

**JJ COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)  
PUDUKKOTTAI**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**BRIDGE COURSE (2021)**

**SYLLABUS (2019 onwards)**

**MANAGEMENT CONCEPTS**

**UNIT I**

Management-Meaning- Definition - Importance - Difference between Management and Administration Management - an Art or Science – Henri Fayol’s principles of management.

**UNIT II**

Planning-  
Meaning- Definition-Decision Making Process – MBO- Objectives- Stages of MBO.

**UNIT III**

Organizing- Meaning-  
Definition-Departmentalization - Centralization- Decentralization – Sources of Authority  
–Delegation of Authority

**UNIT IV**

Staffing-  
Meaning- Definition- Recruitment- Selection- Training and Development – Directing –  
Leadership Types – Motivation .

**UNIT V**

Controlling-  
Meaning- Definition - Co- Ordination - MBE - Concepts, Steps.

*V. Sathya Rekha*  
30/8/21

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**DEPARTMENT OF BUSINESS ADMINISTRATION**

**BRIDGE COURSE (2021)**

**SYLLABUS (2019 onwards)**

**PRINCIPLES OF ACCOUNTANCY**

**UNIT I**

**Accounting – Definition – Nature – Objectives – Merits and Limitations - Branches**

**UNIT II**

**Accounting terms**

**UNIT III**

**Types of Accounts – Rules of Double Entry**

**UNIT IV**

**Accounting concepts and conventions**

**UNIT V**

**Journal , Ledger, Trial Balance, subsidiary books**

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**BRIDGE COURSE (2021)**

**SYLLABUS (2019 onwards)**

**BUSINESS ECONOMICS**

**UNIT-I**

Definition- meaning- Introduction to Business Economics-Scope and Nature - significance and role-Managerial decision making-Objectives of firm.

**UNIT-II**

Definition,- Law of Demand-Reasons for Law of demand to operate-Elasticity of demand

**UNIT-III**

Definition-various cost concepts-Break-Even-Analysis-Production function

**UNIT-IV**

Definition-Market structure analysis-pricing - concepts-Decisions-policies and Determinants

**UNIT-V**

Definition - Concepts of National Income - Methods and measures of National Income – Indian

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# BRIDGE COURSE ATTENDANCE (2021-2024)

Students Name		19/8/21	23/8/21	24/8/21	25/8/21	26/8/21
1.	Aarthika .M	P	P	P	P	P
2.	Akilandeshwari .A	P	P	P	P	P
3.	Aruna .V	P	P	P	P	P
4.	Divyadharsini .B	P	P	P	P	P
5.	Eswari .M	P	P	P	P	P
6.	Gayathri .V	P	P	P	P	P
7.	Harini .C	P	P	P	P	P
8.	Karuppavee .S	P	P	P	P	P
9.	Kaviya .P	P	P	P	P	P
10.	Krishnaveni .V	P	P	P	P	P
11.	Lishashree .S	P	P	A	P	P
12.	Manju .K	P	P	P	P	P
13.	Muthumeenal .A	P	P	P	A	P
14.	Pavithralakshmi .C.M	P	P	P	P	P
15.	Rajeshwari .K	P	P	P	P	P
16.	Rajeshwari .S	P	P	P	P	P
17.	Ramyakrishnan .B	P	P	P	P	P
18.	Safana .M	P	P	P	P	P
19.	Safika .M	P	P	P	A	P
20.	Sangeetha .S	P	P	P	P	P
21.	Sangeetha .V	P	P	P	P	P
22.	Sheetal .S	P	P	P	P	P
23.	Sowmiya .S	P	P	P	P	P
24.	Suba Bharathi .M	P	P	P	P	A
25.	Akash .A.L	P	P	P	P	P
26.	Abdul Ashik .K	P	P	P	P	P
27.	Ameenul <del>Asham</del> .M	P	P	P	P	P
28.	Avinind kumar .S	P	P	P	P	P
29.	Athishwaran .M	A	P	P	P	P
30.	Balasubramanian .J	P	P	P	A	P
31.	Dhanushkar .S	P	P	P	P	P

