

**UNIVERSITY OF KERALA
SCHOOL OF DISTANCE EDUCATION
3 YEAR BBA (SDE) PROGRAMME
I & II SEMESTER ASSIGNMENT QUESTIONS
FOR SDE(DIRECT) & LSC's STUDENTS**

INSTRUCTIONS TO STUDENTS ENROLLED DIRECTLY TO SDE

- 1. Assignments should be written in own hand writing and submit the same on or before 10-07-2015 to the Coordinator, BBA –SDE programme, SDE, Palayam University of Kerala.**
- 2. Since a combined S1 & S2 exam is mooted for the first year, submit both S1 & S2 assignments in the above mentioned date.**
- 3. Each assignment should be written in about 15 pages and the problems need to be solved as per the procedure.**
- 4. Assignments received at the office of the SDE after the above date and those sent after the date will not be evaluated**
- 5. Each subject assignments will be evaluated for 10 marks.**
- 6. The course coordinator will publish the assignment marks (10) along with attendance marks (5) in SDE website before the commencement of University exam**

I SEMESTER

1. ENGLISH –LISTENING AND SPEAKING SKILLS

- 1) What are the basic skills required in communication
- 2) Describe a strange incident you have confronted to your friend in about 150 words
- 3) Describe the twists and turns in the sequence of events in “A Marriage Proposal”
- 4) What are the disadvantages of purchase on installments as exemplified in “Never Never Nest”
- 5) Discuss about the title of the play, “The Rising of the Moon” with specific reference to the history of Ireland.

2. ENVIRONMENTAL STUDIES

- 1) What are the different segments of environment? Elaborate on each.
- 2) What is ecological succession? What are the different types?
- 3) Explain the various uses of biodiversity regarding direct and indirect values
- 4) What is the role of GIS in dissemination of environmental information and environmental management?
- 5) Write short notes on

- a) Food webs
- b) Value education
- c) Greenhouse effect
- d) In situ conservation

3. PRINCIPLES OF MANAGEMENT

- 1) Write short notes on
 - a) Gangplank
 - b) Manpower planning
 - c) Delegation of authority
 - d) Coordination
- 2) Explain the steps in planning
- 3) What is span of management? Explain the factors affecting it
- 4) Compare and contrast Maslow's need theory and McGregor's theory
- 5) Explain Hawthorne experiments

4. ORGANISATIONAL BEHAVIOUR

- 1) Explain the nature and importance of OB
- 2) Define O.D and explain the various techniques of O.D
- 3) Write a note on learning, values and attitude
- 4) Differentiate financial and non-financial motivators
- 5) Explain QWL and its constituents

5. FINANCIAL ACCOUNTING

- 1) Explain the different types of shares that a Co. can issue
- 2) Explain the various accounting conventions used in accounting
- 3) Write short notes on
 - a) Trade discount
 - b) Partnership
 - c) Sweat equity shares
- 4) XYZ Ltd issued 10,000 equity shares of Rs.100 each at 10% discount. The net amount payable as follows:
 - On application Rs.20
 - On allotment Rs.30 (Rs.40 – discount Rs.10)

On first call Rs.30

On final call Rs.10

A shareholder holding 200 shares did not pay final call. His shares Were forfeited.

Out of these 150 shares were reissued to Ms.Raziya at Rs.75 per shares.

Give journal entries in the books of the company.

5) Following is the trail balance of Mr.Raju as on 31st march 2012. Prepare Trading and P/ L account for the year ended 31st march 2012 and a B/S as on that date

Debit balances	Rs.	Credit balances	Rs.
Stock (1-4-2011)	14000	sales	220000
Purchases	126000	capital	145600
Wages	50500	creditors	20000
Salaries	16000	loan	15000
Printing	6050		
Carriage inwards	3050		
Rent	5200		
Insurance	1320		
Machinery	52000		
Building	67000		
Debtors	44000		
Furniture	3350		
General expenses	2600		
Cash in hand	1930		
Bad debts	1020		
Bank	6580		
	400600		400600

Closing stock as on 31-3-2012 Rs.20600

Adjustments

- 1) Depreciate machinery by 10% p.a
- 2) Make a provision of 5% for bad and doubtful debts
- 3) Rent paid in advance Rs.400.Insurance prepaid Rs.120
- 4) Salary outstanding Rs.1400

