

24U159

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(FYUGP)

CC24U BBA1 CJ103 - COMMUNICATING WITH FINANCIAL DATA

(BBA - Major Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Define assets and distinguish between current assets and non-current assets with examples. [Level:1] [CO1]
2. How do direct costs compare to indirect costs in terms of expense categorization? [Level:1] [CO1]
3. Differentiate between gross profit and net profit. [Level:2] [CO1]
4. What is a journal entry, and why is it important in accounting? [Level:1] [CO2]
5. What is trend analysis, and why is it used in financial statements? [Level:1] [CO4]
6. Explain the relationship between gross profit margin and the overall financial health of a business. [Level:2] [CO4]
7. Explain how cash flow from financing activities can indicate a company's capital structure [Level:2] [CO3]
8. What are comparative financial statements, and why are they useful? [Level:1] [CO4]
9. What are profitability ratios? [Level:1] [CO4]
10. Explain two methods of Cash Flow Statement. [Level:2] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Explain the concept of the going concern principle in accounting. Why is it essential for financial reporting? [Level:1] [CO2]
12. What is the nature of cost in business, and why is it important to control it? [Level:1] [CO2]
13. What are the key differences between the balance sheet and the income statement? [Level:1] [CO2]

14. What are the limitations of a trial balance in ensuring the accuracy of financial records? [Level:1] [CO3]
15. Identify and explain the main factors that affect the rate of depreciation for tangible assets. How does each factor contribute to the overall depreciation expense? [Level:1] [CO3]
16. Discuss the significance of the gross profit figure on the income statement. How does it differ from net profit ? [Level:2] [CO4]
17. Explain the steps to create proforma balance sheet. [Level:2] [CO4]
18. What are liquidity ratios, and why are they important for a business? [Level:1] [CO5]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

19. "Discuss the significance of journalizing in the accounting cycle. How does journalizing ensure accuracy in financial reporting? [Level:2] [CO2]
20. What do you mean by analysis and interpretation of financial statements? Explain different types of financial analysis ? [Level:1] [CO4]

(1 × 10 = 10 Marks)
