

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**(CBCSS—UG)****B.B.A.****BBA 6B 16—MANAGEMENT TRAINING AND DEVELOPMENT (HUMAN RESOURCE
MANAGEMENT ELECTIVE)****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA 6B 16—MANAGEMENT TRAINING AND DEVELOPMENT (HUMAN RESOURCE
MANAGEMENT ELECTIVE)

(Multiple Choice Questions for SDE Candidates)

1. _____ training is defined to revive and refresh the knowledge and update the skills of the existing employees.
 - (A) Remedial training.
 - (B) Refresher training.
 - (C) Promotional training.
 - (D) Orientation training.
2. _____ training involves training of existing employees to enable them to perform higher level jobs.
 - (A) Orientation training.
 - (B) Safety training.
 - (C) Promotion training.
 - (D) Remedial training.
3. _____ involves a study of the entire organisation in terms of its objective, human resources, resource allocation , utilisation growth potential and its environment.
 - (A) Task analysis.
 - (B) Manpower.
 - (C) Organisational analysis.
 - (D) All of these.
4. _____ is the process of choosing the most suitable persons from all the applicants.
 - (A) Induction.
 - (B) Selection.
 - (C) Placement.
 - (D) Recruitment.
5. _____ is related with a decision to place a selected individual in one job than other.
 - (A) Placement.
 - (B) Selection.
 - (C) Recruitment.
 - (D) Induction.
6. _____ is the process of increasing the general knowledge and understanding of employees.
 - (A) Training.
 - (B) Education.
 - (C) Training.
 - (D) All of these.
7. The following method is used to give to trainees the important information in permanent form for immediate or future use :
 - (A) Lecture method.
 - (B) Conference.
 - (C) Written instructional method.
 - (D) Training with in the industry.

8. Training within the industry (TWI) scheme imparts training in :
- (A) Job instruction. (B) Job rotation.
(C) Job method. (D) All of these.
9. The following is vertical expansion of the job :
- (A) Job rotation. (B) Job enrichment.
(C) MBO. (D) All of these.
10. The following is not a off the job training method :
- (A) Conferences. (B) Case study.
(C) Coaching. (D) Seminars.
11. CBT stands for :
- (A) Computer based training. (B) Computer base training.
(C) Customer based training. (D) Cost based training.
12. Human resource development has :
- (A) Micro aspect. (B) Macro aspect.
(C) Both micro and macro aspect. (D) None of these.
13. _____ technique of training helps to improve attitude and behaviour.
- (A) Sensitivity training. (B) Conference.
(C) Management games. (D) Lecturing.
14. _____ technique of training helps to develop negotiating and selling skills.
- (A) Sensitivity training. (B) Role playing.
(C) Management games.. (D) Lecturing.
15. _____ technique of training helps to develop analytical and decision making skills.
- (A) Sensitivity training. (B) Case study.
(C) Management games. (D) Lecturing.

16. The practice of identifying, studying and building upon the best practices in the industry or in the world is called _____.
- (A) Quality circle. (B) Bench marking.
(C) TQM. (D) None of these.
17. A philosophy that focuses attention on eliminating waste by purchasing or manufacturing just enough of the right items just in time is _____.
- (A) Quality circle. (B) JIT.
(C) TQM. (D) None of these.
18. The mental phenomena skills and tools capable of originating, innovation, inspiration or insight is known as _____.
- (A) Creativity. (B) Problem solving.
(C) Leadership. (D) None of these.
19. _____ is a training given to a person on the assumption that he will undertake the full responsibility of the position currently held by his superior at a future time.
- (A) Understudy. (B) Multiple management.
(C) Project assignment. (D) Committee assignment.
20. _____ is a method for developing creative solution to problems.
- (A) Case study. (B) Under study.
(C) Role playing. (D) Brain storming.

