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 2017-2018

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 functions of Mangement Accounting?

2. 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 30th June 2000

	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	15,000		
	33,000		33,000

3. What do you mean by Solvency Ratios?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. 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

5. 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.

PROGRAMME – BBAC – II YEAR	COURSE CODE	BATCH
MANAGERIAL ECONOMICS	BBAC- 22	AY 2017-2018

Time: 1 Hour   **Total Marks: 25**

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Classify the methods of management economics.

2. What is opportunity costs?

3. Define trade cycle.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. How is price output determination under oligrpoly?

5. Give a note on:

   a. Industries Act 1951

   b. Monopolies and Restrictive Trade Practice Act 1969.

PROGRAMME – BBAC – II YEAR	COURSE CODE	BATCH
MARKETING MANAGEMENT	BBAC- 23	AY 2017-2018

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 market planning process.
2. Define package. What are the functions of package?
3. Explain the new product pricing.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Describe the various stages of buying decision process.

5. What is sales promotion? Explain various sales promotion techniques.

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PROGRAMME – BBAC – II YEAR	**COURSE CODE**	**BATCH**
E-COMMERCE	**BBAC- 24**	**AY 2017-2018**

Time: 1 Hour   **Total Marks: 25**

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Differentiate Traditional Commerce from E-Commerce.
2. Explain the features and utilities of 'Smart Cards'.
3. Why security issues are important in e-commerce?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Give the suitability of B2C and B2B models with examples.
5. ISPs are the back bone connectivity. Discuss the extent of your agreement.

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PROGRAMME – BBAC – II YEAR	COURSE CODE	BATCH
INTERNET & WEB DESIGNING	BBAC- 25	AY 2017-2018

Time: 1 Hour   **Total Marks: 25**

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is attachment of files and explain.
2. Detailed about rows span, cols span attributes.
3. What are the Border attributes available?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss how to Manage an address book?
5. Specify the concept of a Hyperlink and explain how to link documents and images.