



TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Social Sciences

SPOT ASSIGNMENT

**COURSE – BBKA (COMPUTER
APPLICATIONS)
BANKING THEORY, LAW AND
PRACTICE**

COURSE CODE

BBKA - 21

ACADEMIC YEAR

2017 - 2018

Time: 1 Hour

Total Marks: 25

Answer any one of the following:

1. Briefly explain the Methods of credit control?
2. State in brief the provisions of the Banking Regulations Act,1949?
3. Define endorsement of Cheque and explain the different kinds of endorsement ?
4. What are the different forms of bank advances? “The fundamental principles on which credit are generally based are character, capacity and capital” Explain.



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COURSE – BBKA(COMPUTER APPLICATIONS)
Business Statistics

COURSE CODE

BBKA - 22

ACADEMIC YEAR

2017 - 2018

Time: 1 Hour

Total Marks: 25

Answer any one of the following:

- 1) Explain mean, mode, and median and the advantages and disadvantages of statistics?

Calculate mean, median, mode from the followings:

Marks	10-19	20-29	30-39	40-49	50-59
No. of Student	2	3	5	4	1

- 2) Define mean deviation. Bring out its merits and demerits?

Calculate Standard deviation from the following series:

X:	10	11	12	13	14
Y:	3	12	18	12	3

- 3) What meant by cost of living index? Explain its method of construction? Write a note on chain index numbers?

- 4) Explain briefly the method of moving average for calculating trend?

Find out four yearly moving average from the following:

Year:	1	2	3	4	5	6	7	8	9	10	11	12	13
Value:	53	79	76	66	69	94	105	87	79	104	98	97	100



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**COURSE – BBKA(Computer Applications)
Marketing**

COURSE CODE

BBKA - 23

ACADEMIC YEAR

2017 - 2018

Time: 1 Hour

Total Marks: 25

Answer any one of the following:

- 1) Briefly explain the functions of marketing?
- 2) Market for most of the goods is heterogeneous and market segmentation is essential for homogenous products?
- 3) Define 'Price'. State the importance of price and explain the various objectives of pricing and describe the different types of pricing policies?
- 4) Define the term advertising. State the objectives of advertising and explain the advantages of advertising and measures of advertising effectiveness?



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SPOT ASSIGNMENT

COURSE – BBKA(Computer Applications) E-Commerce	COURSE CODE BBKA - 24	ACADEMIC YEAR 2017 - 2018
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Time: 1 Hour

Total Marks: 25

Answer any one of the following:

- 1)
 - a) Trace the history of the internet.
 - b) What do you mean by dotcom companies?
 - c) Explain the internet related organizations.
- 2)
 - a) What do you mean by e-Commerce?
 - b) List the drivers of e-Commerce and benefits of e-Commerce.
 - c) Differentiate conventional commerce from e-Commerce
 - d) List the disadvantages of e-Commerce?
- 3)
 - a) What are the aspects that describe any business model
 - b) Distinguish between on line and traditional retailing.
 - c) Explain the different B2C e-Commerce models?
- 4) Write an essay on the EDI Transfer of documents?



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COURSE – BBKA(Computer Applications) Internet & Web Designing	COURSE CODE BBKA - 25	ACADEMIC YEAR 2017 - 2018
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Time: 1 Hour

Total Marks: 25

Answer any one of the following:

- 1) Write an essay on the Internet Basics?
- 2) Explain about the information file creation, web server, web client, web browser and HTML commands?
- 3) a) Explain list and different types of lists.
b) How to add graphics to HTML documents
c) Explain width, height, alignment and alternative attributes
d) Write a HTML code for school time table?
- 4) a) Explain about DHTML?
b) Detailed about cascading style, color and background attributes, list and marginal attributes?