AFN-1645   **BBA232**

B.B.A. DEGREE EXAMINATION, APRIL 2011

Second Semester

Business Administration

ORGANISATIONAL BEHAVIOUR

(Non-CBCS—2004 onwards)

Time : 3 Hours   Maximum : 100 Marks

Part A   (6 × 5 = 30)

Answer any **six** questions.

1. What is Organisational behaviour ?

2. What is meant by Personality ?

3. Define Perception.

4. What do you mean by Group Dynamics ?

5. What is Group Norms ?

6. Distinguish between Goal conflict and role conflict.

7. What is Group cohesiveness ?

8. Can you differentiate needs from wants ?

9. What is the concept of Motivation ?

10. What is the role of the Manager in autocratic leadership style ?

Part B (4 × 10 = 40)

Answer any **four** questions.

11. What is line and staff organization ? Describe the functions of Staff authority.

12. Explain various factors influencing human personality.

13. Define job satisfaction. Explain the factors influencing Job satisfaction.

14. Describe the steps in perception.

15. What are the features of Group cohesiveness ?

16. What is informal group ? What are the different types of informal group ?

17. Discuss the various types of conflicts in an organisation.

Part C   (2 × 15 = 30)

Answer any **two** questions.

18. Define Management by objective. Explain the steps involved in MBO.

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19. Describe the factors that influence the perceptual set.

20. Describe the types of Leadership style and their role in organisation.

21. Explain the ERG theory of Motivation. How does it differ from Maslow's model of motivation.

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B.B.A. DEGREE EXAMINATION, APRIL 2011

Fourth Semester

Business Administration

COMPUTER APPLICATION IN BUSINESS - II (TALLY)

(Non-CBCS—2004 onwards)

Time : 3 Hours   Maximum : 100 Marks

Section A   (6 × 5 = 30)

Answer any **six** questions.

1. Explain about sales order processing.

2. Write the role of computers in Accounting.

3. Explain FIFO.

4. Write about Restart Numbering.

5. Explain Balance Sheet.

6. Explain about Regular Vouchers.

7. Write about the Funds Flow Statement.

8. Explain Inventory Reports.

9. Explain Ratio Analysis.

10. Explain Webpage.

Section B $(4 \times 10 = 40)$

Answer any **four** questions.

11. Explain about Ledger creation with example.

12. Write about Foreign Exchange Transactions.

13. Explain Trading Business.

14. Write the different types of Vouchers. Explain them briefly.

15. Explain about Profit and Loss Accounts.

AFN-1381

16. Discuss about Trial Balance.

17. Explain Internet Publishing.

Section C (2 × 15 = 30)

Answer any **two** questions.

18. Write the steps to create budget and Vouchers in Tally.

19. Discuss about Purchase and Sales order entry in Tally.

20. Explain the concepts of Accounting books and Statements in Tally.

21. Explain

  (a) Tally ODBC

  (b) FTP

  (c) XML

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AFN-1381

B.B.A. DEGREE EXAMINATION, APRIL 2011

Fourth Semester

Business Administration

RESEARCH METHODOLOGY

(Non-CBCS—2004 onwards)

Time : 3 Hours   Maximum : 100 Marks

Section A   (6 × 5 = 30)

Answer any **six** questions.

1. Explain the steps of research process?

2. Define :

    i) Research

    ii) Hypothesis

3. What is an observation method? Explain it with examples.

4. What is a mailed survey? What are the tasks in mailing Questionnaires?

5. What is Tabulation? Explain its importance.

6. What are the requisites of a good table?

7. What is meant by data analysis? Explain the scope of data analysis.

8. What is percentage weighted average presentation of data? Explain.

9. What are the items under the text of a research report?

10. What are the contents of a survey based research report?

AFN-1382

Answer any **four** questions.

