END SEMESTER EXAMINATION - NOVEMBER - 2021

(UNDER OUTCOME BASED EDUCATION (OBE) PATTERN)

Programme : B.Com

Course Code : 20UVEV11

Course Title : Value Education

Date : 16.02.2022

Time : 10:00 AM - 12:00 PM

Max. Marks : 30

| Q. No. | SECTION - A (5 * 3 = 15 Marks)<br>Answer ALL Questions  | CO(s) | K -<br>Level |
|--------|---|-------|--------------|
| 1. (a) | Identify the Philosophy of Values.<br>மதிப்புகளின் தத்துவத்தைக் கூறுக.  | CO1   | K1           |
|        | [OR]  |       |              |
| (b)    | Write a note on Self-initiative.<br>சுய முயற்சியைப் பற்றிக் குறிப்பு எழுதுக.  | CO1   | K1           |
| 2. (a) | Write any three importance of 'Courage in Sikhism'.<br>தேரீயத்தை வளர்ப்பதற்கு சீக்கியம் குறிப்பிடும் மூன்று முக்கியக் காரணிகளைக் குறிப்பிடுக. | CO2   | K1           |
|        | [OR]  |       |              |
| (b)    | List out the actions that students should follow for religious harmony.<br>சமய நல்லிணக்கத்திற்கு மாணவர்கள் ஆற்ற வேண்டியவற்றைப் பட்டியலிடுக    | CO2   | K1           |
| 3. (a) | Explain the term "Society".<br>சமூகம் - விளக்குக.   | CO3   | K2           |
|        | [OR]  |       |              |
| (b)    | Outline the role of Human Rights Council.<br>மனித உரிமைகள் பேரவையின் பங்கைக் கோட்டிட்டுக் காட்டுக.  | CO3   | K2           |
| 4. (a) | Define "Honesty".<br>"நேர்மை" வரையறு.   | CO4   | K2           |
|        | [OR]  |       |              |
| (b)    | Explain Transparency.<br>வெளிப்படைத் தன்மை அல்லது துலாம்பரத்தன்மையை விளக்குக.   | CO4   | K2           |
| 5. (a) | Classify the Role model.<br>முன்மாதிரியை வகைப்படுத்துக.   | CO5   | K2           |
|        | [OR]  |       |              |
| (b)    | Classify Mass Media.<br>வெகுஜன ஊடகங்களை வகைப்படுத்துக.  | CO5   | K2           |
| Q. No. | SECTION - B (3 * 5 = 15 Marks)<br>Answer any of 3   | CO(s) | K -<br>Level |
| 6.     | Describe Courage and anyone of its theories.<br>தேரீயம் மற்றும் அதன் கோட்பாடுகளுள் ஏதேனும் ஒன்றினை விவரிக்க.                                  | CO1   | K2           |

- |     |   |     |    |
|-----|---|-----|----|
| 7.  | Explain the practices in Sikhism.<br><b>சீக்கிய மதத்தின் நடைமுறைகளை விளக்குக</b>  | CO2 | K2 |
| 8.  | Illustrate the Forms of Democracy.<br><b>ஜனநாயகத்தின் வடிவங்களைக் கட்டமைக்க.</b>  | CO3 | K3 |
| 9.  | How to build your willingness to learn in professional.<br><b>தொழில்சார்ந்த துறைகளைக் கற்றுக்கொள்ளும் விருப்பத்தை உருவாக்கும் முறைகளை விரித்துரைக்க</b> | CO4 | K2 |
| 10. | Illustrate the importance to maintain individual Dignity.<br><b>தனிமனித கண்ணியத்தைப் பேணுவதன் முக்கியத்துவத்தை ஆய்க.</b>                                | CO5 | K3 |

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## G.T.N. ARTS COLLEGE (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University) || (Accredited by NAAC with 'B' Grade)