	Students Name	19/8	23/8	24/8	25/8	26/8
32.	Giritharan .S	P	P	P	P	P
33.	Girijesh .S	P	A	P	P	P
34.	Jatirishnan .L	P	P	P	P	P
35.	Jatirprakash .D	P	P	P	P	P
36.	Jatirharasudhan .B	P	P	P	P	P
37.	Jayadeeshwaran .M	P	P	P	P	P
38.	Jayaswriya .R	P	P	P	P	P
39.	Jegannath .K	P	P	P	P	P
40.	Kabilan .M	P	P	P	P	P
41.	Karthi .M	P	P	P	P	A
42.	Kasinathan .P	P	P	P	P	P
43.	Madhavan .S	P	P	P	P	P
44.	Maheshwaran .K	P	P	P	P	P
45.	Manikandan .G	P	P	A	P	P
46.	Manikandan .N	P	P	P	P	P
47.	Manimaran .P	P	P	P	P	P
48.	Manoj .M	P	P	P	P	P
49.	Mathan .G	P	P	P	A	P
50.	Mohammed Tajran .K	P	P	P	P	P
51.	Mohamed Asif .A	P	P	P	P	P
52.	Murugan .R	P	P	P	P	P
53.	Murugesan .K	P	P	P	P	P
54.	Nandakumar .S	P	P	P	P	A
55.	Narayanan .J	P	P	P	P	P
56.	Periyakaruppan .R	A	P	P	P	P
57.	Praveen Kumar .A	P	P	P	P	P
58.	Praveen .P	P	P	P	P	P
59.	Rajkumar .G	P	P	P	P	P
60.	Ramesh Kannan .V	P	P	P	P	P
61.	Riswan .J	P	P	P	P	P
62.	Sabarinathan .M	P	P	P	P	P
63.	Sachin .J	P	P	P	A	P

	Students Name	19/8	23/8	24/8	25/8	26/8
64.	Sanjalkumar .N	P	P	P	P	P
65.	Santhosh .P	A	P	P	P	P
66.	Sasi Tharan .T	P	P	P	P	P
67.	Satheesh kumar .R	P	P	P	P	P
68.	shamnithishwaran .P	P	P	P	A	P
69.	Shreeharish .R	P	P	P	P	P
70.	Sooraya .R	P	P	P	P	P
71.	Swiya Prakash .V	P	P	P	P	P
72.	Surya .C	P	P	P	P	A
73.	Thillainatarajan .S	P	P	P	P	P
74.	Vaithyanathan .I	P	P	P	P	P
75.	Vasantha bhavathi .D	P	A	P	P	P

V. Sathya 30/8/21

G. Parashuraman

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**J.J. College of Arts and Science (Autonomous)**  
**PG and Research Department of Business Administration**  
**Bridge Course Pre-Test Management Concepts –Aug 2021**

**Time : 1 Hour**

**Marks:25 Marks**

**Part- A (15 X 1= 15 Marks)**

1. Management is an -----.  
a. Arts  
b. Science  
c. Both  
d. None of the above
2. ----- is not the importance of organization.  
a. Specialization  
b. Teamwork  
c. Profession  
d. Continuity
3. Planning is -----.  
a. Looking ahead  
b. Successfully implemented  
c. Looking back  
d. Organising
4. Which is not the step in MBO?  
a. Final review  
b. Establishment of objectives  
c. Periodical review  
d. Review of literature
5. Limitations of control is  
a. External Factors  
b. Fixing of Responsibility  
c. Variation and its causes  
d. All the above
6. Planning is -----.  
a. Looking ahead  
b. Successfully implemented  
c. Looking back  
d. Organizing
7. Manager is rewarded with  
a. Idea  
b. Profit  
c. Salary  
d. Loss
8. Purchase of raw materials  
a. Long term planning  
b. Short term planning  
c. Middle term planning  
d. None of the above
9. ----- are concerned with do's and don'ts.  
a. Rules  
b. Strategies  
c. Procedures  
d. Policies
10. Business agenda is known as  
a. Single use plan  
b. Rules  
c. Programmer  
d. Budget