11.   What are the type of hypothesis? Explain them with suitable examples.

12.   Discuss the method of case study of research.

13.   Discuss the steps of Questionnaire design.

14.   What is stratified sampling? Discuss its concept with a suitable diagram?

15.   Explain the methods of Tabulating data.

16.   Distinguish between diagrams and graphs.

17.   What are the types of report? Explain them in brief.

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Answer any **two** questions.

18. Discuss the research problems in different functional areas of management?

19. What is research methodology? Give a brief account of mathematical tools for the analysis in research methodology?

20. What are secondary data? Discuss about the internal and external sources of secondary data?

21. Explain the different tools and techniques used for data analysis?

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AFN-1382

B.B.A. DEGREE EXAMINATION, APRIL 2011

Fourth Semester

Business Administration

BUSINESS MATHEMATICS

(Non-CBCS—2004 onwards)

Time : 3 Hours   Maximum : 100 Marks

Part A   (6 × 5 = 30)

Answer any **six** questions.

1. Find the equation of the line passing through the point $(2, -3)$ having the slope of $\dfrac{-5}{7}$

2. Find the point of intersection of the following lines

$$3x - y - 3 = 0$$

$$2x - 5y - 15 = 0$$

3. Find A × B × C where

   i.   A = {1, 2}, B = {0,5} and C = {6,7}

   ii.   A= {1,2, 5}, B={2,–1} and C = {0}

   iii.   A = {7,8,9} B = {0, 10} and C = { ϕ }

4. If $g(x) = \dfrac{1}{X-1}$ find

   a. $g\,(0)$

   b. $g\,(1)$

   c. $g\,(-1)$

   d. $g\,(1/2)$

   e. $g\,(2)$

   f. $g\,\{g(0)\}$

   g. $g\,\{g(a)\}$

AFN-1383

5. Find the differential coefficient of $\dfrac{x^2 + x^3 + x^5}{x^2}$ with respect to X

6. Find $\dfrac{d}{dx}$ log $\sqrt{2x+3}$

7. A firm sells a product at Rs.3 per unit. The total cost of the firm for producing x units is given by $C = 20 + 0.6x + 0.0lx^2$. How many units should be made to achieve maximum profit? Verify that the condition for a maximum is satisfied.

8. A firm has revenue function R, given by $R = 10q$ and the cost function C given by $C = 10000 + 50 \left(\dfrac{q}{1000}\right)^2$. Find q which maximizes the profit.

9. Evaluate $\int x + \dfrac{1}{x} dx$

10. Find the rank of $\begin{pmatrix} -2 & 1 & 3 & 4 \\ 0 & 1 & 1 & 2 \\ 1 & 3 & 4 & 7 \end{pmatrix}$

Answer any **four** questions.

11.   The demand and supply curve are given by

$$Y = 10 - 3x^2 \text{ and}$$

$$Y = 4 + x^2 + 2x$$

12.   In a survey concerning the smoking habits of consumers it was found that, 55% smoke cigarette A, 50% smoke B. 42% smoke C, 28% smoke A and B, 20% smoke A and C, 12% smoke B and C and 10% smoke all the three cigarettes.

(a)   What percentage do not smoke ?

(b)   What percentage smoke exactly two brands of cigarettes ?

13.   Examine the function $Y = 2x^2 + x^3 + 5$ for maximum and minimum.

AFN-1383

14. The production manager of a company plans to include 180 square centimeters of actual printed matter in each page of a book under production. Each page should have a 2.5 cm margin along the top and bottom and 2.0 cm wide margin along the sides. What are the most economical dimensions of each printed page?

15. A piece of machinery costs Rs.10,000. The total cost of operation from the time of purchase upto a time t is given by the following continuous function $10t^2 + 100t$. If the machine is sold as scrap after t years, the resale value is given by the following continuous function $7840 - 50t^2$. Find the time when it is most profitable to replace the machine.