### END SEMESTER EXAMINATIONS – NOVEMBER 2020

#### (UNDER OUTCOME BASED EDUCATION (OBE) PATTERN)

Programme: All UG Programmes

CourseCode: 20UVEV11

CourseTitle: Value Education

Date: 15.02.2021

Time: 10 am – 1 pm

Max. Marks : 100

| Qn. No. | Section – A<br>Answer ALL the Questions  | [20 x 1 = 20] | CO(s) | K – Level |
|---------|--|---------------|-------|-----------|
| 1.      | _____ are the rules that define human interactions.<br>[a] Values [b] Good faith<br>[c] Personality [d] None of the above<br>_____ மனித தொடர்புகளை வரையறுக்கும் விதிகள்.<br>(அ) மதிப்புகள் (ஆ) நல்லநம்பிக்கை<br>(இ) ஆளுமை (ஈ) மேற்கண்டவை எதுவுமில்லை                                     |               | CO1   | K1        |
| 2.      | We are going through a crisis of value in our social and _____ life.<br>[a] social [b] political [c] family [d] none of the above<br>நாம் எங்கள் சமூக மற்றும் _____ வாழ்க்கையில் மதிப்பின் நெருக்கடியை சந்திக்கிறோம்.<br>(அ) சமூக (ஆ) அரசியல்<br>(இ) குடும்பம் (ஈ) மேற்கண்டவைஎதுவுமில்லை |               | CO1   | K2        |
| 3.      | What are the factors of language growth?<br>[a] Level of literacy [b] Cultural growth<br>[c] both (a) and (b) [d] None of these<br>மொழி வளர்ச்சியின் காரணிகள் யாவை?<br>(அ) கல்வியறிவின்றிலை (ஆ) கலாச்சார வளர்ச்சி<br>(இ) இரண்டும் (அ) மற்றும் (ஆ) (ஈ) இவை எதுவுமில்லை                    |               | CO1   | K1        |
| 4.      | _____ is to be identified with other feelings.<br>[a] Moral [b] Value [c] Empathy [d] Respect<br>மற்ற உணர்வுகளுடன் _____ அடையாளம் காணப்பட வேண்டும்.<br>(அ) தார்மீகம் (ஆ) மதிப்பு (இ) பச்சாத்தாபம் (ஈ) மரியாதை  |               | CO1   | K2        |
| 5.      | Karma means _____.<br>[a] action or dead [b] confidence<br>[c] social value [d] reliability<br>கர்மா என்றால் _____ என்று பொருள்.<br>(அ) செயல் அல்லது இறந்த (ஆ) நம்பிக்கை<br>(இ) சமூகமதிப்பு (ஈ) நம்பகத்தன்மை   |               | CO2   | K1        |

6. \_\_\_\_\_ religion takes Mohamad as the messenger of God Allah. CO2 K2  
 [a] Hindu [b] Islam [c] Christian [d] Sikhs  
 மொஹமதை கடவுள் அல்லாஹ்வின் தூதராக \_\_\_\_\_ மதம் ஏற்றுக்கொள்கிறது.  
 (அ) இந்து (ஆ) இஸ்லாம் (இ) கிறிஸ்தவர் (ஈ) சீக்கியர்
7. The founder of \_\_\_\_\_ is Lord Mahavir whose childhood name is vardhaman. CO2 K1  
 [a] Jainism [b] Islam [c] Hindusm [d] Buddhism  
 பகவான் மகாவீர் ----- மதத்தை தோற்றுவித்தார். அவரின் குழந்தை பெயர் வர்தமன்.  
 (அ) சமண (ஆ) இஸ்லாம் (இ) இந்து (ஈ) புத்த
8. \_\_\_\_\_ means without violence. CO2 K2  
 [a] Crime [b] Civil [c] Ahimsa [d] Himsa  
 \_\_\_\_\_ என்றால் வன்முறை இல்லாமல் இருப்பது.  
 (அ) குற்றம் (ஆ) சிவில் (இ) அஹிம்சை (ஈ) வதைத்தல்
9. Proximity to nature is a characteristic feature of \_\_\_\_\_. CO3 K1  
 [a] agrarian society [b] urban society  
 [c] industrial society [d] post-industrial society  
 இயற்கையின் அருகாமை என்பது ----- சமூகத்தின் ஒரு சிறப்பியல்பு அம்சமாகும்.  
 (அ) விவசாய (ஆ) நகர  
 (இ) தொழில்துறை (ஈ) தொழில்துறைக்கு பிந்தைய
10. The total organisation of social life within a limited area may be termed as \_\_\_\_\_. CO3 K2  
 [a] a community [b] an association  
 [c] an institution [d] a society  
 ஒரு குறிப்பிட்ட பகுதிக்குள்ளான சமூக வாழ்க்கையின் மொத்த அமைப்பு \_\_\_\_\_.  
 (அ) ஒரு சமூகம் (ஆ) ஒரு சங்கம்  
 (இ) ஒரு நிறுவனம் (ஈ) ஒரு சமுதாயம்
11. Which of the following will not be considered as Primary group? CO3 K1  
 [a] Family [b] Peer Group [c] Neighborhood [d] Crowd  
 பின்வருவனவற்றில் எது முதன்மைக் குழுவாக கருதப்படாது?  
 (அ) குடும்பம் (ஆ) பியர் குழு (இ) அண்டை வீட்டார் (ஈ) கூட்டம்
12. The main duty of the family is \_\_\_\_\_. CO3 K2  
 [a] schooling [b] socialization  
 [c] internalization [d] agriculture  
 குடும்பத்தின் முக்கிய கடமை \_\_\_\_\_.  
 (அ) பள்ளிப் படிப்பு (ஆ) சமூகமயமாக்கல்  
 (இ) வெளிநாட்டுமயமாக்கல் (ஈ) விவசாயம்