11. Long term Planning is -----.
- a. Introduction of a new product                      b. Purchase of raw material  
b. Expanding output                                      d. Appointment of staff
12. ----- is a financial plan of a business.
- a. Programme    b. Budget  
b. Strategy    d. Policy
13. Feeling that once the plan is prepared, the target of enterprise can easily be attained
- a. Ignorance    b. Complacent attitude  
b. Personality    d. Idea
14. Diagrammatic presentation of the organization structure is known as
- a. Organization Chart    b. Organization idea  
b. Organization Store    d. Organization Flow
15. The entire work is divided into number of activities
- a. Grouping of activities    b. Assignment of work  
b. Division of work    d. Creation of accountability

**Part-B (5 X2 =10 Marks)**

16. Define Scalar chain.
17. What is Decision Making?
18. Define Delegation.
19. What is Motivation?
20. What is Co-ordination?

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**PG and Research Department of Business Administration**

**Bridge Course-Post Test-Management Concepts –Aug 2021)**

**Time : 1 Hour**

**Marks:25 Marks**

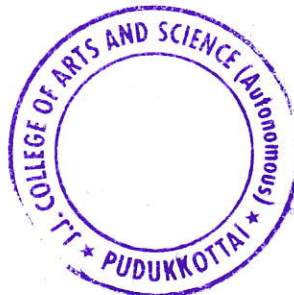
**Part- A (5 X 1= 5 Marks)**

1. Which one is the important characteristic of control?
  - a. Forward Looking
  - b. Delay
  - b. Expensive
  - d. Punishment
2. Which one is the quality of a leader?
  - a. Sense of judgment
  - b. Talkative
  - b. Imperfect
  - d. Supervisor
3. Vestibule training refers
  - a. On the job training
  - b. Off the job training
  - b. college training
  - d. Proper training
4. Which is the merit of line organization?
  - a. Lacks specialization
  - b. Enjoy Monopoly
  - b. Downward Communication
  - d. Unity of Command
5. Management is an
  - a. Ongoing activity
  - b. Off going activity
  - b. Completed Activity
  - d. Half-Completed activity

**Part-B (10 X2 = 20 Marks)**

6. Define Management.
7. Management is Art or Science-Comment.
8. What is planning?
9. What is MBO?
10. Define Organization.
11. What is centralization?
12. What is training?
13. Define selection.
14. What is controlling?
15. What is MBE?

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**PG and Research Department of Business Administration**

**Bridge Course Pre-Test Principles of Accountancy –Aug 2021**

**Time : 1 Hour**

**Marks:25 Marks**

**I Fill in the Blanks (15X1=15)**


1. The motive of a business is \_\_\_\_\_
2. The process of entering transactions in journal is called \_\_\_\_\_
3. The process of making entries in Ledger is called \_\_\_\_\_
4. The statement prepared to check the arithmetical accuracy of books of accounts - \_\_\_\_\_ -
5. L.F stands for \_\_\_\_\_
6. Recording is done in \_\_\_\_\_ order in Journal
7. c/d means \_\_\_\_\_
8. b/d means \_\_\_\_\_
9. Columns in double column cash book are \_\_\_\_\_ - and \_\_\_\_\_
10. 'Petty' means \_\_\_\_\_
11. The Return inwards are recorded in \_\_\_\_\_ book
12. Postage and telegram is an example for \_\_\_\_\_ expense
13. Credit sales are recorded in \_\_\_\_\_ book
14. The amount invested in the business is called \_\_\_\_\_
15. One of the internal users of accounting information- \_\_\_\_\_

**II Answer the following (5X2=10)**

1. Write a short note on journal
2. Give two examples for artificial person
3. What are the golden rules of accounting?
4. What is meant by a current asset?
5. What are the kinds of subsidiary books?