16. Evaluate $\displaystyle\int \frac{dx}{(2x+3)^2 - 5}$

17. If $A = \begin{pmatrix} 2 & 5 & -1 \\ 3 & -1 & 2 \\ 7 & 2 & -3 \end{pmatrix}$ find A^{-1}

Part C $(2 \times 15 = 30)$

Answer any **two** questions.

18. Let two cities located at $(2, 1)$ and $(8, 9)$ be connected by a straight road. Let a third city be at $(4, 7)$. Find the point on the road which should be connected to the third city so that its distance from the road is least.

19. Find the minimum and maximum of the following function

$$Y = 3x^4 - 8x^3 - 90x^2$$

$$Y = 3x^4 - 10x^3 + 3x^2 + 12x + K$$

20. Find the rank of $\begin{pmatrix} 1 & -2 & 0 & 1 \\ 2 & -1 & 1 & 0 \\ 3 & -3 & 1 & 1 \\ -1 & -1 & -1 & 1 \end{pmatrix}$

21. Evaluate $\int\limits_{1}^{10} (\log x)^2 \, dx$

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AFN-1383

B.B.A. DEGREE EXAMINATION, APRIL 2011

Fourth Semester

Business Administration

INTERNATIONAL MARKETING

(Non-CBCS—2004 onwards)

Time : 3 Hours   Maximum : 100 Marks

Section A   (6 × 5 = 30)

Answer any **six** questions.

1. What is Joint Venture?

2. How Export operation is carried via agents? Discuss.

3. What role have GATT agreements played in reducing trade barriers?

4. Explain the features of Export Management.

5. Explain the problems faced in International Marketing.

6. What are the limitations of the product life cycle theory of International trade?

7. Explain the importance of pricing.

8. What is Dumping?

9. Discuss the procedure for the issue of letter of credit.

10. What is the difference between negotiable letter of credit and confirmed letter of credit?

AFN-1384

Section B $(4 \times 10 = 40)$

Answer any **four** questions.

11. Why should a firm enter international business? Give examples of each reason.

12. Explain the various functions of an Export firm.

13. Discuss in brief about the Institutional arrangements to promote Indian exports.

14. Explain International Marketing and its growing importance.

15. Explain the differences between Domestic and International Marketing.

16. Discuss the various factors that affect the pricing decisions Internationally.

17. Explain the various types of letter of credit.

Section C (2 × 15 = 30)

Answer any **two** questions.

18. What is the difference between joint venture and strategic alliance? What are the key issues in successful management of strategic alliances ?

19. Analyse the trends in India's Exports during the post reform phase. Do you think economic reforms have really benefited the export sector of India ?

20. What factors make conducting International Marketing research more difficult than domestic marketing research?

21. Discuss the brief about the intermediaries in International distribution.

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B.B.A. DEGREE EXAMINATION, APRIL 2011

Fourth Semester

Business Administration

PROMOTIONAL MANAGEMENT

(Non-CBCS—2004 onwards)

Time : 3 Hours   Maximum : 100 Marks

Section A   (6 × 5 = 30)

Answer any **six** questions.

1. Explain Sales process?

2. What do you mean by 'Sales Quota'?

3. State the importance of Sales Organisation?

4. What is an 'Advertisement Copy'?

5. How 'Sponsorship' is used as a Promotional tool?

6. What are the functions of Advertising?

7. Explain the various types of Salesman.

8. What is 'Sales Budgeting'?

9. Distinguish between 'Advertising' and 'Salesmanship'.

10. What is the need for Advertising - Research?

Section B (4 × 10 = 40)

Answer any **four** questions.

11. What is Sales Territory? Why do firms establish Sales Territory?

12. What are the factors affecting Sales Quota Setting?

13. Enumerate the various Types of Advertisement Media?

AFN-1385

14. Explain : 'Evaluation of Sales - Promotion activities'.

15. What are the different Techniques of Advertising Research?

16. Describe the preparation of a Sales Report?

17. Is sales policy necessary for a Service Organisation - Discuss.

Section C $(2 \times 15 = 30)$

Answer any **two** questions.

