

**FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025**

(FYUGP)

(Regular/Supplementary/Improvement)

**CC24UBBA1CJ103 - COMMUNICATING WITH FINANCIAL DATA**

(B.B.A. - Major Course)

(2024 Admission onwards)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

**Part A** (Short answer questions)Answer *all* questions. Each question carries 3 marks.

1. What factors can influence the nature of income for a business? [Level:2] [CO1]
2. Why is it important for a business to distinguish between fixed and variable expenses? [Level:2] [CO1]
3. What is the accounting equation, and what are its key components? [Level:2] [CO1]
4. What is the role of a ledger in the double-entry bookkeeping system? [Level:2] [CO2]
5. What are comparative financial statements, and why are they useful? [Level:2] [CO4]
6. What is trend analysis, and why is it used in financial statements? [Level:2] [CO4]
7. What is gross profit? How is it calculated? [Level:2] [CO3]
8. Why is tax ratio efficiency important for assessing a company's financial performance? [Level:2] [CO4]
9. What is net profit margin, and how is it calculated? [Level:2] [CO4]
10. What are the different methods of financial analysis? [Level:2] [CO4]

**(Ceiling: 24 Marks)****Part B** (Paragraph questions/Problem)Answer *all* questions. Each question carries 6 marks.

11. What are the major types of accounts in financial accounting, and how are they classified in the accounting system? [Level:2] [CO2]
12. How is accounting profit calculated, and what key components are included in its calculation? [Level:2] [CO2]
13. How do operating expenses differ from capital expenses? [Level:2] [CO2]
14. Difference between Journal and ledger ? [Level:2] [CO3]

15. Explain how the useful life of an asset is determined. What factors should be considered [Level:3] [CO3] when estimating the useful life, and why is this estimate crucial for accurate depreciation?
16. Classify the following into (i) Operating Activities (ii) Investing Activities (iii) Financing Activities and (iv) Cash Equivalents while preparing a Cash Flow Statement: [Level:2] [CO3]
1. Cash Sales
  2. Cash Received from Trade Receivables
  3. Purchase of Building
  4. Sale of Building
  5. Issue of Share Capital or Debentures
  6. Buy- back of Equity Shares
  7. Dividend Paid
  8. Interest paid on Debentures or Long - term Loans by (a) Finance Company (b) Non-Finance Company
  9. Cash Purchases
  10. Cash paid to trade payables
  11. Redemption of Debentures and Preference Shares
  12. Repayment of Long - term Loan
  13. Office Expenses
  14. Selling and Distribution Expenses
  15. Manufacturing Expenses
  16. Purchase of Goodwill
  17. Sale of Patent
  18. Purchase of Investments
  19. Sale of Investments by (a) Finance Company (b) Non- Finance Company
  20. Commission and Royalty received
17. Explain the steps to create proforma balance sheet. [Level:2] [CO4]
18. Explain the significance of liquidity ratios in financial analysis. [Level:2] [CO5]

**(Ceiling: 36 Marks)**

**Part C (Essay questions)**

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

19. Describe the objectives, features and limitations of trial balance. [Level:2] [CO2]
20. Explain the three main components of a cash flow statement: cash flows from operating activities, investing activities, and financing activities. [Level:2] [CO4]

**(1 × 10 = 10 Marks)**

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