

Time: 3 Hours**Max Marks: 70**

Answer ONE Question from each Unit

All Questions Carry Equal Marks

All parts of the Question must be answered at one place

<u>UNIT-I</u>		Marks	CO	BTL
1.	a) Explain accounting concepts and conventions with suitable examples.	7 M	1	K2
	b) Discuss the objectives and importance of Accounting Standards issued by ICAI.	7 M	1	K2
(OR)				
2.	a) Define accounting. Explain its importance and objectives.	7 M	1	K2
	b) Explain basic terminology in accounting.	7 M	1	K2
<u>UNIT-II</u>				
3.	a) Explain the accounting cycle with a neat diagram.	7 M	2	K2
	b) Journalise the following transactions:	7 M	2	K3
	1. Commenced business with cash ₹60,000			
	2. Purchased goods for cash ₹15,000			
	3. Purchased furniture ₹10,000			
	4. Sold goods for cash ₹20,000 5. Paid wages ₹2,000			
	5. Paid rent ₹3,000 6. Received commission ₹5,000			
(OR)				
4.	a) Explain the classification of accounts and rules of debit and credit.	7 M	2	K2
	b) Prepare a Trial Balance from the following balances: Cash ₹20,000; Capital ₹80,000; Purchases ₹30,000; Sales ₹45,000; Rent ₹2,000; Debtors ₹10,000; Creditors ₹7,000.	7 M	2	K3
<u>UNIT-III</u>				
5.	a) Differentiate between Capital Expenditure and Revenue Expenditure with examples.	7 M	3	K2
	b) Prepare Trading Account from the following: Opening Stock ₹20,000, Purchases ₹80,000, Returns Outward ₹5,000 Wages ₹10,000, Carriage Inward ₹3,000, Sales ₹1,40,000 Returns Inward ₹4,000, Closing Stock ₹25,000	7 M	3	K3
(OR)				
6.	a) Explain the objectives and format of Trading Account.	7 M	3	K2
	b) Explain the purpose and structure of Balance Sheet with suitable illustration.	7 M	3	K2
<u>UNIT-IV</u>				
7.	a) Explain the objectives of inventory accounting and the need for inventory valuation	7 M	4	K2
	b) Discuss Sales Price Method, Market Price Method and Cost Price Method of inventory valuation.	7 M	4	K2

(OR)

8. a) The stock of material, in hand on 1-4-2020, was 400 units at Rs 50 per unit. The following receipts and issues were recorded. You are required to prepare the Stores Ledger Account Showing how the values of issues would be calculated FIFO. 7 M 4 K2

1-4-2020	400 units
2-4-2020	Purchased 100 units @ Rs 55 per unit
6-4-2020	Issued 400 units
10-4-2020	Purchased 600 units @ Rs 60 per unit
13-4-2020	Issued 500 units
20-4-2020	Purchased 500 units @ Rs 65 per unit
25-4-2020	Issued 600 units
10-5-2020	Purchased 800 units @ Rs 70 per unit
12-5-2020	Issued 500 units
13-5-2020	Issued 200 units
15-5-2020	Purchased 500 units @ Rs 75 per unit
12-6-2020	Issued 400 units
15-6-2020	Purchased 300 units @ Rs 80 per unit

- b) Calculate depreciation under Straight Line Method:
Cost of Machinery = ₹1,00,000, Residual Value = ₹10,000, Life = 5 Years 7 M 4 K3

UNIT-V

9. a) Explain Horizontal Analysis and Vertical Analysis of financial statements. 7 M 5 K2
- b) Discuss the significance of liquidity and profitability ratios. 7 M 5 K2
- (OR)
10. a) Explain solvency and leverage ratios with examples 7 M 5 K2
- b) Explain the Du Pont Analysis model and its advantages. 7 M 5 K2

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UNIT-I

- | | Marks | CO | BTL |
|---|-------|----|-----|
| 1. a) What is a statistical investigation and business statistics and scope of business statistics? Explain the various stages involved in planning and designing a statistical investigation. | 7M | 1 | K3 |
| b) A supermarket collects customer data such as gender, age group, monthly spending, and feedback (Good, Average, Poor) to improve its services.
Based on the above case, answer the following:
(a) Identify the types of data used.
(b) Explain the levels of measurement involved with examples. | 7M | 1 | K3 |

(OR)

- | | | | |
|---|----|---|----|
| 2. a) Discuss the different types and sources of data used in Business Statistics. Illustrate with suitable examples. | 7M | 1 | K2 |
| b) Analyze a real-life business problem of your choice and explain how statistical investigation can be designed to provide reliable information for decision-making. | 7M | 1 | K2 |