18. What is meant by Adversising Budget? Explain the different methods of Preparation of Advertising Budget.

AFN-1385

19. Describe the various functions of a Sales Organisation dealing with Consumer Products.

20. Explain elaborately the Advertising Agencies in India and specify 'Top 10' agencies and their Functions.

21. What are the various types of consumer and Dealer Promotional activities followed by Indian Marketers.

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AFN-1385

B.B.A. DEGREE EXAMINATION, APRIL 2011

Fifth Semester

Business Administration

MANAGEMENT ACCOUNTING

(Non-CBCS—2004 onwards)

Time : 3 Hours   Maximum : 100 Marks

Section A   (6 × 5 = 30)

Answer any **six** questions.

All questions carry equal marks

1. Explain the scope of Management Accounting.

2. Mention the functions of Management Accounting.

3. Write a note on 'Comparative Statement'.

4. List out the uses of ratio analysis.

5. Explain the concept of 'Funds flow statement'.

6. How will you prepare cash flow statement?

7. Describe the assumptions of Break Even Analysis.

8. Point out the importance of CVP analysis

9. Indicate the advantages of Standard Costing.

10. Explain 'Flexible Budget'.

Section B (4 × 10 = 40)

Answer any **four** questions.
All questions carry equal marks

11. Distinguish between Financial accounting and Management accounting.

12. Briefly explain the classification of ratios.

13. List out the uses and limitations of funds flow statement.

14. "The technique of marginal costing can be a valuable aid to management" - Explain.

15. Enumerate the steps for establishing a system of Standard Costing.

16. From the following particulars, find out B.E.P. and the selling price per unit, if B.E.P. has to be brought down to 9,000 units.

    Variable cost per unit Rs. 75

    Fixed Cost Rs. 2,70,000

    Selling Price per Unit Rs. 100

AFN-1386

17. Calculate

    (a)   Current Assets

    (b)   Quick Assets

    (c)   Inventory

Current ratio = 1.5 : 1

Quick ratio = 1 : 1

Current liabilities Rs. 50,000

<div align="center">

Section C   (2 × 15 = 30)

Answer any **two** questions.
All questions carry equal marks

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18. What are the essentials of an effective budgeting ?

19. Following are the ratios relating toe Sony Ltd. :—

    Gross Profit ratio 15%

    Stock Velocity 2 times

    Debtors Velocity 3 months

    Creditors Velocity 3 months

AFN-1386

Gross Profit for the year 2005 is Rs. 60,000

Closing Stock is equal to Opening Stock.

Find out

   (a)   Sales,

   (b)   Debtors

   (c)   Closing Stock

   (d)   Creditors

20.   From the following information compute all material variances :

Product		Standard		Actual	
		Qty.	Price	Qty.	Price
A	...	10	2	5	3
B	...	20	3	10	6
C	...	20	6	15	5
		50		30	

AFN-1386

21. From the following Balance sheets, Prepare Funds Flow statement.

Liabilities	2005	2006	Assets	2005	2006
	Rs.	Rs.		Rs.	Rs.
Share Capital	70,000	74,000	Bank	9,000	7,800
Debenture	12,000	6,000	Debtors	14,900	17,700
Creditors	10,360	11,840	Stock	49,200	42,700
Prov. for					
doubtful debts	700	800	Land	20,000	30,000
Profit &					
Loss Account	10,040	10,560	Good will	10,000	5,000
	————	————		————	————
	1,03,100	1,03,200		1,03,100	1,03,200
	————	————		————	————

Other Information :

Dividends amounting to Rs. 3,500 were paid during the year

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B.B.A. DEGREE EXAMINATION, APRIL 2011

Fifth Semester

Business Administration

SERVICE MARKETING

(Non-CBCS—2004 onwards)

Time : 3 Hours   Maximum : 100 Marks

Section A   (6 × 5 = 30)

Answer any **six** questions.