13. Social Justice is concerned with equal justice, not just in the courts, but in all aspects of \_\_\_\_\_. CO4 K1  
 [a] society [b] family [c] college [d] all of the above  
 சமூகநீதி என்பது நீதிமன்றங்களில் மட்டுமல்ல, எல்லா அம்சங்களிலும் \_\_\_\_\_ தொடர்புடையது.  
 (அ) சமூகம் சார்ந்த (ஆ) குடும்பம் சார்ந்த  
 (இ) கல்லூரி சார்ந்த (ஈ) மேற்கண்டவை அனைத்தும்
14. The word secularism came from \_\_\_\_\_. CO4 K2  
 [a] Portuguese [b] Greek [c] Latin [d] Spanish  
 மதச்சார்பின்மை என்ற சொல் \_\_\_\_\_ மொழியில் இருந்து வந்தது.  
 (அ) போர்த்துகீசியம் (ஆ) கிரேக்கம் (இ) லத்தீன் (ஈ) ஸ்பானிஷ்
15. Integrity is derived from qualities such as honesty and consistency of \_\_\_\_\_. CO4 K1  
 [a] team [b] integrity [c] character [d] accountability  
 நேர்மை மற்றும் நிலைத்தன்மை போன்ற குணங்களிலிருந்து -----  
 உருவாகிறது.  
 (அ) குழு (ஆ) நேர்மை (இ) தன்மை (ஈ) பொறுப்பு
16. \_\_\_\_\_ is a feeling or an ideology among a section of people. CO4 K2  
 [a] Regionalism [b] Dravida Movement  
 [c] Communalism [d] Secularism  
 \_\_\_\_\_ என்பது ஒரு பகுதியினரிடையே உள்ள ஒரு உணர்வு அல்லது ஒரு சித்தாந்தமாகும்.  
 (அ) பிராந்தியவாதம் (ஆ) திராவிட இயக்கம்  
 (இ) வகுப்புவாதம் (ஈ) மதச்சார்பின்மை
17. What is the main basis of the structure of family? CO5 K1  
 [a] Husband [b] Mother [c] Both (a) and (b) [d] Marriage  
 குடும்ப கட்டமைப்பின் முக்கிய அடிப்படை எது?  
 (அ) கணவர் (ஆ) தாய் (இ) இருவரும் (அ) மற்றும் (ஆ) (ஈ) திருமணம்
18. Family is an agent of \_\_\_\_\_. CO5 K2  
 [a] marriage [b] society [c] socialisation (d) social institution  
 \_\_\_\_\_ சின் முகவர் குடும்பம் ஆகும்.  
 (அ) திருமணம் (ஆ) சமூகம் (இ) சமூகமயமாக்கல் (ஈ) சமூகநிறுவனம்
19. \_\_\_\_\_ is one of the main aim of family life. CO5 K1  
 [a] Procreation [b] Marriage  
 [c] Production of child [d] All of the above  
 \_\_\_\_\_ குடும்ப வாழ்க்கையின் முக்கிய நோக்கங்களில் ஒன்று.  
 (அ) கொள்முதல் (ஆ) திருமணம்  
 (இ) குழந்தையின் உற்பத்தி (ஈ) மேற்கூறிய அனைத்தும்
20. What is the second basis of the structure of the family? CO5 K2  
 [a] Husband and Mother [b] Marriage  
 [c] Procreation [d] All of these  
 குடும்பத்தின் கட்டமைப்பின் இரண்டாவது அடிப்படை என்ன?  
 (அ) கணவன் மற்றும் தாய் (ஆ) திருமணம்  
 (இ) இனப்பெருக்கம் (ஈ) இவை அனைத்தும்