UNIT-II

- | | | | |
|--|----|---|----|
| 3. a) Explain classification of data. Distinguish between univariate and multivariate data with examples | 7M | 2 | K2 |
| b) Given the following marks obtained by 30 students in a Statistics examination:
45, 52, 67, 72, 58, 61, 49, 55, 68, 74, 81, 63, 57, 69, 73, 48, 59, 64, 71, 77, 53, 62, 66, 70, 75, 56, 60, 65, 78, 54
Analyze the process of converting the above raw data into a frequency distribution table. Construct a suitable frequency distribution and present the data in a well-formatted statistical table. Comment on the distribution of marks. | 7M | 2 | K3 |

(OR)

- | | | | |
|---|----|---|----|
| 4. a) Explain the different parts of a statistical table and their significance in data presentation. | 7M | 2 | K2 |
| b) A retail company collects sales data of its products and organizes it into a table showing product categories, sales quantities, and revenue. The company also prepares frequency distribution tables to analyze sales trends.
Based on the above case, answer the following:
(a) Explain the concept of frequency distribution. (3 Marks)
(b) Describe the parts of a table and rules of tabulation used in presenting data. (4 Marks) | 7M | 2 | K3 |

UNIT-III

5. a) Explain the different types of mean with their uses in business 7M 3 K2
b) Calculate the Median for the following method. 7M 3 K3

Marks	0-10	10-20	20-30	30-40	40-50
Frequency	4	8	12	10	6

(OR)

6. a) Define measures of central tendency. Explain the significance of Mean, Median, and Mode in statistical analysis and business decision-making. 7M 3 K2
b) The daily sales (in ₹ thousands) of a store for seven days are: 7M 3 K3
12, 15, 18, 10, 20, 16, 14
Calculate the Arithmetic Mean, Median and interpret the result.

UNIT-IV

7. a) Write the formula of Quartile Deviation, Standard Deviation. 2M 4 K2
b) Calculate the Standard Deviation and Coefficient of Variation (C.V.) for the following data: 12M 4 K3

Class Interval	0-10	10-20	20-30	30-40	40-50
Frequency	5	9	12	8	6

(OR)

8. Calculate the following measures of dispersion for the given data: (a) Mean Deviation about Mean 14M 4 K3
(b) Quartile Deviation

X	5	10	15	20	25
Frequency	4	6	10	8	2

UNIT-V

9. a) Define tabulation and cross-tabulation. Explain their objectives and advantages in data analysis. 7M 5 K2
b) The expenditure distribution of a family is: 7M 5 K3

Item	Food	Rent	Educa tion	Trans port	Savin gs
Amou nt	12000	8000	5000	3000	2000

Construct a pie diagram showing the expenditure pattern.

(OR)

10. The following data represents the number of students in different courses: (a) Draw a suitable diagram (Bar Diagram or Pie Chart) to represent the data. (8 Marks) 14M 5 K3
(b) Interpret the data and give conclusions. (6 Marks)

Course	BBA	BCA	B. Tech	MBA
No. of Students	120	80	200	100

Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory

		Marks	CO	BTL
1.	a) Write about the Evolution of Business Analytics.	6M	CO1	L2
	b) Define business analytic. Explain the importance of business analytics in business.	6M	CO1	L2
2.	a) How do you assure Data quality and how to handle missing/incomplete data?	6M	CO2	L3
	b) What do you mean by Data visualization? Briefly Explain the tools in Data Visualization?	6M	CO2	L2
3.	a) Discuss the stages of the data science project life cycle from data acquisition to deployment and monitoring.	6M	CO3	L1
	b) Write about the Deployment and its benefits and challenges.	6M	CO3	L2
4.	a) Explain how predictive analytics differs from descriptive analytics.	6M	CO4	L2
	b) Describe the Supervised, Unsupervised, and Reinforcement learning with relevant business examples.	6M	CO4	L3
5.	a) Explain different types of data commonly analyzed in marketing analytics.	6M	CO5	L2
	b) Explain how Generative AI applications can be used to Summarization, forecasting and for reporting automation.	6M	CO5	L4

6.	a)	Explain the importance of business analytics in business.	6M	CO1	L1
	b)	Explain the role of enterprise dashboards, Balanced Scorecard, KPIs, and performance monitoring in business analytics.	6M	CO5	L3
7.	a)	Explain Clustering and its types of analysis.	6M	CO4	L2
	b)	What are different machine learning models explain in details?	6M	CO4	L3
8.		CASE STUDY:	12M	CO5 CO4	L3,L4

ABC Retail, an online retail store, has been experiencing a decline in sales and profitability over the past year. The management team is concerned about the drop in revenue and wants to understand the underlying reasons for the decline and take data-driven actions to improve business performance.

