



# TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

**PROGRAMME – BBAC – II YEAR**

**COURSE CODE**

**BATCH**

**FINANCIAL & MANAGEMENT  
ACCOUNTING**

**BBAC- 21**

**AY 2016-17**

**Time: 1 Hour**

**Total Marks: 25**

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Explain the rules applied for different classification of Account.
2. From the following details find out (a) Current Assets (b) Current Liabilities (c) Liquid Assets (d) Stock

Current Ratio 2.5

Liquid Ratio 1.5

Working Capital Rs.90,000

3. Find out Break-Even Point from the following particulars:

Variable cost per unit Rs.10

Selling price per unit Rs.15

Fixed overheads Rs.40,000

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. The following are the Balance of Shri Gupta as an 30<sup>th</sup> June 1988.

| <b>Debit Balance</b>               | <b>Rs.</b> | <b>P.</b> |                       | <b>Rs.</b> | <b>P.</b> |
|------------------------------------|------------|-----------|-----------------------|------------|-----------|
| Cash in hand                       | 540        | 00        | Patents               | 7,500      | 00        |
| Cash at Bank                       | 2,630      | 00        | Salaries              | 15,000     | 00        |
| Purchases                          | 40,675     | 00        | General expenses      | 3,000      | 00        |
| Returns inwards                    | 680        | 00        | Insurance             | 600        | 00        |
| Wages                              | 8,480      | 00        | Drawings              | 5,245      | 00        |
| Fuel and Power                     | 4,730      | 00        | Sundry Debtors        | 14,500     | 00        |
| Carriage on sales                  | 3,200      | 00        | <b>Credit Balance</b> |            |           |
| Carriage on Purchases              | 2,040      | 00        | Sales                 | 98,780     | 00        |
| Stock (1 <sup>st</sup> July, 1987) | 5,760      | 00        | Returns outwards      | 500        | 00        |
| Buildings                          | 32,000     | 00        | Capital               | 62,000     | 00        |
| Free hold land                     | 10,000     | 00        | Sundry creditors      | 6,300      | 00        |
| Machinery                          | 20,000     | 00        | Rent                  | 9,000      | 00        |

Taking into account the following adjustments prepare the trading and profit and Loss Account and Balance Sheet as on 30<sup>th</sup> June, 1988:

- a) Stock on hand on 30<sup>th</sup> June, 1988 is Rs.6,800.
- b) Machinery is to be depreciated at the rate of 10% and patents at the rate of 20%
- c) Salaries for the month of June, 1988 amounting to rs.1,500 were unpaid.
- d) Insurance includes a premium of rs.170 on a policy expiring on 31<sup>st</sup> Dec.1988.
- e) Bad debts are rs.725.
- f) Rent Receivable Rs.1,000

5. Discuss the Break . Even Analysis, its merits and demerits and illustrate the construction of Break Even chart.



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MANAGERIAL ECONOMICS

BBAC- 22

AY 2016-17

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Time: 1 Hour

Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

Answer any two questions. Each question carries equal marks.

1. Explain Law of Equal - Managerial Utility.
2. List out the features of Perfect Completion?
3. What are the difficulties in measuring the National Income?

**Part – B (1 x 15 = 15 Marks)**

Answer any one question.

4. Elaborate the Law of Supply, Supply Schedule and Supply Curve.
5. Describe the Price . Output Determination in Perfect and Monopoly Markets.



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PROGRAMME – BBAC – II YEAR

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BATCH

MARKETING MANAGEMENT

BBAC- 23

AY 2016-17

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Time: 1 Hour

Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

Answer any two questions. Each question carries equal marks.

1. Explain Marketing Management Functions.
2. List out the various levels of the Product Hierarchy.
3. Highlight the types of Channels.

**Part – B (1 x 15 = 15 Marks)**

Answer any one question.

4. Describe the needs and basis of the Market Segmentation.
5. Discuss about the various types of Pricing Strategies.



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PROGRAMME – BBAC – II YEAR

COURSE CODE

BATCH

E-COMMERCE

BBAC- 24

AY 2016-17

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Time: 1 Hour

Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. What are the stages of E-Commerce evolution?
2. List the challenges faced by M-Commerce.
3. How to use Credit Cards to Online Transaction?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Find out the ways and means of building a successful E-Business.
5. What do you mean by EDI? Enumerate the advantages of EDI.



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| PROGRAMME – BBAC – II YEAR | COURSE CODE | BATCH      |
|----------------------------|-------------|------------|
| INTERNET & WEB DESIGNING   | BBAC- 25    | AY 2016-17 |

Time: 1 Hour

Total Marks: 25

## Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Write a short note on connecting methods of Internet.
2. Explain about Text formatting.
3. Explain List attributes.

## Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss how to manage Address Book?
5. Illustrate how to add graphics to HTML.