

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai - 600 044.

M.Com. A&F - END SEMESTER EXAMINATIONS - NOV'2024  
SEMESTER - III

**24PAFET3B03 - Business Foundations**

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

**Section B**

Answer any **TEN** questions ( $10 \times 2 = 20$  Marks)

1. What is the meaning of time value of money?
2. What is the purpose of a balance sheet?
3. What are the differences between tasks and jobs?
4. What is brand positioning?
5. What are interest rates?
6. What is Little's Law in operations management?
7. Why is timely decision-making important in management?
8. Define customer centricity.
9. What are the main components of an income statement?
10. What is organizational architecture?
11. What is meant by lean operations?
12. Define return on investment (ROI).

**Section C**

Answer any **FOUR** questions ( $4 \times 5 = 20$  Marks)

13. Explain the implications of the time value of money in investment decision-making.
14. Justify the importance of continuous improvement in operations management and its effect on overall business success.
15. Explain the different motivational theories and their application in the workplace.
16. Classify the importance of effective brand positioning in achieving competitive advantage.
17. Describe the significance of financial statements in assessing a company's financial health.
18. Classify the role of cash flow management in business sustainability.

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