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

**BBA 6B 16—MANAGEMENT TRAINING AND DEVELOPMENT (HUMAN RESOURCE
MANAGEMENT ELECTIVE)**

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What is refresher training ?
2. What is e-learning ?
3. What is multiple management technique ?
4. Define HRD.
5. What do you mean by benchmarking ?
6. What is intellectual capital ?
7. What is training manual ?
8. What is summative evaluation ?
9. What is sensitivity training ?
10. What is the meaning of role playing ?
11. What is attitude survey ?
12. What is the term 'team learning' ?
13. What do you know about knowledge management ?
14. What do you understand by training for trainers ?
15. What are the benefits of having using skill inventories ?

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Differentiate between training and education.
17. Describe the process of change management.
18. How does leadership training help managers ?
19. State the elements of TQM.
20. Why do we need training ?
21. Write up the principles of learning.
22. How can make training more effective ?
23. How cost benefit analysis of a training is made ?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Define training. State its principles.
25. Discuss the methods and techniques of management development.
26. Explain the various tools of training evaluation.
27. Write an essay on the basic requirements of the trainer and trainee in a training process.

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**(CBCSS—UG)****B.B.A.****BBA 6B 16—SUPPLY CHAIN AND LOGISTICS MANAGEMENT
(MARKETING ELECTIVE)****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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BBA 6B 16—SUPPLY CHAIN AND LOGISTICS MANAGEMENT
(MARKETING ELECTIVE)

(Multiple Choice Questions for SDE Candidates)

1. Logistics is the part of supply chain involved with the forward and reverse flow of :
 - (A) Goods.
 - (B) Services.
 - (C) Cash.
 - (D) All of the above.
2. VMI stands for :
 - (A) Vendor Material Inventory.
 - (B) Vendor Managed Inventory.
 - (C) Variable Material Inventory.
 - (D) Valuable Material Inventory.
3. Distribution requirements planning is a system for :
 - (A) Inventory management.
 - (B) Distribution planning.
 - (C) Both 'A' and 'B'.
 - (D) None of the above.
4. PL stands for :
 - (A) Three points logistics.
 - (B) Third party logistics.
 - (C) Three points location.
 - (D) None of the above.
5. What are the elements of logistics system ?
 - (A) Transportation.
 - (B) Warehousing.
 - (C) Inventory management.
 - (D) All of the above.
6. Logistics system are made up of 3 main activities.
 - (A) Order processing.
 - (B) Inventory management.
 - (C) Both 'A' and 'B'.
 - (D) None of these.
7. At _____ level, the decisions are made with long-term objectives.
 - (A) Performance.
 - (B) Strategic.
 - (C) Tactical.
 - (D) Operational.

8. Which is not a part of logistics performance cycle ?
- (A) Procurement. (B) Inventory management.
(C) Manufacturing. (D) Distribution.
9. The following is not a part of logistics functions of any organization :
- (A) Procurement. (B) Payment follow-up.
(C) Storage. (D) Distribution.
10. Which of the following is the cost involved in holding goods in a warehouse?
- (A) Facility cost. (B) Processing cost.
(C) Inventory cost. (D) Transportation cost.
11. _____ modes of transportation best suit time-sensitive and emergency shipments.
- (A) Air. (B) Truck.
(C) Pipeline. (D) Water transportation.
12. _____ provides a low-cost service for export production.
- (A) Source facility. (B) Offshore facility.
(C) Contributor facility. (D) Outpost facility.
13. By combining inventory at a single location, the amount of safety stock that is necessary for a service level _____.
- (A) Decreases. (B) Increases.
(C) Remains fixed. (D) Halves.
14. Now a days organisations are paying attention supply chain management for _____.
- (A) Proper supply. (B) Value addition.
(C) Transportation. (D) All the above.
15. In the today's competition world every organisation want give proper service to the Customers with the help of _____.
- (A) Supply chain management. (B) Retail Management.
(C) Sales management. (D) None of these.