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Bridge Course Post Test PRINCIPLES OF ACCOUNTANCY –Aug 2021

Time : 1 Hour

Marks:25 Marks

I Fill in the Blanks (15X1=15)

1. \_\_\_\_\_ depicts the financial position
2. An example for income - \_\_\_\_\_
3. Sales returns books is to record returns from \_\_\_\_\_
4. There are \_\_\_\_\_ types of accounts
5. The left hand side of an account is termed as \_\_\_\_\_ side
6. The abbreviation 'Cr' denotes \_\_\_\_\_
7. \_\_\_\_\_ account is prepared to match the incomes and expenses of accounting period to ascertain profit or loss.
8. The branch of accounting which is meant exclusively for managerial decision making - \_\_\_\_\_
9. Credit note is the base for preparation of \_\_\_\_\_ book
10. Credit is derived from Latin word \_\_\_\_\_
11. An error disclosed by Trial balance - \_\_\_\_\_
12. \_\_\_\_\_
13. Cash Purchases are recorded in \_\_\_\_\_ book
14. The amount invested in the business is called \_\_\_\_\_
15. One of the users of accounting information- \_\_\_\_\_

II Answer the following (5X2=10)

1. Write any two merits of Accounting
2. What is convention of conservatism?
3. Mention any two objectives of accounting
4. Define Accounting
5. What is meant by Money measurement Concept?

4

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**Bridge Course Pre Test Business Economics –Aug 2021**

**Time : 1 Hour**

**Marks:25 Marks**

1. Sales Maximization Concept is given by -----  
[A] Adam Smith  
[B] Samuelson  
[C] Marshall  
[D] Baumol
  
2. A market demand Schedule for a product indicates that \_\_\_\_\_.  
[A] As the product's price falls, consumers buy less of the good  
[B] There is a direct relationship between price and quantity demanded  
[C] As a product's price rises, consumers buy less of other goods  
[D] There is an inverse relationship between price and quantity demanded
  
3. Economics is derived from the Greek word oikonomikus which means  
[A] Business Management  
[B] Economics  
[C] House Management  
[D] Wealth Management
  
4. Who is assumed as father of Economics?  
[A] Adam smith  
[B] Robinson  
[C] Marshall  
[D] George Bernard
  
5. Capitalism refers to  
[A] The use of markets  
[B] Government ownership of capital goods  
[C] Private ownership of capital goods  
[D] Private ownership of homes & cars.
  
6. The subject matter of economics is  
[A] To ensure economic progress of the people  
[B] To run business  
[C] To satisfy unlimited wants with limited means  
[D] To mobilize resources and to use them
  
7. Profits is denoted as, which of the following symbol?  
[A] Sigma  
[B] Summation  
[C] Pie  
[D] Alpha



8. Utility is measured by  
[A] Wealth.  
[B] Price  
[C] Value or worth  
[D] Income.
9. When the total utility curve reaches its maximum level, marginal utility is  
[A] Positive  
[B] Zero  
[C] Rising  
[D] Negative
10. Who has given the concept of consumer surplus?  
[A] Marshall  
[B] Robbins  
[C] Pigou  
[D] None of these
11. At point of satiety, marginal utility is  
[A] Zero  
[B] Positive  
[C] Maximum.  
[D] Negative
12. According to Marshall, the basis of consumer surplus is  
[A] Law of equi-marginal utility.  
[B] Law of proportions  
[C] Law of diminishing marginal utility  
[D] All of the above
13. Which of the following is an economic activity?  
[A] To teach son at home.  
[B] Teaching teacher in the school.  
[C] To serve her child by mother.  
[D] To play football by a student
14. Demand is a function of \_\_\_\_\_  
[A] Income  
[B] Advertisement  
[C] Consumers  
[D] Price
15. Which will cause a change in the demand for commodity X  
[A] A Change In Tastes  
[B] A Change In Income  
[C] A Change In Price Of Complementary Product  
[D] A Change In The Price of X