1. What would you mean by customization of service ?

2. What do you mean by Service Marketing ?

3. Define Service Products.

4. Mention the Pricing Objectives.

5.   Write short note on Front Line Staff.

6.   What is Service Promotion ?

7.   Identify the elements in the marketing mix of services.

8.   Define Physical Settings.

9.   Explain the services rendered by a Rural Bank.

10.   Briefly explain the Product mix of a Hotel.

Section B   (4 × 10 = 40)

Answer any **four** questions.

11.   Differentiate between Goods and Services.

AFN-1388

12. Differentiate between Core Services and Peripheral Services.

13. What are the various methods of Pricing used for Service products ?

14. Explain the impact of word of mouth communication in services.

15. Write a note on the functions of intermediates in Service firms.

16. Describe the various classifications of Services. Give suitable examples.

17. What are the main products in Hospital Marketing ?

Section C $(2 \times 15 = 30)$

Answer any **two** questions.

18. Explain the different stages in the development of new services.

19. Explain the role played by the Customer in the Service delivery system.

20. Explain various products offered by Star Hotels.

21. Explain the characteristics of Service Marketing.

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B.B.A. DEGREE EXAMINATION, APRIL 2011

Sixth Semester

Business Administration

FINANCIAL MANAGEMENT

(Non-CBCS—2004 onwards)

Time : 3 Hours   Maximum : 100 Marks

Section A   (6 × 5 = 30)

Answer any **six** out of ten questions.

1. What are the functions of Financial Management ?

2. Explain various finance decisions ?

3. What are the factors affecting capital investment proposals ?

4. Explain payback method of evaluating alternative capital requirement. What are the advantages and limitations ?

5.   Explain the significance of cost of capital.

6.   What is cost of retained earnings ? How is it ascertained ?

7.   How can you raise loan from banks ?

8.   Explain about security financing.

9.   Explain the determinants of dividend policy.

10. What are the different types of dividend policies ?

Section B $(4 \times 10 = 40)$

Answer any **four** out of seven questions.

11. Discuss the scope of Financial Plan.

AFN-1390

12. What are different types of debenture ? Explain the advantages and disadvantages.

13. Explain the factors determining working capital requirements.

14. Explain the irrelevance hypothesis of Modigliani Miller regarding dividend distribution.

15. A Company issues 10% irredeemable debentures is of Rs.1,00,000. The Company is in 55% Tax bracket calculate cost of debt, when the debenture is issued at 10% discount.

16. X Company earns Rs. 5 per share, is capitalised at a rate of 10% and has a rate of return on investment of 18%. According to Walters formulae what should be the price per share at 25% dividend pay out ratio ?

17. A equipment requires an initial investment of Rs. 60,000. The annual cash inflow is estimated at Rs. 15,000 for 5 years. Calculate the Internal rate of return.

Section C (2 × 15 = 30)

Answer any **two** out of four questions.

18. Explain the factors determining Capital structure.

19. The sales and current Assets information for Zee Ltd for the period of five years are set out below.

Year	Sales	Current Asset
1997	128	88
1998	176	108
1999	208	126
2000	228	174
2001	176	180

AFN-1390

Determine the working capital requirement for the year 2002, if the expected sales is Rs. 388 crores.

20. Explain about 'Inadequate and Excessive capitalisation ?

21. Explain the steps in selecting the alternative investment proposals.

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AFN-1390

B.B.A. DEGREE EXAMINATION, APRIL 2011

Sixth Semester

Business Administration

ENVIRONMENT OF BUSINESS

(Non-CBCS—2004 onwards)

Time : 3 Hours   Maximum : 100 Marks

Section A   (6 × 5 = 30)

Answer any **six** questions.

