



# TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

ASSIGNMENT

Programme Code No :161  
Programme Name : BBAR  
Course Code & Name: BBAR – 11& PRINCIPLES OF MANAGEMENT  
Batch : AY 2018-19  
No.of Assignment : 1  
Maximum Marks : 100  
Weightage : 25%

## **Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. What are the levels of Management?
2. List of the 14 principles of Management?
3. What are the difference between Policies and Objectives?
4. What are the steps in decision making?

## **Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Discuss the evolution of management theories.
2. Analyze the various kinds and levels of Planning.
3. What is Decision making? Explain the decision making process?



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### ASSIGNMENT

Programme Code No :161  
Programme Name : BBA  
Course Code & Name: BBA – 11 & PRINCIPLES OF MANAGEMENT  
Batch : AY 2018-19  
No.of Assignment : 2  
Maximum Marks : 100  
Weightage : 25%

#### **Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. What are elements of Delegation of Authority?
2. Differentiate centralization and de-centralization.
3. List out the steps involved in Control Process.
4. Explain the barriers of communication?

#### **Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Explain the steps in Manpower Planning and Selection process.
2. Discuss the various types of budgets in detail.
3. Identify and explain the mode techniques of Managerial Control.



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### ASSIGNMENT

Programme Code No :161  
Programme Name :BBAR  
Course Code & Name: BBAR – 12 & MANAGERIAL ECONOMICS  
Batch : AY 2018-19  
No.of Assignment : 1  
Maximum Marks : 100  
Weightage : 25%

#### **Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. Classify the methods of management economics.
2. Explain law of Demand.
3. Define the Law of Production.
4. Explain the cost controlling techniques.

#### **Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Explain the Elasticity of Demand and its types.
2. Discuss about the Economies of Scale.
3. Elaborate the Law of Supply and determinants of the Law of Supply.



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Course Code & Name: BBAR – 12 & MANAGERIAL ECONOMICS  
Batch : AY 2018-19  
No.of Assignment : 2  
Maximum Marks : 100  
Weightage : 25%

#### **Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. Explain the meaning of perfect competition.
2. Give a note on Monopolies and Restrictive Trade Practice Act.
3. Write a short note on (i) Personal Income (ii) Per Capital Income (iii) Real Income.
4. What is the different between monopolistic and monopoly competition?

#### **Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Explain how price output determination happens in Perfect Competition.
2. Discuss the importance of trade cycle in managerial decision making.
3. Describe the various types of Imperfect Competition.



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Programme Code No :161  
Programme Name : BBAR  
Course Code & Name: BBAR – 13 & FINANCIAL & MANAGEMENT ACCOUNTING  
Batch : AY 2018-19  
No.of Assignment : 1  
Maximum Marks : 100  
Weightage : 25%

## **Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. Define Accounting and state its functions.
2. What is meant by Double Entry system of Book- Keeping?
3. Explain the various Types of Errors.
4. Distinction between Trial Balance and Balance Sheet.

## **Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Journalise the following transactions:
  1. Purchase of goods for cash Rs. 20,000
  2. Purchase of stationery for cash Rs. 2,000
  3. Purchase of furniture for cash Rs. 4 000
  4. Sold goods for cash Rs. 8,000
  5. Paid salary Rs. 2,500
  6. Sold goods to Mr. Rajesh Rs. 10,000.

2. The following information is given to you from the books of a manufacturer in respect of the year ended 31<sup>st</sup> March, 1998.

	Rs.	P.		Rs.	P.
Stock of Raw material ( 1-4-1987)	25,000	00	Electricity & Telephone	6,000	00
Freight –inward	8,500	00	Selling exp.	6,000	00
Freight-outward	6,000	00	Miscellaneous exp.	14,000	00
Wages-direct	18,000	00	Stock of raw materials (31-3-1988)	22,000	00
Wages-indirect	4,000	00	Stock of finished goods:		
Sales	4,18,000	00	Opening	30,000	00
Stationery	1,500	00	Closing	40,000	00
Travelling Exp.	5,000	00	Provision for doubtful debts	8,500	00
Salaries (H.O)	26,000	00	Depreciation on plant	4,000	00
Factory Exp.	26,000	00	Depreciation office furniture & equipments	3,000	00
Interest on loan paid	1,800	00	Repairs to plant and machinery	4,650	00
Returns-Inwards	5,000	00	Scrap sales	3,700	00
Returns-outwards	3,500	00	Purchase of raw material	2,50,000	00
Power and fuel	8,000	00			
Coal consumed	9,000	00			
Work-in progress (1-4-1987)	7,000	00			
Work-in-progress (31-3-1988)	4,000	00			
Bank interest received	2,600	00			

Adjustments necessary for the following:

- I. Finished goods worth Rs.5,000 was distributed as free samples
- II. A loan was obtained on 1<sup>st</sup> October, 1987 for Rs.50,000 carrying interest @ 10 p.a
- III. Bad debts to be written off Rs.750 and provision for doubtful debt to be maintained at Rs. 7,000
- IV. Electricity and Telephone to be apportioned as factory 3/5<sup>th</sup> and office 3/5<sup>th</sup> .
- V. A fire occurred destroying finished goods worth Rs.15,000. Insurance company admitted a claim of Rs.12,000 not yet received

VI. Stock of stationery in hand (31-3-88) Rs.150.

You are required to prepare the manufacturing account and trading account and profit and loss account for the year ended 31<sup>st</sup> March 1988.