16. Moving goods from suppliers to manufacturing company is part of _____.
- (A) Marketing. (B) Production.
(C) Finance. (D) Supply chain management.
17. When suppliers, distributors, and customers partner with each other to improve the Performance of the entire system, they are participating in a _____.
- (A) Channel Of Distribution. (B) Value Delivery Network.
(C) Supply Chain. (D) Supply And Demand chain.
18. A Supply Chain which includes the Distribution of finished products and services _____.
- (A) Outbound Logistics. (B) Inbound Logistics.
(C) Supply of Goods. (D) Transportation.
19. The correct sequence of an organizations supply chain from a systems perspective is :
- (A) Transformation process, delivery to customers, acquisition of resources.
(B) Transformation process, acquisition of resources, delivery to customers.
(C) Acquisition of resources, transformation process, delivery to customers.
(D) Delivery to customers, acquisition of resources, transformation process.
20. _____ includes design and administration of systems to control the flow of materials, WIP and finished inventory to support business unit strategy.
- (A) Logistics Management. (B) Materials Management.
(C) Bill of Materials. (D) Distribution Management.

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

BBA 6B 16—SUPPLY CHAIN AND LOGISTICS MANAGEMENT
(MARKETING ELECTIVE)

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Define Supply chain.
2. What is meant by value chain ?
3. What is outbound logistics ?
4. Write short note on supply chain drivers.
5. What are key components of a 4PL ?
6. Define logistics.
7. Define physical distribution.
8. What is meant by warehousing ?
9. What are bonded warehouses ?
10. Explain ABC analysis.
11. Explain the term supply chain synchronization.
12. What is international logistics ?
13. What is strategic sourcing ?

Turn over

14. What is *e*-procurement ?
15. Explain Just- in- Time.

(10 × 3 = 30 marks)

Section B

*Answer at least **five** questions.
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.*

16. How supply chain management differ from logistics management ?
17. Why value chain analysis is important ?
18. Explain briefly about the different participants of supply chain.
19. Define logistics management. What are its functions ?
20. Explain JIT and ABC analysis ?
21. Explain transportation decision.
22. Define supply chain management. What are its features ?
23. Explain briefly about supply chain security.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.
Each question carries 10 marks.*

24. Explain transportation and modes.
25. Discuss about Bullwhip effect. How it can be reduced ?
26. Explain logistic management. What are the various components of logistics ?
27. Explain the role of IT in supply chain management ?

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS-UG)

B.B.A.

BBA 6B 15—ADVERTISING AND SALES PROMOTION (MARKETING ELECTIVE)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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BBA 6B 15—ADVERTISING AND SALES PROMOTION (MARKETING ELECTIVE)

(Multiple Choice Questions for SDE Candidates)

1. Which media has the highest value of reach in the Indian context ?
 - (A) TV.
 - (B) Newspaper.
 - (C) Radio.
 - (D) Magazines.
2. The unit sale method of advertising budgeting :
 - (A) Involves the allocation of all available funds for advertising purposes.
 - (B) Focuses on external market trends.
 - (C) Takes the cost of advertising as an individual item and multiplies it by the number of units the advertiser wished to sell.
 - (D) None of the above.
3. A newspaper is _____ cost but _____ valid media.
 - (A) High Frequently.
 - (B) Current, never.
 - (C) Low, Presently.
 - (D) Log, Highly.
4. In _____ advertising, products that are forbidden from being advertised are promoted through another product of the same brand, using the brand image.
 - (A) Stealth.
 - (B) Surrogate.
 - (C) Ethical.
 - (D) None of these.
5. The _____ is considered to be the most important part of a print copy that is supposed to convey the main message in an advertisement.
 - (A) Copy.
 - (B) Pictures.
 - (C) Jingle.
 - (D) Headline.
6. Who among the following is responsible to keep updates with media trends, obtain media costs, discover market trends and understand the motivations of consumers ?
 - (A) Client Service executive.
 - (B) Media Planner.
 - (C) Media Buyer.
 - (D) Advertising Agency.