| <b>Qn. No.</b> | <b>Section – B<br/>Answer ALL the Questions</b>  | <b>[5 x 6 =30]</b>   | <b>CO(s)</b> | <b>K – Level</b> |
|----------------|--|----------------------|--------------|------------------|
| 21.a)          | State the importance of Karma Yoga.<br><i>கர்ம யோகாவின் முக்கியத்துவத்தை தெரிவிக்கவும்.</i>  |                      | CO1          | K1               |
|                | <b>[அல்லது]</b>  |                      |              |                  |
| 21.b)          | List out the significance of values.<br><i>மதிப்புகளின் முக்கியத்துவத்தை பட்டியலிடுங்கள்.</i>  |                      | CO1          | K1               |
| 22.a)          | State the basic characteristics of Jainism.<br><i>சமண மதத்தின் அடிப்படை பண்புகளை குறிப்பிடுங்கள்.</i>  |                      | CO2          | K2               |
|                | <b>[அல்லது]</b>  |                      |              |                  |
| 22.b)          | State the moral values of Hinduism.<br><i>இந்து மதத்தின் தார்மீக மதிப்புகளைக் கூறுங்கள்.</i>   |                      | CO2          | K2               |
| 23.a)          | What are the issues of social integration?<br><i>சமூக ஒருங்கிணைப்பின் சிக்கல்கள் யாவை?</i>   |                      | CO3          | K3               |
|                | <b>[அல்லது]</b>  |                      |              |                  |
| 23.b)          | Identify the importance of socialism.<br><i>பொதுவுடைமை கோட்பாட்டின் முக்கியத்துவத்தை அடையாளம் காண்க.</i>   |                      | CO3          | K3               |
| 24.a)          | List out the transparency in professional values.<br><i>தொழில் முறை மதிப்புகளில் வெளிப்படாத தன்மையை பட்டியலிடுங்கள்.</i>   |                      | CO4          | K2               |
|                | <b>[அல்லது]</b>  |                      |              |                  |
| 24.b)          | Distinguish between Integrity and commitment.<br><i>நேர்மை மற்றும் அர்ப்பணிப்பிணை வேறுபடுத்துக.</i>  |                      | CO4          | K2               |
| 25.a)          | State the role of family in value formation.<br><i>மதிப்பு உருவாக்கத்தில் குடும்பத்தின் பங்கைக் கூறுங்கள்.</i>   |                      | CO5          | K3               |
|                | <b>[அல்லது]</b>  |                      |              |                  |
| 25.b)          | Write short notes on mass media and democracy.<br><i>வெகுஜன ஊடகங்கள் மற்றும் ஜனநாயகம் குறித்து சிறு குறிப்பு எழுதுக.</i>   |                      | CO5          | K3               |
| <b>Qn. No.</b> | <b>Section – C<br/>Answer ALL the Questions</b>  | <b>[5 x 10 = 50]</b> | <b>CO(s)</b> | <b>K – Level</b> |
| 26.a)          | Explain the different classification of values.<br><i>மதிப்புகளின் வெவ்வேறு வகைப்பாட்டை விளக்குங்கள்.</i>  |                      | CO1          | K1               |
|                | <b>[அல்லது]</b>  |                      |              |                  |
| 26.b)          | Explain the self-initiatives and self-confidence.<br><i>தன் முயற்சி மற்றும் தன்னம்பிக்கை ஆகியவற்றை விளக்குங்கள்.</i>   |                      | CO1          | K1               |
| 27.a)          | Explain the beliefs and practices in Sikhism.<br><i>சீக்கிய மதத்தில் உள்ள நம்பிக்கைகள் மற்றும் நடைமுறைகளை விளக்குங்கள்.</i>                                      |                      | CO2          | K2               |
|                | <b>[அல்லது]</b>  |                      |              |                  |
| 27.b)          | Explain the reasons for social problems like fundamentalism in India.<br><i>இந்தியாவில் அடிப்படைவாதம் போன்ற சமூகப் பிரச்சினைகளுக்கான காரணங்களை விளக்குங்கள்.</i> |                      | CO2          | K2               |



|       |  |     |    |
|-------|--|-----|----|
| 28.a) | Identify the political awareness and its levels.<br>அரசியல் விழிப்புணர்வையும் அதன் நிலைகளையும் அடையாளம் காண்க.<br>[அல்லது]   | CO3 | K3 |
| 28.b) | Categorize the different democratic functions prevailed in India.<br>இந்தியாவில் உள்ள பல்வகை ஜனநாயக செயல்பாடுகளை வகைப்படுத்தவும்.  | CO3 | K3 |
| 29.a) | Explain the different types of accountability.<br>பல்வேறு வகையான பொறுப்புணர்வை விளக்குங்கள்.<br>[அல்லது]   | CO4 | K2 |
| 29.b) | Describe the areas of Integrity and Commitment.<br>நேர்மை மற்றும் உறுதிப்பாட்டின் பகுதிகளை விவரிக்கவும்.   | CO4 | K2 |
| 30.a) | Explain how family helps to inculcate social values among children.<br>குழந்தைகளிடையே சமூக விழுமியங்களை வளர்க்க குடும்பம் எவ்வாறு உதவுகிறது என்பதை விளக்குங்கள்.<br>[அல்லது] | CO5 | K2 |
| 30.b) | Describe how values can be promoted through educational institutions.<br>கல்வி நிறுவனங்கள் மூலம் மதிப்புகளை எவ்வாறு மேம்படுத்தலாம் என்பதை விவரிக்கவும்.                      | CO5 | K2 |

