



21101918

QP CODE: 21101918

Reg No : .....

Name : .....

**BBA DEGREE (CBCS) EXAMINATION, AUGUST 2021**

**Third Semester**

Bachelor of Business Administration

**COMPLEMENTARY COURSE - BA3CMT14 - BUSINESS LAWS**

2017 Admission Onwards

6206D9A9

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is an 'executory contract'?
2. Illustrate the concept of 'general offer'.
3. Explain the rules regarding time for communication of revocation.
4. What is the meaning of the term "necessaries"?
5. Explain "free consent".
6. Who is an indemnifier?
7. Explain various types of bailment.
8. Who are the parties in a contract of bailment?
9. An agent acts for an undisclosed principal. Explain the law relating to liability of such an agent.
10. What is meant by irrevocable agency?
11. Define contract of sale.
12. What are the various modes of 'delivery of goods'?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Distinguish between "right in rem" and "right in personam".
14. What are the rules relating to devolution of joint rights?
15. Explain how a surety is discharged by the act or conduct of the creditor.
16. Explain the nature and extent of surety's liability.
17. State the essential features of a valid pledge.
18. What are the duties of a principal in a contract of agency?
19. Who is an agent? Can he delegate his authority to some one else?
20. Explain the provisions relating to price in a contract of sale.
21. Right of lien ends when stoppage begins and right of stoppage begins when lien ends'.  
Comment on this statement bringing out the law relating to lien and stoppage.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. In the light of section 23 of the Indian Contract Act, explain the law relating unlawful object and consideration.
23. What are the rights and liabilities of a finder of goods?
24. What are the various modes of creation of agency?
25. Explain the exceptions to the rule that a non-owner cannot transfer ownership.

(2×15=30)





21101915

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**BBA DEGREE (CBCS) EXAMINATION, AUGUST 2021**

**Third Semester**

Bachelor of Business Administration

**CORE COURSE - BA3CRT11 - HUMAN RESOURCE MANAGEMENT**

2017 Admission Onwards

33D7DDB4

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. HRM is basic to all functional areas - Comment.
2. Give four qualities of a personnel manager.
3. What is meant by transfers?
4. What is vestibule training?
5. What is performance appraisal? List out the objectives of performance appraisal?
6. What is promotion?
7. Write notes on Job Enrichment and job enlargement.
8. What do you mean by time wage system?
9. What do you mean by employee security?
10. Define incentive.
11. What is bond of service?
12. What is Gratuity?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Differentiate between HRM and personnel management.
14. Explain the role of HRM.
15. Explain how selection is different from recruitment.
16. What is career planning and explain the steps in effective career planning?
17. Describe the techniques used for analysing the job
18. What are the objectives of profit sharing?
19. What are the merits and demerits of VRS?
20. What are the constituents that should be included while drafting of charge sheet?
21. What are human resource records? Give 5 examples of human resource records.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Define manpower planning and elaborate the objectives of manpower planning.
23. Explain the meaning, features, and importance of executive development.
24. Explain the traditional methods of performance appraisal.
25. What is job evaluation, discuss its objectives and limitations.

(2×15=30)





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**BBA DEGREE (CBCS) EXAMINATION, AUGUST 2021**

**Third Semester**

Bachelor of Business Administration

**CORE COURSE - BA3CRT12 - MARKETING MANAGEMENT**

2017 Admission Onwards

E68FE9CA

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is buying function?
2. How occupation influence consumer behaviour?
3. Define marketing plan.
4. What is marketing mix?
5. What is maturity stage in PLC?
6. What is discount packing?
7. What is Loss Leader Pricing?
8. Write any two features of market structure.
9. What is Financial Advertising?
10. What is personal selling?
11. Who is a Mystery shopper?
12. What is Demand Risk?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain different types of market.
14. What is societal marketing concept?





15. What are the different types of brands?
16. What are the functions of labelling?
17. What are objectives of pricing policies?
18. What are the internal factors affecting a firm's pricing decision?
19. What are the elements of promotion mix?
20. Define marketing research. Show its importance.
21. What are the uses of marketing research?

(6×5=30)

**Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the need and importance of market segmentation. Discuss the various bases used for segmenting markets.
23. Define product. Explain different types of products.
24. Explain various types of marketing distribution channels used to reach the final user of a product. Also discuss various functions performed by wholesalers and retailers.
25. Discuss the major consumer and trade sales promotional techniques practiced by Indian marketers.

(2×15=30)





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**BBA DEGREE (CBCS) EXAMINATION, AUGUST 2021**

**Third Semester**

Bachelor of Business Administration

**CORE COURSE - BA3CRT13 - RESEARCH METHODOLOGY**

2017 Admission Onwards

7CFB7752

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. List any two criteria for good research.
2. What is meant by ex post facto research?
3. What is meant by fundamental research?
4. What are the sources of research problem?
5. What is meant by pilot survey?
6. Differentiate between observational design and statistical design.
7. What is meant by census?
8. What is meant by primary data?
9. What is meant by secondary data?
10. State any two disadvantages of secondary data.
11. What is the meaning of interpretation?
12. What is oral report? What are its demerit?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Elaborate on Research methods Vs. Methodology.





14. Examine the significance of research in business.
15. Explain the sources of research problem.
16. Define research design and explain its features.
17. Write short notes on :  
a) Systematic sampling b) Stratified sampling
18. How to select appropriate method for data collection?
19. Explain various kinds of interviews available for data collection.
20. Explain the types of research reports.
21. Illustrate the steps in writing research report.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the different steps in research process.
23. Explain the implications, features and criteria of selecting a sampling procedure.
24. Examine the features and sources of secondary data.
25. Describe the layout of a research report.

(2×15=30)