7. _____ is the watchdog organization that lays down ethical standards for the advertising industry.
- (A) IRDA. (B) ASCI.
(C) DMA. (D) TRAI.
8. Sales promotion is particularly effective in triggering _____ trials and unplanned impulse purchases.
- (A) Product. (B) Pre-purchase.
(C) Purchase. (D) None of these.
9. _____ target resellers the wholesalers and retailers who distribute manufacturers' products to the end-users.
- (A) Sales Promotions. (B) Trade promotions.
(C) Sweepstakes. (D) Premiums.
10. If a company gives false message to the customers, it is known as _____.
- (A) Obscene ads. (B) Subliminal ads.
(C) Deception. (D) None of these.
11. The group that composes the present and potential prospects for a product or service is :
- (A) Media planners. (B) Media buyers.
(C) Target audience. (D) Media executives
12. Which among the following is an example of Trade promotion ?
- (A) Coupons. (B) Samples.
(C) Push Money. (D) None of these.
13. Series of advertisement messages that share a single idea or theme is :
- (A) Advertisement Campaign. (B) Advertisement Group.
(C) Advertisement Cluster. (D) Advertisement Series.

14. Which among the following is the right sequence of copywriting process ?
- (A) Planning, research, organisation, writing, checking, proof reading, editing, revision.
 - (B) Research, planning, organisation, writing, checking, proof reading, editing, revision.
 - (C) Planning, research, organisation, writing, checking, editing, proof reading, revision.
 - (D) Research, planning, organisation, writing, checking, editing, proof reading, revision
15. The basic objective of push strategy is to encourage the _____.
- (A) Consumer.
 - (B) Middlemen.
 - (C) Producer.
 - (D) Public.
16. Advertisements are new Windows that appear in front of the website content :
- (A) Display Ads.
 - (B) Pop Up.
 - (C) Banner Ads.
 - (D) Tv Ads.
17. Merchandise allowance is a _____ technique.
- (A) Consumer promotion Techniques.
 - (B) Trader Promotion Techniques.
 - (C) Sales Force Promotion Technique.
 - (D) Pull Promotion Technique.
18. A personal ad is an item or notice conventionally in the _____ similar to a classified ad but personal in life.
- (A) Defamation.
 - (B) Newspaper.
 - (C) Media Bias.
 - (D) News Media.
19. Increasing short term sales, getting retailers to carry new products and advertise more, reinforce brand position are _____ of Sales promotion.
- (A) Tools.
 - (B) Developing programs.
 - (C) Overviews.
 - (D) Objectives.
20. The advertisement of newspaper has a very short life span of :
- (A) One day.
 - (B) One week.
 - (C) One month.
 - (D) One year.

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS-UG)

B.B.A.

BBA 6B 15—ADVERTISING AND SALES PROMOTION (MARKETING ELECTIVE)

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. List out any *four* limitations of radio advertising.
2. What do you mean by digital advertising ?
3. What is the AIDA model of advertising ?
4. What is an advertising copy ?
5. What do you mean by an advertising campaign ?
6. List out any *four* benefits of advertising to the community or society.
7. Define Advertising.
8. What do you mean by surrogate advertising ?
9. List out any *four* limitations of sales promotion.
10. What do you mean by an advertising agency ?
11. What is a jingle ?
12. Who do you mean by mobile advertising ?
13. Who is meant by an advertising budget ?

Turn over

14. What is pre-testing advertising ?
15. What do you mean by trading stamps ?

(10 × 3 = 30 marks)

Section B

Answer atleast five questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. Briefly discuss the role of an advertising agency.
17. List out the merits and limitations of mobile advertising.
18. What are the major trade promotion methods or schemes ?
19. Briefly explain the organizational structure of the advertising agency.
20. Write a short note on ethics in advertising.
21. Write a note on the Advertising Standards Council of India (ASCI).
22. Explain the steps involved in the advertising budget.
23. Briefly explain the essentials of a good advertising layout.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Define Advertisement. Elaborate on the planning process of advertisement.
25. What do you mean by advertisement media ? Also, list out the differences between print and broadcast advertising.
26. What do you mean by sales promotion ? Explain the objectives and importance of sales promotion.
27. What are the objectives of advertising ? Also discuss various features of advertising.