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## G.T.N. ARTS COLLEGE (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University) || (Accredited by NAAC with 'B' Grade)

### END SEMESTER EXAMINATIONS – NOVEMBER 2020

#### (UNDER OUTCOME BASED EDUCATION (OBE) PATTERN)

Programme: All UG Programmes

CourseCode: 20UVEV11

CourseTitle: Value Education

Date: 15.02.2021

Time: 10 am – 1 pm

Max. Marks : 100

| Qn. No. | Section – A<br>Answer ALL the Questions  | [20 x 1 = 20] | CO(s) | K – Level |
|---------|--|---------------|-------|-----------|
| 1.      | _____ are the rules that define human interactions.<br>[a] Values [b] Good faith<br>[c] Personality [d] None of the above<br>_____ மனித தொடர்புகளை வரையறுக்கும் விதிகள்.<br>(அ) மதிப்புகள் (ஆ) நல்லநம்பிக்கை<br>(இ) ஆளுமை (ஈ) மேற்கண்டவை எதுவுமில்லை                                     |               | CO1   | K1        |
| 2.      | We are going through a crisis of value in our social and _____ life.<br>[a] social [b] political [c] family [d] none of the above<br>நாம் எங்கள் சமூக மற்றும் _____ வாழ்க்கையில் மதிப்பின் நெருக்கடியை சந்திக்கிறோம்.<br>(அ) சமூக (ஆ) அரசியல்<br>(இ) குடும்பம் (ஈ) மேற்கண்டவைஎதுவுமில்லை |               | CO1   | K2        |
| 3.      | What are the factors of language growth?<br>[a] Level of literacy [b] Cultural growth<br>[c] both (a) and (b) [d] None of these<br>மொழி வளர்ச்சியின் காரணிகள் யாவை?<br>(அ) கல்வியறிவின்றிலை (ஆ) கலாச்சார வளர்ச்சி<br>(இ) இரண்டும் (அ) மற்றும் (ஆ) (ஈ) இவை எதுவுமில்லை                    |               | CO1   | K1        |
| 4.      | _____ is to be identified with other feelings.<br>[a] Moral [b] Value [c] Empathy [d] Respect<br>மற்ற உணர்வுகளுடன் _____ அடையாளம் காணப்பட வேண்டும்.<br>(அ) தார்மீகம் (ஆ) மதிப்பு (இ) பச்சாத்தாபம் (ஈ) மரியாதை  |               | CO1   | K2        |
| 5.      | Karma means _____.<br>[a] action or dead [b] confidence<br>[c] social value [d] reliability<br>கர்மா என்றால் _____ என்று பொருள்.<br>(அ) செயல் அல்லது இறந்த (ஆ) நம்பிக்கை<br>(இ) சமூகமதிப்பு (ஈ) நம்பகத்தன்மை   |               | CO2   | K1        |

6. \_\_\_\_\_ religion takes Mohamad as the messenger of God Allah. CO2 K2  
 [a] Hindu [b] Islam [c] Christian [d] Sikhs  
 மொஹமதை கடவுள் அல்லாஹ்வின் தூதராக \_\_\_\_\_ மதம் ஏற்றுக்கொள்கிறது.  
 (அ) இந்து (ஆ) இஸ்லாம் (இ) கிறிஸ்தவர் (ஈ) சீக்கியர்
7. The founder of \_\_\_\_\_ is Lord Mahavir whose childhood name is vardhaman. CO2 K1  
 [a] Jainism [b] Islam [c] Hindusm [d] Buddhism  
 பகவான் மகாவீர் ----- மதத்தை தோற்றுவித்தார். அவரின் குழந்தை பெயர் வர்தமன்.  
 (அ) சமண (ஆ) இஸ்லாம் (இ) இந்து (ஈ) புத்த
8. \_\_\_\_\_ means without violence. CO2 K2  
 [a] Crime [b] Civil [c] Ahimsa [d] Himsa  
 \_\_\_\_\_ என்றால் வன்முறை இல்லாமல் இருப்பது.  
 (அ) குற்றம் (ஆ) சிவில் (இ) அஹிம்சை (ஈ) வதைத்தல்
9. Proximity to nature is a characteristic feature of \_\_\_\_\_. CO3 K1  
 [a] agrarian society [b] urban society  
 [c] industrial society [d] post-industrial society  
 இயற்கையின் அருகாமை என்பது ----- சமூகத்தின் ஒரு சிறப்பியல்பு அம்சமாகும்.  
 (அ) விவசாய (ஆ) நகர  
 (இ) தொழில்துறை (ஈ) தொழில்துறைக்கு பிந்தைய
10. The total organisation of social life within a limited area may be termed as \_\_\_\_\_. CO3 K2  
 [a] a community [b] an association  
 [c] an institution [d] a society  
 ஒரு குறிப்பிட்ட பகுதிக்குள்ளான சமூக வாழ்க்கையின் மொத்த அமைப்பு \_\_\_\_\_.  
 (அ) ஒரு சமூகம் (ஆ) ஒரு சங்கம்  
 (இ) ஒரு நிறுவனம் (ஈ) ஒரு சமுதாயம்
11. Which of the following will not be considered as Primary group? CO3 K1  
 [a] Family [b] Peer Group [c] Neighborhood [d] Crowd  
 பின்வருவனவற்றில் எது முதன்மைக் குழுவாக கருதப்படாது?  
 (அ) குடும்பம் (ஆ) பியர் குழு (இ) அண்டை வீட்டார் (ஈ) கூட்டம்
12. The main duty of the family is \_\_\_\_\_. CO3 K2  
 [a] schooling [b] socialization  
 [c] internalization [d] agriculture  
 குடும்பத்தின் முக்கிய கடமை \_\_\_\_\_.  
 (அ) பள்ளிப் படிப்பு (ஆ) சமூகமயமாக்கல்  
 (இ) வெளிநாட்டுமயமாக்கல் (ஈ) விவசாயம்

