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Reg. No. : .....

Name : .....

Third Semester B.B.A. LL.B. (Five Year Integrated) Degree Examination,  
October 2022

**Paper I : MARKETING MANAGEMENT**

**(2013 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Explain **any five** questions in not more than **60** words : Each question carries **2** marks :

1. Target Markets
2. Product Motive
3. Market segmentation
4. Packaging
5. Product
6. Marketing Triangle
7. Advertising
8. Sales promotion.

**(5 × 2 = 10 Marks)**

II. Answer **any four** questions in not more than **120** words : Each question carries **4** marks :

1. Define Marketing Concepts.
2. What are the various factors influencing market segmentation?

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3. Point out the main advantages of Branding.
4. Explain various pricing strategies.
5. What are the features of direct marketing?
6. Explain Break Even Analysis.

(4 × 4 = 16 Marks)

III. Answer **any four** questions in not more than **150** words : Each question carries **6** marks :

1. Distinguish between Market and Marketing.
2. Explain the 4P's associated with marketing mix.
3. Point out the main stages of buying decision process.
4. Explain product mix decisions.
5. What are the objectives of Pricing?
6. Explain Channel functions.

(4 × 6 = 24 Marks)

IV. Answer **any three** questions. Each question carries **10** marks :

1. Define Marketing environment. Explain briefly the various factors of marketing environment.
2. Write an essay on the various stages in New Product Development.
3. Briefly explain the structure and types of marketing channels.
4. Explain Customer relationship marketing.
5. Write an essay on the ethics in marketing.

(3 × 10 = 30 Marks)

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**Third Semester B.B.A.LL.B. (Five Year Integrated) Degree Examination,  
October 2022**

**Paper II – FINANCIAL ACCOUNTING**

**(2013 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Explain any five of the following in not more than 60 words. Each question carries 2 marks.

1. Capital Account.
2. Drawings.
3. Calls in arrear.
4. Sweat Equity Shares.
5. Forfeiture of shares.
6. Deferred Revenue Expenditure.
7. Provision for doubtful debts.

**(5 × 2 = 10 Marks)**

II. Answer any four questions. Each question carries 4 marks.

1. What are the characteristics of partnership?
2. Explain the method of valuation of goodwill under super profit method.
3. What do you mean by over subscription?
4. Write a note about re-issue of shares?

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5. Gopan has a capital balance of ₹40,000 at the beginning of the year. In the middle of the year he withdrew ₹15,000/-. He is entitled to interest @ 10% per annum. Calculate interest on capital.
6. X and Y are partners sharing profits and losses in the ratio of 5:3. They admit Z for  $\frac{1}{4}$ <sup>th</sup> share which he requires from X and Y equally. i.e.  $\frac{1}{8}$ <sup>th</sup> from X and  $\frac{1}{8}$ <sup>th</sup> from Y. Calculate new profit sharing ratio.

(4 × 4 = 16 Marks)

III. Answer any four questions. Each question carries 6 marks.

1. MN Ltd. issued 40,000 equity shares of ₹100 each payable as follows.

₹25 on application, ₹35 on allotment and ₹40 on first and final call.

Applications were received ₹ 37,000 shares. As the minimum subscription requirement has been fulfilled, the Board of Directors allotted shares and all sums due on allotment and call were received in time. Journalize the transactions.

2. A and B are in partnership sharing profits and losses in the ratio of 5:3. They decided to change their profit sharing ratio 3:2. The capitals of A and B after necessary adjustments showed a balance of ₹50,000 and ₹30,000 respectively.

They also decided to fix their capitals in their new profit sharing ratio. Pass necessary journal entries.

3. Following are the some of the ledger balances prepare profits and loss account of Mr. Balu for the year ended 31<sup>st</sup> Dec. 2019 Salaries ₹34,000/-, Commission received ₹1,800, discount allowed ₹1,800/-, discount received ₹2,850/-, Advertising ₹3,650/-, general expenses ₹1450/-, Rent Paid ₹4,500/-, cash in hand ₹1,900/-, Cash at bank ₹2,950/-, Machinery ₹80,000/-, Capital Account ₹1,50,000/-, Drawings A/c ₹2,400/-, Gross Profit ₹79,500/-

4. Explain the need and objectives of preparing of profit and loss account.
5. Write a note about fluctuating capital account.
6. What are the important points taken into account while admission of a partner?