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

BBA 6B 16—INVESTMENT MANAGEMENT (FINANCE ELECTIVE)

(2019 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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BBA 6B 16—INVESTMENT MANAGEMENT (FINANCE ELECTIVE)

(Multiple Choice Questions for SDE Candidates)

1. Horse racing, game of cards, lottery are the typical examples of _____.
 - (A) Investment.
 - (B) Speculation.
 - (C) Gambling.
 - (D) Arbitrage.
2. _____ risks cover the risk of market, interest rate risk and purchasing power risk.
 - (A) Systematic.
 - (B) Unsystematic.
 - (C) Financial.
 - (D) Business.
3. Purchasing power risk is also known as _____.
 - (A) Inflation Risk.
 - (B) Business Risk.
 - (C) Financial Risk.
 - (D) Market Risk.
4. _____ is a method which combines the different indicators into one total measure and it gives weaknesses and strengths of a particular time series of data.
 - (A) Surveys.
 - (B) Opportunistic Model Building.
 - (C) Diffusion Indexes.
 - (D) Indicators.
5. Investing in different asset and securities of many companies in an attempt to reduce the overall investment risk is known as _____.
 - (A) Portfolio Selection.
 - (B) Portfolio Revision.
 - (C) Portfolio Diversification.
 - (D) None of these.
6. _____ describes the relationship between systematic risk and expected return for assets, particularly stocks.
 - (A) CAPM.
 - (B) PERT.
 - (C) Sharp Ratio.
 - (D) Treynor Ratio.
7. Which of the following is not a basic tenet of the Dow Theory ?
 - (A) No additional information is needed for the stock market outside of data on stock indexes.
 - (B) The financial market has three distinct types of movements : the primary trend, the intermediate trend, and short-term trends.
 - (C) There is usually a positive relationship between a trend and the volume of shares traded.
 - (D) A bear market is established when the Dow Jones Industrial Average is moving down.

8. When technical analysts say a stock has good relative strength, they mean the :
- (A) Total return on the stock has exceeded the total return on other stocks in the same industry.
 - (B) Ratio of the price of the stock to a market index has trended upwards.
 - (C) Stock has performed well compared to other stocks in the same industry.
 - (D) Recent trading volume in the stock has exceeded the normal trading volume.
9. The expected return on a security can be calculated using the following CAPM formula :
- (A) $ER = R_f + \beta (R_m - R_f)$.
 - (B) $ER = R_f + \beta (R_m + R_f)$.
 - (C) $ER = R_m + \beta (R_m + R_f)$
 - (D) $ER = R_f + (R_m \times R_f)$.
10. The periodic interest payment promised to bond holders are computed as fixed percentage of the bond face value this percentage is known as the _____.
- (A) Premium.
 - (B) Coupon Rate.
 - (C) Par.
 - (D) None of these.
11. The fundamental analysis is a method of finding out :
- (A) Ratio.
 - (B) Value of Shares.
 - (C) Tips.
 - (D) Future price of a security.
12. Speculator is a person :
- (A) Who evaluates the performance of the company.
 - (B) Who uses his own funds only.
 - (C) Who is willing to take high risk for high returns.
 - (D) Who considers here says and market behaviours.
13. Which of the following investment areas is heavily tied to work using mathematical and statistical models ?
- (A) Security analysis.
 - (B) Portfolio management.
 - (C) Institutional investing.
 - (D) Retirement planning.

14. A major difference between a closed-end investment company and an open-end investment company is that _____.
- (A) Closed-end investment companies are generally much riskier.
 - (B) Their security portfolios are substantially different.
 - (C) Closed-end investment companies are passive investments and open-ends are not.
 - (D) Closed-end companies have a more fixed capitalization.
15. A major difference between individual and institutional investors is their very different _____.
- (A) Approaches to market analysis.
 - (B) Evaluations of return.
 - (C) Time horizons.
 - (D) Types of securities held in their portfolios.
16. Investors seeking to avoid actively managing their portfolios will prefer which of the following assets ?
- (A) Common stock.
 - (B) Commercial bank deposits.
 - (C) Financial futures.
 - (D) Real estate.
17. For investment purpose mainly using _____ and _____.
- (A) Owners fund and borrowed fund.
 - (B) Mutual fund and derivative fund.
 - (C) Loan and Mutual fund.
 - (D) None of these.
18. This fund is one that is available for subscription all through the year :
- (A) Open ended fund.
 - (B) Closed ended fund.
 - (C) Growth fund.
 - (D) Income fund.
19. The aim of this fund is to provide regular and steady income to investor :
- (A) Open ended fund.
 - (B) Closed ended fund.
 - (C) Growth fund.
 - (D) Income fund.
20. _____ strategy involves frequent and sometimes substantial adjustments to the portfolio.
- (A) Passive revision.
 - (B) Alpha.
 - (C) Active revision.
 - (D) Beta.