13. Social Justice is concerned with equal justice, not just in the courts, but in all aspects of \_\_\_\_\_. CO4 K1  
 [a] society [b] family [c] college [d] all of the above  
 சமூகநீதி என்பது நீதிமன்றங்களில் மட்டுமல்ல, எல்லா அம்சங்களிலும் \_\_\_\_\_ தொடர்புடையது.  
 (அ) சமூகம் சார்ந்த (ஆ) குடும்பம் சார்ந்த  
 (இ) கல்லூரி சார்ந்த (ஈ) மேற்கண்டவை அனைத்தும்
14. The word secularism came from \_\_\_\_\_. CO4 K2  
 [a] Portuguese [b] Greek [c] Latin [d] Spanish  
 மதச்சார்பின்மை என்ற சொல் \_\_\_\_\_ மொழியில் இருந்து வந்தது.  
 (அ) போர்த்துகீசியம் (ஆ) கிரேக்கம் (இ) லத்தீன் (ஈ) ஸ்பானிஷ்
15. Integrity is derived from qualities such as honesty and consistency of \_\_\_\_\_. CO4 K1  
 [a] team [b] integrity [c] character [d] accountability  
 நேர்மை மற்றும் நிலைத்தன்மை போன்ற குணங்களிலிருந்து -----  
 உருவாகிறது.  
 (அ) குழு (ஆ) நேர்மை (இ) தன்மை (ஈ) பொறுப்பு
16. \_\_\_\_\_ is a feeling or an ideology among a section of people. CO4 K2  
 [a] Regionalism [b] Dravida Movement  
 [c] Communalism [d] Secularism  
 \_\_\_\_\_ என்பது ஒரு பகுதியினரிடையே உள்ள ஒரு உணர்வு அல்லது ஒரு சித்தாந்தமாகும்.  
 (அ) பிராந்தியவாதம் (ஆ) திராவிட இயக்கம்  
 (இ) வகுப்பு வாதம் (ஈ) மதச்சார்பின்மை
17. What is the main basis of the structure of family? CO5 K1  
 [a] Husband [b] Mother [c] Both (a) and (b) [d] Marriage  
 குடும்ப கட்டமைப்பின் முக்கிய அடிப்படை எது?  
 (அ) கணவர் (ஆ) தாய் (இ) இருவரும் (அ) மற்றும் (ஆ) (ஈ) திருமணம்
18. Family is an agent of \_\_\_\_\_. CO5 K2  
 [a] marriage [b] society [c] socialisation (d) social institution  
 \_\_\_\_\_ சின் முகவர் குடும்பம் ஆகும்.  
 (அ) திருமணம் (ஆ) சமூகம் (இ) சமூகமயமாக்கல் (ஈ) சமூகநிறுவனம்
19. \_\_\_\_\_ is one of the main aim of family life. CO5 K1  
 [a] Procreation [b] Marriage  
 [c] Production of child [d] All of the above  
 \_\_\_\_\_ குடும்ப வாழ்க்கையின் முக்கிய நோக்கங்களில் ஒன்று.  
 (அ) கொள்முதல் (ஆ) திருமணம்  
 (இ) குழந்தையின் உற்பத்தி (ஈ) மேற்கூறிய அனைத்தும்
20. What is the second basis of the structure of the family? CO5 K2  
 [a] Husband and Mother [b] Marriage  
 [c] Procreation [d] All of these  
 குடும்பத்தின் கட்டமைப்பின் இரண்டாவது அடிப்படை என்ன?  
 (அ) கணவன் மற்றும் தாய் (ஆ) திருமணம்  
 (இ) இனப்பெருக்கம் (ஈ) இவை அனைத்தும்