16. When one speaks of "demand" in a particular market, this refers to \_\_\_\_\_  
[A] The quantity demanded at a given price  
[B] Only one price-quantity combination on the demand schedule.  
[C] The whole demand curve.  
[D] Only one point on the entire demand curve.
17. Law of demand does not include  
[A] Price of commodity is an independent variable.  
[B] Quantity demanded is a dependent variable.  
[C] Reciprocal relationship is found between price and quantity demanded. [D] cost of product
18. In Relatively Elastic Demand ED is = \_\_\_\_\_  
[A]  $E=1$   
[B]  $E=0$   
[C]  $E>1$   
[D]  $E<1$
19. When prediction about future is based on the assumption that the firm does not change the course of its action is \_\_\_\_\_ forecast  
[A] Passive Forecast  
[B] Active Forecast  
[C] Short run forecast  
[D] Long run forecast
20. The demand for a good is highly inelastic if \_\_\_\_\_  
[A] The price elasticity of the good is close to zero  
[B] The income elasticity of the good is close to one  
[C] If it is a necessity  
[D] Both A and C.
21. People demand more of product X when the price of product Y decreases. This means X and Y are \_\_\_\_\_.  
[A] Complements.  
[B] Substitutes  
[C] Not related.  
[D] Both inexpensive
22. Demand curve is a \_\_\_\_\_  
[A] Falling curve.  
[B] Rising curve. Rising curve.  
[C] Downward sloping curve.  
[D] Upward sloping curve



23. A positive cross elasticity of demand coefficient indicates that \_\_\_\_\_

- [A] A product is an inferior good
- [B] A product is a normal good
- [C] Two products are substitute goods
- [D] Two products are complementary goods

24. One purpose of short-range forecasts is to determine \_\_\_\_\_

- [A] Production planning
- [B] Inventory budgets
- [C] Research and development plans.
- [D] Facility location.

25. Passive factor of production is \_\_\_\_\_.

- [A] Only land.
- [B] Only capital.
- [C] Both land and capital
- [D] Neither land nor capital

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**Bridge Course Post Test Business Economics –Aug 2021**

**Time**

**Marks :25**

**Part –A**

**10\*2=20**

**Answer all question**

1. Define Economics.
2. Enlist an two process of Decision making.
3. What is elasticity of Demand?
4. State the meaning of demand forecasts.
5. What is meant by opportunity cost?
6. Write note on Production function.
7. What is monopoly competition?
8. Define Pricing.
9. What is National Income?
10. Write a note on Inflation.

**Part –B**

**(1\*5=5)**

**Answer any one question**

11. State the scope of Managerial Economics  
Or  
What are the objectives of Firm?

*V. Sree*  
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## BRIDGE COURSE

Management Principles  
of  
Accountancy  
conceptsBusiness  
Economics

No.	Student's Name		Pre-test	Post-Test	Pre-Test	Post-Test	Pre-Test	Post-Test
1.	Aarthika .M		07	17	05	15	07	18
2.	Akilandeshwari .A		06	17	07	17	07	20
3.	Anuna .V		08	17	08	16	07	17
4.	Divyachandhini .B		10	16	07	15	08	19
5.	Eswari .M		11	18	07	16	11	16
6.	Gayathri .V		14	19	05	17	13	18
7.	Harini .C		05	11	06	16	07	15
8.	Karuppavee .S		06	15	05	15	06	17
9.	Kaviya .P		07	15	06	14	06	19
10.	Krishnaveni .V		05	16	06	17	05	17
11.	Lishashree .S		06	17	07	14	05	16
12.	Manju .K		05	15	07	15	08	19
13.	Muthurameeral .A		07	13	09	13	09	17
14.	Pavithralakshmi .C.M		07	17	08	15	09	18
15.	Rajeshwari .K		05	15	08	17	08	15
16.	Rajeshwari .S		09	16	09	17	07	17
17.	Ramyakrishnan .B		10	16	09	15	07	19
18.	Safana .M		07	15	10	12	06	15
19.	Safika .M		11	15	07	14	08	18
20.	Sangeetha .S		07	11	05	15	09	16
21.	Sangeetha .V		06	12	05	15	11	19
22.	Sheetal .S		05	12	05	17	08	17
23.	Sowmya .S		07	13	04	15	07	15
24.	Suba Bharathi .M		09	11	05	15	12	19
25.	Akash .A.L		10	12	09	17	05	17
26.	Abdul Ashik .K		05	13	05	17	08	18
27.	Ameenul Aslam .M		08	14	08	15	06	16
28.	Anavind Kumar .S		07	14	08	16	09	19
29.	Athishwaran .M		06	13	09	18	07	15
30.	Beelasubnamanyan .J		07	11	10	15	11	17
31.	Dhanushkar .S		07	15	11	11	05	15

