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|  | **TAMIL NADU OPEN UNIVERSITY**  **Chennai - 15**  **School of Management Studies**  **SPOT ASSIGNMENT** | | |
| **PROGRAMME – BBAC – IIYEAR** | | **COURSE CODE** | **BATCH** | |
| **FINANCIAL & MANAGEMENT ACCOUNTING** | | **BBAC- 21** | **CY 2018** | |

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

**Part – A (2 x 5 = 10 Marks)**

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

1. Distinguish between Trade Balance and Balance Sheet.
2. Calculate the current assets from the following information.

Sales (all credit) : Rs. 2,00,000

G P ratio : 20%

Stock turnover : 5 times

Current liabilities : Rs. 60,000

Quick ratio : 0.75

Stock at the end Rs. 5, 000 more than stock in the beginning.

1. The total Fixed cost of an enterprise is Rs 4,80,000 per year and variable cost per unit is Rs.24. the selling price per unit is Rs 36. Find out the B.E.P units and amount of sales at which the enterprise break-even.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

1. Discuss the scope, role and limitations of Management Accounting.
2. Parker Ltd. manufactures two brands of pen Hero, & Zero. The sales department of the company has three departments in different areas of the country. The sales budgets for the year ending 31st December 1985 were: Hero Department 13, 00,000: Department 14, 00,000. It is estimated that by forced sales promotion the sale of ‘Zero’ in department.I will increase by 1,75,000. It is also expected that by increasing production and arranging extensive advertisement, Department III will be enabled to increase the ‘sale of ‘Zero’ by 50,000. It is recognized that the estimated sales by department II represent and unsatisfactory target. It is agreed to increase both estimates by 20%. Prepare a Sales Budget for the year 1986.

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| **PROGRAMME – BBAC – II YEAR** | | **COURSE CODE** | **BATCH** | |
| **MANAGERIAL ECONOMICS** | | **BBAC- 22** | **CY 2018** | |

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

**Part – A (2x5 = 10 Marks)**

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

1. Explain law of supply.
2. List out the Cost Control Techniques.
3. Write short notes on (a) Gross National Product (GNP) (b) Net National Product

(NNP) (C) Gross Domestic Product (GDP) (d) Net Domestic Product (NDP)

**Part – B (1x15 = 15 Marks)**

**Answer any one question.**

1. Explain Economics of Scale.
2. Explain the New Economic Reform with its major features. Critically analyse it?

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| **PROGRAMME – BBAC – II YEAR** | | **COURSE CODE** | **BATCH** | |
| **MARKETING MANAGEMENT** | | **BBAC- 23** | **CY 2018** | |

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

**Part – A (2x5 = 10 Marks)**

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

1. Define Market and explain it's types.
2. What are the functions of Packaging?
3. Explain the types of Channel.

**Part – B (1x15 = 15 Marks)**

**Answer any one question.**

1. Explain the Product Life Cycle. How does the Product Life Cycle help the marketers?
2. Describe the various Pricing Strategies.

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| **PROGRAMME – BBAC – II YEAR** | | **COURSE CODE** | **BATCH** | |
| **E-COMMERCE** | | **BBAC- 24** | **CY 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. How do eMedia differ from Conventional Media for Advertising?

1. Write a note on Smart Cards.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

1. Explain the impact of the internet in various domains.
2. Discuss the components of EDI.

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| **PROGRAMME – BBAC – II YEAR** | | **COURSE CODE** | **BATCH** | |
| **INTERNET & WEB DESIGNING** | | **BBAC- 25** | **CY 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. Explain about Replying, deleting and exiting e-mails.

3. What are the steps involved to create a table?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Express the features of Web Server and Web Browser.

5. Specify the concept of a Hyperlink and explain how to link documents and images?