| <b>Qn. No.</b> | <b>Section – B<br/>Answer ALL the Questions</b>  | <b>[5 x 6 =30]</b>   | <b>CO(s)</b> | <b>K – Level</b> |
|----------------|--|----------------------|--------------|------------------|
| 21.a)          | State the importance of Karma Yoga.<br><i>கர்ம யோகாவின் முக்கியத்துவத்தை தெரிவிக்கவும்.</i>  |                      | CO1          | K1               |
|                | <b>[அல்லது]</b>  |                      |              |                  |
| 21.b)          | List out the significance of values.<br><i>மதிப்புகளின் முக்கியத்துவத்தை பட்டியலிடுங்கள்.</i>  |                      | CO1          | K1               |
| 22.a)          | State the basic characteristics of Jainism.<br><i>சமண மதத்தின் அடிப்படை பண்புகளை குறிப்பிடுங்கள்.</i>  |                      | CO2          | K2               |
|                | <b>[அல்லது]</b>  |                      |              |                  |
| 22.b)          | State the moral values of Hinduism.<br><i>இந்து மதத்தின் தார்மீக மதிப்புகளைக் கூறுங்கள்.</i>   |                      | CO2          | K2               |
| 23.a)          | What are the issues of social integration?<br><i>சமூக ஒருங்கிணைப்பின் சிக்கல்கள் யாவை?</i>   |                      | CO3          | K3               |
|                | <b>[அல்லது]</b>  |                      |              |                  |
| 23.b)          | Identify the importance of socialism.<br><i>பொதுவுடைமை கோட்பாட்டின் முக்கியத்துவத்தை அடையாளம் காண்க.</i>   |                      | CO3          | K3               |
| 24.a)          | List out the transparency in professional values.<br><i>தொழில் முறை மதிப்புகளில் வெளிப்படாத தன்மையை பட்டியலிடுங்கள்.</i>   |                      | CO4          | K2               |
|                | <b>[அல்லது]</b>  |                      |              |                  |
| 24.b)          | Distinguish between Integrity and commitment.<br><i>நேர்மை மற்றும் அர்ப்பணிப்பிணை வேறுபடுத்துக.</i>  |                      | CO4          | K2               |
| 25.a)          | State the role of family in value formation.<br><i>மதிப்பு உருவாக்கத்தில் குடும்பத்தின் பங்கைக் கூறுங்கள்.</i>   |                      | CO5          | K3               |
|                | <b>[அல்லது]</b>  |                      |              |                  |
| 25.b)          | Write short notes on mass media and democracy.<br><i>வெகுஜன ஊடகங்கள் மற்றும் ஜனநாயகம் குறித்து சிறு குறிப்பு எழுதுக.</i>   |                      | CO5          | K3               |
| <b>Qn. No.</b> | <b>Section – C<br/>Answer ALL the Questions</b>  | <b>[5 x 10 = 50]</b> | <b>CO(s)</b> | <b>K – Level</b> |
| 26.a)          | Explain the different classification of values.<br><i>மதிப்புகளின் வெவ்வேறு வகைப்பாட்டை விளக்குங்கள்.</i>  |                      | CO1          | K1               |
|                | <b>[அல்லது]</b>  |                      |              |                  |
| 26.b)          | Explain the self-initiatives and self-confidence.<br><i>தன் முயற்சி மற்றும் தன்னம்பிக்கை ஆகியவற்றை விளக்குங்கள்.</i>   |                      | CO1          | K1               |
| 27.a)          | Explain the beliefs and practices in Sikhism.<br><i>சீக்கிய மதத்தில் உள்ள நம்பிக்கைகள் மற்றும் நடைமுறைகளை விளக்குங்கள்.</i>                                      |                      | CO2          | K2               |
|                | <b>[அல்லது]</b>  |                      |              |                  |
| 27.b)          | Explain the reasons for social problems like fundamentalism in India.<br><i>இந்தியாவில் அடிப்படைவாதம் போன்ற சமூகப் பிரச்சினைகளுக்கான காரணங்களை விளக்குங்கள்.</i> |                      | CO2          | K2               |