Management principles of Accountancy Business Economics

S.No	Student Name		Management concept		principles of Accountancy		Business Economics	
			pre test	post test	pre test	post test	pre test	post test
32.	Giritharan	.S	08	17	07	15	11	15
33.	Grijesh	.S	09	18	05	16	07	15
34.	Harikrishnan	.L	05	15	09	19	05	14
35.	Hari prakash	.D	07	19	05	17	09	17
36.	Hariharasudhan	.B	11	16	08	15	07	15
37.	Jagadeeshwaran	.M	09	18	10	18	08	15
38.	Jayasuriya	.R	10	17	07	16	06	14
39.	Jegannath	.K	05	15	09	17	10	14
40.	kabilan	.M	08	19	06	19	05	14
41.	Karthi	.M	12	17	11	15	09	15
42.	Kasinthan	.P	09	18	08	17	07	14
43.	Madhavan	.S	05	15	07	18	06	14
44.	Maheshwaran	.K	07	19	10	16	08	14
45.	Manikandan	.G	08	13	09	13	08	15
46.	Manikandan	.N	06	17	08	19	05	14
47.	Manimaran	.P	09	15	05	15	07	14
48.	Manoj	.M	05	18	09	17	06	15
49.	Mathan	.G	10	16	10	19	09	14
50.	Mohammed Tajran	.K	08	19	07	18	11	14
51.	Mohamed Asif	.A	11	15	06	16	08	14
52.	Murugan	.R	05	18	11	15	05	14
53.	Murugesan	.K	08	17	05	19	09	14
54.	Nandakumar	.S	10	19	08	17	10	14
55.	Narayanan	.J	07	16	07	16	06	14
56.	Periyakaruppan	.R	09	15	09	19	08	14
57.	Praveen kumar	.A	06	18	06	18	11	14
58.	Praveen	.P	07	19	11	15	05	14
59.	Rajkumar	.G	09	16	08	17	07	14
60.	Ramesh kannan	.V	10	17	10	19	09	14
61.	Riswan	.J	08	15	05	16	10	14
62.	Sabarathnan	.M	05	18	09	18	05	14
63.	sachin	.J	06	17	07	15	08	14


Management principles Business  
concept of Accounting Economics

S.No.	Student Name		Management concept		principles of Accounting		Business Economics	
			pre test	post test	pre test	post test	pre test	post test
64.	Sanjaikumar	.N	08	15	07	17	09	18
65.	Santhosh	.P	05	18	05	19	05	19
66.	Sasitharan	.T	07	19	09	16	07	15
67.	Satheeshkumar	.R	10	16	11	18	10	17
68.	Shamnithishwaran	.P	06	15	08	15	06	19
69.	Shreeharish	.R	11	17	06	19	08	16
70.	Soorya	.R	09	19	09	16	11	18
71.	Suriya Prakash	.V	05	16	10	18	07	15
72.	Surya	.C	08	18	05	17	05	19
73.	Thillainatarajan	.S	11	15	07	19	09	17
74.	Vaithyanathan	.L	09	18	09	15	10	16
75.	Vasanthabharathi	.D	07	16	08	18	08	18

V.  30/8/21

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