(4 × 6 = 24 Marks)

IV. Answer any **three** questions. Each question carries **10** marks.

1. Explain the methods of new issue of shares.
2. Define partnership. Explain the contents of partnership deed.
3. A and B are partners in a firm sharing profits and losses in a firm in the ratio of 3:2. The balance sheet of A and B was as follows.

Liabilities		Assets	
Sundry Creditors	12,900	Building	26,000
Bills payable	4,100	Furniture	5,800
Bank overdraft	9,000	Stock-in trade	21,400
Capital A/c		Debtors	35,000
A	4,4000	Less Provision	200
B	36,000	Investment	2,500
	80,000	Cash	15,500
	1,06,000		1,06,000

C was admitted to the firm on the following terms:

- (a) He has to introduce a capital of ₹2,50,000 for 1/6<sup>th</sup> share in future profit.
- (b) New profit sharing ratio of A, B and C will be 3:2:1 respectively.
- (c) C's brings in his share of goodwill in cash. Goodwill is calculated on the basis of C's share in profits and his capital contribution.
- (d) Furniture is to be written down by ₹870 and stock to be depreciated by 5%.  
A provision is required for bad debts at 5% on debtors. Building has appreciated upto ₹29,200. value of investment is increased by ₹450.
- (e) The creditors included in a sum of ₹1,400 which is not to be paid off.

Prepare the following:

- (i) Revaluation account (ii) Capital accounts and (iii) Balance sheet.

4. From the following Trial Balance. Prepare trading and Profit and Loss Account for the year 31<sup>st</sup> March 2019 and a Balance sheet on that date.

Capital Account	36,000
Drawings	12,000
Stock on 1 <sup>st</sup> April 2018	30,000
Trade expenses	775

Salaries	5,700	
Advertising	420	
Discount	550	
Bad debt	350	
Business premises	6,000	
Furniture and fixtures	5,600	
Cash in hand	2,830	
Purchase returns		2,400
Purchase	74,000	
Sales returns		1,23,000
Sales	3,500	
Wages	600	
Conveyance charges	1,860	
Rent and rates	1,000	
Interest	215	
Plant and Machinery	9,000	
Sundry debtors	47,000	
Bank overdraft		12,000
Sundry creditors		28,000
	<u>2,01,400</u>	<u>2,01,400</u>

#### Adjustments

- Stock on 31<sup>st</sup> March 2014 is valued at ₹46,600.
- Rent and wages outstanding ₹300 and ₹200 respectively.
- Insurance prepaid to the extent of ₹250
- Write off ₹500 as further bad debts.
- Provide for doubtful debts at 5% on Sundry debtors.
- Make provision for doubtful debts at 5% on sundry debtors.
- Depreciate premises at 3%, plant and machinery at 10% and furniture and fixtures by 5%.

(3 × 10 = 30 Marks)

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Third Semester B.B.A. LL.B. (Five Year Integrated) Degree Examination,  
OCTOBER 2022.

**Paper III – OPERATIONS RESEARCH**

**(2013 Admission onwards)**

Time : 3 Hours

Max. Marks : 80

- I. Answer **any five** of the following. Each question carries **2** marks. Answer should not exceeds **50** words each.
1. Explain the transpose of a matrix with example.
  2. What is the feasible solution?
  3. What is the assumption of additivity in linear programming?
  4. Define a Dual problem.
  5. Distinguish slack variables and surplus variables in simplex method.
  6. Define ad-joint of a matrix.
  7. Define Linear Programming.
  8. What is mean by the Rank of a matrix?
- (5 × 2 = 10 Marks)**
- II. Answer **any four** of the following. Each question carries **4** marks. Answer should not exceeds **120** words each.
1. What are the essential ingredients of a linear programming problem.
  2. Write a note on Lowest Cost Entry Method.

3. Find the rank of the matrix  $A = \begin{bmatrix} 2 & 0 & 5 \\ 3 & -7 & 3 \\ 1 & -4 & 6 \end{bmatrix}$ .

4. Explain the simplex method to linear programming problem.

5. Let  $P = \begin{bmatrix} 0 & 1 \\ 2 & 3 \end{bmatrix}$  and  $Q = \begin{bmatrix} -1 & 2 \\ 4 & 3 \end{bmatrix}$  find  $PQ$ .