Objectives:

➤ Identify the factors contributing to the decline in sales. ➤ Develop strategies to increase revenue and profitability. ➤ Optimize marketing efforts and inventory management.

Data Available:

ABC Retail has historical data for the past three years, including sales data, customer demographics, website traffic, marketing expenses, and inventory levels.

Question:

List out process and various techniques involved in business analytics in line with ABC Retail.

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		<u>UNIT-I</u>	Marks	CO	BTL
1.	a)	Define HRM Human Resource Management and discuss its functions.	7	CO1	K2
	b)	Analyze the importance of Human Resource Management in achieving organizational goals and employee satisfaction.	7	CO1	K3
		(OR)			
2.	a)	Assess the impact of e-HRM on organizational efficiency and employee management.	7	CO1	K2
	b)	Design a strategic HRM framework for a growing organization considering current HR challenges.	7	CO1	K3
		<u>UNIT-II</u>			
3.	a)	Explain the concept, importance and objectives of Human Resource Planning.	7	CO2	K2
	b)	Develop a Human Resource Planning model for a rapidly expanding organization.	7	CO2	K3
		(OR)			
4.	a)	Analyze the relationship between corporate planning and Explain Human Resource Planning.	7	CO2	K3
	b)	Assess the consequences of ineffective Human Resource Planning on organizational performance.	7	CO2	K3
		<u>UNIT-III</u>			
5.	a)	Analyze the significance of Job Description and Job Specification in human resource management.	7	CO3	K2
	b)	Discuss the various sources of information used for conducting Job Analysis.	7	CO3	K3
		(OR)			
6.	a)	Assess the importance of Human Resource Inventory in workforce planning and management.	7	CO3	K2
	b)	Design a comprehensive Job Analysis framework for a customer service executive position.	7	CO3	K3
		<u>UNIT-IV</u>			
7.	a)	Explain the concepts of recruitment and selection and their importance in organizational success.	7	CO4	K2
	b)	Analyze the steps involved in the recruitment process and their contribution to organizational effectiveness.	7	CO4	K3
		(OR)			
8.	a)	Explain the selection process and discuss various types of selection methods used by organizations.	7	CO4	K2
	b)	Evaluate the importance of on-boarding and induction programs in employee retention and productivity.	7	CO4	K3
		<u>UNIT-V</u>			
9.	a)	Explain the nature, scope and objectives of Training and Development in organizations.	7	CO5	K2
	b)	Analyze the process of identifying training needs and designing an effective training program.	7	CO5	K3
		(OR)			
10.	a)	Differentiate between Training and Development with suitable organizational examples.	7	CO5	K3
	b)	Assess the methods used for evaluating development programs and their effectiveness.	7	CO5	K2

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		Marks	CO	Blooms Level
<u>UNIT-I</u>				
1.	a) Explain the need for Intellectual Property Rights in India	7	CO1	Understand
	b) Explain the different types of intellectual property Rights in detail	7	CO1	Understand
(OR)				
2.	a) Explain the Territoriality Principle in IPR	7	CO1	Understand
	b) Explain the contribution of IPR for economic and Technological Development	7	CO1	Understand
<u>UNIT-II</u>				
3.	a) Define the concept and importance of Copy Right Protection In India	7	CO2	Remember
	b) Explain in detail the ownership Rights	7	CO2	Understand
(OR)				
4.	a) What is Industrial Design? Explain the need for protection under IPR	7	CO2	Remember
	b) Explain the protection of Visual features in Industrial design of your choice	7	CO2	Understand
<u>UNIT-III</u>				
5.	a) Define Trademark? Explain the rationale for trade mark protection.	7	CO3	Remember
	b) Explain different kinds of Trademarks.	7	CO3	Understand
(OR)				
6.	a) Explain the process of trademark registration.	7	CO3	Understand
	b) Explain Trademark conflicts in India with examples.	7	CO3	Understand
<u>UNIT-IV</u>				
7.	a) Define the concept of Patent and its significance in India	7	CO4	Understand
	b) Explain the rights of Patentee	7	CO4	Understand
(OR)				
8.	a) Explain about Patent infringement and legal remedies	7	CO4	Understand
	b) Explain the Bolar Provisions and Research examples	7	CO4	Understand
<u>UNIT-V</u>				
9.	a) Explain the purpose and benefits of Geographical Indications	7	CO5	Understand
	b) Analyse some famous GI Tagged goods in India	7	CO5	Apply
(OR)				
10.	a) What do you mean by Plant Variety Protection? Explain the need to protect the new varieties of plants.	7	CO5	Remember
	b) Explain the legal framework in India to protect the new varieties of plants .	7	CO5	Understand