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| 28.a) | Identify the political awareness and its levels.<br>அரசியல் விழிப்புணர்வையும் அதன் நிலைகளையும் அடையாளம் காண்க.<br>[அல்லது]   | CO3 | K3 |
| 28.b) | Categorize the different democratic functions prevailed in India.<br>இந்தியாவில் உள்ள பல்வகை ஜனநாயக செயல்பாடுகளை வகைப்படுத்தவும்.  | CO3 | K3 |
| 29.a) | Explain the different types of accountability.<br>பல்வேறு வகையான பொறுப்புணர்வை விளக்குங்கள்.<br>[அல்லது]   | CO4 | K2 |
| 29.b) | Describe the areas of Integrity and Commitment.<br>நேர்மை மற்றும் உறுதிப்பாட்டின் பகுதிகளை விவரிக்கவும்.   | CO4 | K2 |
| 30.a) | Explain how family helps to inculcate social values among children.<br>குழந்தைகளிடையே சமூக விழுமியங்களை வளர்க்க குடும்பம் எவ்வாறு உதவுகிறது என்பதை விளக்குங்கள்.<br>[அல்லது] | CO5 | K2 |
| 30.b) | Describe how values can be promoted through educational institutions.<br>கல்வி நிறுவனங்கள் மூலம் மதிப்புகளை எவ்வாறு மேம்படுத்தலாம் என்பதை விவரிக்கவும்.                      | CO5 | K2 |

**SECTION – C**  
**Answer Any THREE Questions.**

[ 3 X 10 = 30 ]

16. Describe various types of research in detail.
17. Write a detailed note on the probability sampling designs.
18. Give an essay on focused group discussion as the primary data collection method.
19. Discuss about the test of hypothesis.
20. What are the different types of reports? Explain each type shortly.

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Reg. No:



**G.T.N. ARTS COLLEGE (AUTONOMOUS)**

*(Affiliated to Madurai Kamaraj University)  
(Accredited by NAAC with 'B' Grade)*

**END SEMESTER EXAMINATION – NOVEMBER 2020**

**Programme: B.B.A.**

**Date: 24.12.2020**

**Course Code: 17UBAC54**

**Time: 10 am to 1 pm**

**Course Title : Research Methodology**

**Max Marks :75**

**SECTION – A**

**[10 X 1 = 10]**

**Answer ALL the Questions.  
Choose the Correct Answer.**

1. Which one of the following research method is aimed at discovering the relations and interactions among sociological, psychological and educational variables?  
[a] Field study [b] Experiment  
[c] Pure study [d] Descriptive
2. Examine periodicals, monographs and reports is the procedure followed in \_\_\_\_\_.  
[a] Research methodology [b] Review of literature  
[c] Data Interpretation [d] Sample study
3. Which one of the following is referred as the aggregate of all units pertaining to study?  
[a] Population [b] Sampling frame  
[c] Sample [d] Unit of Study

10. \_\_\_\_\_ refers to the task of drawing inferences from the collected facts after an analytical and/or experimental study.
- [a] Coding [b] Analysis  
[c] Reporting [d] Interpretation
- SECTION – B** [5 X 7 = 35]  
**Answer ALL the Questions.**
11. a) What are the essential characteristics of a good research?  
[OR]
- b) List out and shortly explain the various problems faced by researchers in India.
12. a) Evaluate the Likert-type scale in short.  
[OR]
- b) Discuss about various Non-probability sampling methods shortly.
13. a) Explain the criteria for selecting suitable method for collecting primary data.  
[OR]
- b) State the important factors to be kept in mind while constructing a questionnaire.
14. a) What are the different types of hypothesis in research?  
[OR]
- b) State the features of Editing and Coding.
15. a) Give a short note on uses of computers in research.  
[OR]
- b) List out the various steps involved in writing a research report.

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4. \_\_\_\_\_ Scale measuring ordinal attributes like attitudes.
- [a] Likert's scale [b] Rating  
[c] Ranking [d] Multiple Choice
5. \_\_\_\_\_ is a process of systematic viewing of a specific phenomenon in its proper setting for the specific purpose.
- [a] Observation [b] Investigation  
[c] Interview [d] Comprehension
6. Which one of the following method is used to examine the casual relationship between variables?
- [a] Interview [b] Experimentation  
[c] Mail survey [d] Projective
7. \_\_\_\_\_ is a tentative proposition relating to investigative approach.
- [a] Research design [b] Hypothesis  
[c] Coding [d] Analysis
8. Divide the raw data and assign in to groups based on the similarity is called as \_\_\_\_\_.
- [a] Coding [b] Grouping  
[c] Classification [d] Editing
9. Find out the kind of report which is specially prepared for the non-technical users.
- [a] Technical [b] Popular report  
[c] Interim report [d] Summary report

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