6. BUSINESS STATISTICS

- 1) Write short notes on
 - a) Mode
 - b) Investigator
 - c) Biased errors
- 2) Compute the coefficient of skewness from the following values

Median =18.8 ,Q1=14.6, Q3=25.2

- 3) What is a questionnaire and list out its limitations
 - 4) The weekly wages of 1000 workmen are normally distributed with a mean of 2000 and a standard deviation of 150. Estimate the number of workers whose wages lie between 1750 and 2250.
- 5) During 8 a.m. and 10 a.m., on an average, 1.5 number of phone calls per minute are reported in the switch board of a company. Find the probability that during one particular minute, in the said interval, there will be
- (a) no phone call at all.
 - (b) exactly 3 calls.
 - (c) at least 4 calls.

II SEMESTER

1. ENGLISH - 2 WRITING AND PRESENTATION SKILLS

1. Write a note on audio visual tools
2. Prepare a CV for the job as management trainee
3. Prepare a questionnaire to conduct an opinion survey from customers about the product acceptance of newly introduced mobile phone
4. What are the key elements required to become a good orator?
5. Explain briefly the functional uses of writing with examples.

2. E-COMMERCE

1. Define E Commerce and explain different levels of E Commerce
2. Define Internet .Discuss the advantages and disadvantages of Email
3. Explain important functions in Excel.
4. Explain various parts of Tally screen and what they are used for.

5. Write short notes on
 - a) World wide web
 - b) Online shopping
 - c) Cyber Security
 - d) Digital signature

3. MARKETING MANAGEMENT

- 1) Write a note on product life cycle concept
- 2) Explain the objectives of direct marketing
- 3) Discuss in detail pricing objectives and policies
- 4) Write short notes on
 - a) Marketing mix
 - b) Remarketing
 - c) De-marketing
 - d) Brand equity
- 5) What are the stages of buying decision process?

4. MANAGERIAL ECONOMICS

1. Discuss briefly the chief characteristics of managerial economics
2. Discuss the managerial uses of break even analysis
3. Discuss the Keynes's theory of trade cycle
4. Define pricing policy? What are the factors to be considered while making pricing decision?
5. Write short notes on
 - a) price discrimination
 - b) business cycle
 - c) cost plus pricing
 - d) Oligopoly

5. BUSINESS LAW

- 1) What are the rights and duties of an agent?
- 2) State the circumstances under which a contract is said to be discharged.
- 3) Explain the different remedies available to the aggrieved party for a breach of contract.
- 4) Explain the different ways by which a contract of agency can be created.
- 5) Define contract of guarantee. What are the essential rules for a valid contract of guarantee?

6. COST ACCOUNTING

1. Define cost accountancy. Explain different methods of costing
2. Write short notes on
 - a) Bin card
 - b) Payment by result
 - c) Idle time
 - d) Budget manual
- 3) A material used for building is produced in three grades. The following information is available.

Particulars	Process I – Rs.	Process II – Rs.	Process III – Rs.
Raw material used [1000 tons]	1, 00, 000	—	—
Wages	87, 500	39, 500	10, 710
Weight lost [% of input]	5%	10%	20%
Scrap [sales price of Rs.50 per ton]	50 tons	30 tons	51 tons
Sale price per ton of finished goods	Rs.350	Rs.500	Rs.800

Management expenses were Rs.17,500 and selling expenses Rs.10,000. 2/3rd of output of process I and 50% of the output of process II is passed to the next process and remaining is sold. The entire output of process III is sold. Prepare Process Accounts and Statement of Profit

- 4) A machine was purchased on 1st January, 2007 for Rs. 5 lakhs. The total cost of all machinery inclusive of the new machine was Rs. 75 lakhs. The following further particulars were available.

Expected life of the machine – 10 years

Scrap value at the end of the life – Rs. 5,000

Repairs and maintenance for the machine during the year Rs.2,000

Expected number of working hours of the machine per year 4,000

Insurance premium annually for all machines Rs. 4,00

Power consumption for the machine per hour @ Rs. 5 @ per unit = 25 units

Area occupied by the machine – 100 sq feet

Area occupied by other machines – 1,500 sq.

feet Rent per month of the department Rs. 800

Lighting charges for 20 points for the whole department out of which three points are for the new machine – Rs.120 per month

Compute the machine hour rate for the machine.

- 5) Discuss the distinguishing features of process costing. What do you understand by 'Batch' type of industries? What are the basic principles of batch costing?