3. Categories the Accounting Concepts and elaborate the rationale behind each concept.



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No.of Assignment : 2  
Maximum Marks : 100  
Weightage : 25%

#### **Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. What are the functions of Management Accounting?
2. Explain profitability ratio.
3. What do you mean by Solvency Ratios?
4. Define the concept of Funds and Flow of Funds.

#### **Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Discuss the scope, role and limitations of Management Accounting.
2. From the following information you are required to prepare a Balance Sheet

Current ratio	1.75
Liquid ratio	1.25
Stock turnover ratio	9
[Cost of sales / CL. Stock]	
Gross profit ratio	25%
Debt collection period	1 ½ months
Reserves & surplus to capital	0.2
Turnover on Fixed Assets	1.2
[Based on Cost of sales]	
Capital gearing ratio	0.6
Fixed assets to Net worth	1.25
Sales for the year	1,20,000



3. From the following information relating to Sony Ltd., prepare Funds Flow Statement.

Liabilities	1983	1984	Assets	1983	1984
Share capital	3,00,000	4,00,000	Cash	30,000	90,000
Reserve	1,00,000	50,000	Accounts Receivable	1,05,000	1,50,000
Retained earnings	30,000	60,000	Inventories	1,50,000	1,95,000
Accounts Payable	45,000	1,35,000	Fixed assets	1,90,000	2,10,000
	4,75,000	6,35,000		4,75,000	6,35,000

**Additional Information**

- 1 The company issued bonus shares for Rs 50,000 and fir cash Rs 50,000
2. Depreciation written off during the year Rs 15,000



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Batch : AY 2018-19  
No.of Assignment : 3  
Maximum Marks : 100  
Weightage : 25%

#### **Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. Describe the uses of cash flow statement.
2. What is meant by Break Even Analysis?
3. Find the profit from the following data:

	Rs.
Sales	80,000
Marginal Cost	60,000
Break-even sales	60,000

4. Explain various classifications of budgets.

#### **Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. From the following Profit and Loss a/c, you are required to calculate cash from operation.

Profit and Loss a/c for the year ending 30<sup>th</sup> June 2015

	Rs.		Rs.
To Salaries	5,000	By Gross profit	25,000
To Rent	1,000	By Profit on sale of land	5,000
To Depreciation	2,000	By Income tax refund	3,000
To Loss on sale of plant	1,000		
To Goodwill written off	4,000		
To proposed dividend	5,000		
To Net Profit	10,000		
	33,000		33,000

2. Discuss Break- Even analysis, its advantages and limitations and illustrate the construction of break- Even chart.

3. Kailash Bros. sells two products A and B which are manufactured in one plant. During the year 1985 it plans to sell the following quantities of each products:

***Sales Budget (Units)***

	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Product A	90000	250000	300000	80000
Product B	80000	75000	60000	90000

Each of these two products is sold on a seasonal basis. Kailash Bros, plan to sell product A throughout the year at a price of Rs.10 a unit and product B at a price of Rs.20 a unit.

A study of the past experiences reveals that Kailash Bros has lost about 3% of its bill revenue each year because of returns (constituting 2% of loss of revenue), allowances and bad debts (1% loss).

Prepare a Sales budget incorporating the above information.



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Course Code & Name: BBAR – 14 & INTRODUCTION TO RETAILING

Batch : AY 2018-19

No.of Assignment : 1

Maximum Marks : 100

Weightage : 25%

#### **Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. Write a note on importance of Retailing.
2. What is retailing? Explain its functions.
3. Explain the Location Cost.
4. Write note on stores.

#### **Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Analyse the various categories of classification in Retailing.
2. Discuss various types of retail location.
3. Critically examine the factors to be considered while choosing retail location.



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Batch : AY 2018-19  
No.of Assignment : 2  
Maximum Marks : 100  
Weightage : 25%

#### **Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. How are retailing services classified?
2. Compare the shopping via store and non- store retailing
3. Explain the Service Product Concept.
4. Write a note on implementation of service management.

#### **Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Analyse the retail formats that exists in India
2. Explain the Gaps model for improving the quality of service.
3. Define Quality and explain various dimensions of service quality.



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No.of Assignment : 3

Maximum Marks : 100

Weightage : 25%

#### **Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. List the challenges that face retail sector.
2. Write a note on the emerging sectors in retail in India.
3. What are the strategies to be adopted by Indian Retailer to be successful?
4. Explain the different phases of evaluation of Retailing in India.

#### **Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Write a note on the evaluating of Indian retail industry and the future concerns regarding the Indian retail sector.
2. How would the entry of foreign investors impact on the Indian retail industry?
3. What would be the social and economic impact of retail development in India.