1.   Explain Social Environment.

2.   What is joint family system ?

3.   What are the External Responsibilities ?

4.   What are the Fundamental Rights ?

5. What is an economic system ?

6. What is socialism ? State its advantages.

7. What is GDP ?

8. Explain 'Private Sector'.

9. What are ethics of a businessman ?

10. What are the objectives of the Industrial Policy 1991 ?

Section B $(4 \times 10 = 40)$

Answer any **four** questions.

11. Give an account on impact of Caste system on business.

AFN-1391

12. Write short notes on :

    (a)   Economic Environment.

    (b)   Political Environment.

13. Describe the factors influencing business ethics.

14. Describe the scope of social responsibilities.

15. Define Mixed Economy. Give its features.

16. Distinguish between Directive principle and Fundamental rights ?

17. Explain the Industrial Licensing Policy of 1980.

AFN-1391

Section C $(2 \times 15 = 30)$

Answer any **two** questions.

18. Explain the impact of various social institutions on Indian Business.

19. What are the salient features of the Consumer Protection Act 1956 ?

20. What is economic system ? Give brief account of various economic systems.

21. Explain the recent changes introduced in the procedure for industrial licensing.

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AFN-1392

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B.B.A. DEGREE EXAMINATION, APRIL 2011

Fourth Semester

Business Administration

Optional : RURAL MARKETING

(Non-CBCS—2004 onwards)

Time : 3 Hours   Maximum : 100 Marks

Section A   (6 × 5 = 30)

Answer any **six** out of ten questions.

1.   Explain the word 'Rural Market Research' ?

2.   What is the meaning of Rural market ?

3.   What are the types of packaging ?

4.   Explain the term Rural market Distribution system ?

5. What are the demographic factors ?

6. Explain the Challenges in Rural Communication.

7. Briefly explain the Competitive strategies for Rural Area ?

8. Write short note on 'Product' ?

9. What is the meaning of Rural marketing mix ?

10. Explain the term "Advertising".

Section B $(4 \times 10 = 40)$

Answer any **four** out of seven questions.

11. Explain the various pricing strategies in Rural market.

AFN-1392

12. What are the types of sampling ?. Explain the Uses of sampling in Rural market Research.

13. Explain the Marketing Mix in Rural markets.

14. Explain the Marketing of Agricultural Products.

15. Explain the Conventional and Non Conventional.

16. Explain the advantages of packaging.

17. Explain socio-Cultural factors.

Section C $(2 \times 15 = 30)$

Answer any **two** out of four questions.

18. Explain opportunities and challenges in Rural marketing in India.

AFN-1392

19. Explain the product positioning.

20. What are the requirements for success in Rural marketing ?

21. Explain the Rural Consumer Behaviour process.

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B.B.A. DEGREE EXAMINATION, APRIL 2011

Sixth Semester

Business Administration

Optional : HOTEL MANAGEMENT

(Non-CBCS—2004 onwards)

Time : 3 Hours　　　　　　　　　　　Maximum : 100 Marks

Section A　　　　　$(6 \times 5 = 30)$

Answer any **six** questions.

1. Define Hotel.

2. What are the stationeries used in Front Office ?

3. Prepare an organization chart of the Reservation Department for the Front Office in a hotel.

4. Write a note on the importance of an efficient Front Desk in a hotel.

5. Discuss the various types of information to be kept ready at the Front Office in order to answer the queries of the customers.

6. Describe the procedures of the following :

   (a) Greeting the arriving guests

   (b) Check-in.

   (c) Registration.

   (d) Determining the mode of payment.

   (e) Check-out.

7. Explain Foreign Exchange control system.

8. How do you Deal with Awkward Situation ?

AFN-1646

9. Explain the check list.

10. List out the types of Room.

Section B $(4 \times 10 = 40)$

Answer any **four** questions.

11. Enumerate the various uniformed staff required in a hotel and explain their duties.

12. Write short notes :

   (a) Manners and Etiquettes in Greeting and Escorting Visitors.