6. Explain the properties of the transpose of a matrix.

(4 × 4 = 16 Marks)

III. Answer **any four** of the following. Each question carries **6** marks.

1. Explain the properties of determinants with examples.

2. Find the ad-joint of the matrix  $A = \begin{bmatrix} 0 & 1 & 2 \\ 1 & 2 & 3 \\ 3 & 1 & 1 \end{bmatrix}$ .

3. Write a note on Saddle point solution.

4. What are the advantages and limitations of linear programming models?

5. Find the initial feasible solution to the following transportation problem by lowest cost entry method.

	W1	W2	W3	
F1	2	7	4	5
F2	3	3	1	8
F3	5	4	7	7
F4	1	6	2	14
	7	9	18	

6. Explain the sequencing problem in detail.

(4 × 6 = 24 Marks)



IV. Answer **any three** of the following. Each question carries **10** marks.

1. Solve the following LPP using graphical method

$$\text{Maximize } Z = 60X_1 + 40X_2$$

Subject to,

$$2X_1 + X_2 \leq 60$$

$$X_1 \leq 25$$

$$X_2 \leq 35$$

$$X_1, X_2 \geq 0$$

2. What are transportation problems? Explain different methods for finding initial solution for it.
3. Discuss the network analysis in detail.
4. Determine which of the following two-person zero-sum games are strictly determinable and fair. Give optimum strategies for each player in the case of strictly determinable games.

Player B

(a) Player A  $\begin{bmatrix} 5 & 0 \\ 0 & 2 \end{bmatrix}$

Player B

(b) Player A  $\begin{bmatrix} 0 & 2 \\ -1 & 4 \end{bmatrix}$

5. Solve the following simultaneous equations using Cramer's Rule

$$5x - 6y + 4z = 15$$

$$7x + 4y - 3z = 19$$

$$2x + y + 6z = 46$$

**(3 × 10 = 30 Marks)**

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Reg. No. : .....

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**Third Semester B.A. LL.B./B.Com. LL.B./B.B.A. LL.B.  
(Five Year Integrated) Degree Examination, October 2022**

**Paper IV – JURISPRUDENCE**

**(Prior to 2020 Admission)**

Time : 3 Hours

Max. Marks : 80

**PART – A**

Answer **any five** of the following not exceeding **50** words each. Each question carries **2** marks.

1. Law as a command.
2. Legal Customs.
3. Kelson's pure theory of law.
4. Territorial nature of law.
5. Corrective justice.
6. Title.
7. Reformatory theory of punishment.
8. Legislation as source of law.

**(5 × 2 = 10 Marks)**

P.T.O.

PART – B

Answer **any four** of the following not exceeding **120** words each. Each question carries **4** marks.

1. Explain the nature and value of jurisprudence.
2. Write short note on legal realism.
3. Give brief note on constitutional law.
4. Write a note on Marxist theory on law.
5. What is *stare decisis*?
6. Write a brief note on ownership?

(4 × 4 = 16 Marks)

PART – C

Answer **any four** of the following. Each question carries **6** marks.

1. Dalits are not allowed to take water from a public well situated in a particular area. Can this practice be allowed to continue on the reason that it is followed for a very long period?
2. Shortly before his death, Mr. A had entrusted some landed property with Mr. B. On knowing this fact only after 15 years, heirs of A demanded the property back. But A refused to give it back stating that he is entitled to keep it because he was possessing it for a very long period. Decide.
3. Mr. X's dog attacked a boy in the neighborhood, and the boy received serious injuries. Examine the liability of Mr. X.
4. There is a provision in the penal law of a state prescribing that the judge shall impose capital punishment for a life convict who is proved guilty of committing murder again. Decide the validity of the provision.
5. A Public Interest Litigation was filed in the High Court highlighting the poor conditions of roads in the state for issuing appropriate writ asserting that right to good road is a fundamental right. Examine the scope of the writ.

(4 × 6 = 24 Marks)

PART – D

Answer **any three** of the following. Each question carries **10** marks.

1. Write a critical note on natural law school of thought.
2. Define and explain about the concept of 'person'.
3. Define the concept of legal right. Explain various theories related to rights.
4. Explain the merits and demerits of administration of justice in accordance with law.
5. Write an essay on the contributions of sociological school of thought.

**(3 × 10 = 30 Marks)**

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