   (b) Recording a New Arrival.

   (c) Hotel Room Categories.

13. "The Front Office is responsible for greeting guests, managing rooms, and handling complaints. The Front Office staff is, thus the public's main contact with the hotel". Discuss this, and make a list of personnel required at the Front Office pointing out their specific duties.

14. Explain the evolution of Hotel industry.

15. Discuss in detail the procedure of Room Reservations in a hotel.

16. Discuss the various measures of controlling expenses in the Housekeeping Department of a hotel.

17. Discuss the need for organizing a training programme for the House-keeping Staff.

AFN-1646

Answer any **two** questions.

18. Draw the Hierarchy of the House-keeping Department and explain the duties of each staff.

19. Define Hotel. Classify hotels and explain.

20. Explain the process from the reservation unit Check-in and Check-out.

21. Write a detailed note on the reception techniques in respect of selling accommodation in a hotel.

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B.B.A. DEGREE EXAMINATION, APRIL 2011

Sixth Semester

Business Administration

Optional—EXPORT PROCEDURE

(Non-CBCS—2004 onwards)

Time : 3 Hours   Maximum : 100 Marks

Part A   (6 × 5 = 30)

Answer any **six** questions.

1. Explain the main provisions of Import and Export Policy.

2. What is Credit Instruments ?

3. What is factoring ?

4. Describe the steps involved in establishment of a business firm.

5. Discuss in brief about the Indian Institute of Foreign Trade.

6. Write short notes on State Trading Corporation.

7. Explain Bill of Lading

8. Write short notes on Short and Shut out Shipments.

9. What is Letters of credit?

10. Explain the different forms of shipping.

Part B   (4 × 10 = 40)

Answer any **four** questions.

11. Discuss the various means of Foreign Payments.

AFN-1393

12. Explain the classification of Exports.

13. Describe the content of an export marketing plan.

14. Explain the process of factoring.

15. Describe the nature of various kinds of Export risks.

16. Explain the different kinds of Packaging.

17. Discuss the benefits from ISO-9000 : 2000 Certification.

Part C (2 × 15 = 30)

Answer any **two** questions.

18. Explain the role of RBI in foreign trade.

AFN-1393

19. What is the difference between Industry rates, Brand rates and Special Brand rates ?

20. Discuss in brief about the trade document authority.

21. Why do we need Marine Insurance Cover for export shipments ? Describe the principles governing the Contract of Insurance.

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AFN-1393

B.B.A. DEGREE EXAMINATION, APRIL 2011

Sixth Semester

Business Administration

INSURANCE MANAGEMENT

(Non CBCS—2004 onwards)

Duration : 3 Hours   Maximum : 100 Marks

Section - A   (6 × 5 = 30)

Answer any **six** questions.

1.   Define Insurance.

2.   Briefly Discuss : Insurance *Vs*. Social Security.

3.   Write note on Health Insurance.

4.   What do you mean by Group Insurance ?

5.   What is the meaning of Renewal notice ?

6. What are the purpose of proposal forms ?

7. Write a note on computation of premium.

8. What is the meaning of Bonus ?

9. Who is an agent ?

10. Write about claims deposit form ?

Section - B (4 × 10 = 40)

Answer any **four** questions.

11. What are the principless of Life Insurance ?

12. Explain the Historical background of Insurance.

13. What are the benefits of Rural Insurance ?

AFN-0698

14. What are the significances of first premium Receipt ?

15. What are the various tax benefits enjoyed by the applicants ?

16. What are the functions of an agent ?

17. What are the procedures for settlement of claims ?

Section - C (2 × 15 = 30)

Answer any *two* questions.

18. Explain the legislative and regulatory matters of Life Insurance.

19. Explain any *three* Life Insurance products.

20. What are the procedures for becoming an agent ?

21. Define Policy contract. What are the importance of policy contract ?

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AFN-0698