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

BBA 6B 16—INVESTMENT MANAGEMENT (FINANCE ELECTIVE)

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What is portfolio ?
2. What is meant by efficient market hypothesis ?
3. What is unsystematic risk ?
4. What is ETF ?
5. What are currency swaps ? .
6. What do you mean by physical assets ?
7. What is NAV ?
8. What are Gilt edged securities ?
9. What is the term expected return ?
10. What is call option ?
11. What is meant by hedging of risk ?
12. What are the obstacles in the way of an analyst ?
13. What do you understand by Constant Rupee Value Plan ?
14. What is portfolio evaluation ?
15. What is bond ?

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. State the assumptions of Random Walk Theory.
17. Explain the risks associated with investing in bonds.
18. Explain the different types of mutual funds.
19. Write a note on CAPM.
20. Explain the features of investment.
21. Differentiate between fundamental analysis and technical analysis.
22. Which are the non-marketable financial assets available in India.
23. What is beta ? How beta measurement is applied for determining the degree of riskiness investments?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Explain the advantages of investing in mutual funds.
25. Elaborate the process of portfolio management.
26. Discuss the tools and techniques of technical analysis.
27. Explain the factors affecting stock price of a company.

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**(CBCSS—UG)****B.B.A.****BBA 6B 15—FINANCIAL SERVICES (FINANCE ELECTIVE)****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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BBA 6B 15—FINANCIAL SERVICES (FINANCE ELECTIVE)

(Multiple Choice Questions for SDE Candidates)

1. _____ allocates saving efficiently in an economy to ultimate users either for investment in real assets or for consumption
- (A) Economic system. (B) Banking system.
(C) Financial system. (D) Market system.
2. _____ is regarded as a queen of Indian financial system.
- (A) SEBI (B) RBI.
(C) Finance Ministry. (D) BSE.
3. SEBI was established in _____.
- (A) 1988. (B) 1985.
(C) 1991. (D) 1990
4. Any company making a public issue of value of more than Rs. _____ is required to file a draft offer document with SEBI.
- (A) 100 lakh. (B) 25 lakh.
(C) 50 lakh. (D) 10 lakh.
5. The market regulator of Indian Capital Market is _____.
- (A) DFHI. (B) RBI.
(C) SEBI. (D) STCI.
6. Which of the following is a cash asset?
- (A) deposit created out of loans. (B) Share.
(C) Bond. (D) Post office certificate.
7. Right shares are offered to _____.
- (A) Debenture holders. (B) Existing shareholders.
(C) List 2 contributories. (D) Liquidators.

8. _____ is a preferential independent broker who deals in securities on his own behalf.
- (A) Jobber. (B) Sub-broker.
(C) Remisiers. (D) Arbitragers.
9. The central depository _____ the security on behalf of the investors.
- (A) Hold. (B) Transfer.
(C) Both (A) and (B) above.. (D) None of these.
10. _____ issues does not bring in any fresh capital.
- (A) Equity. (B) Preference.
(C) Debenture. (D) Bonus.
11. In secondary market :
- (A) Second hand securities are traded.
(B) New securities are traded.
(C) Right issues are traded.
(D) None of these.
12. Find the odd one out :
- (A) Commercial paper. (B) Share certificate.
(C) Certificate of deposit. (D) Treasury bill.
13. _____ are negotiable instrument issued by an overseas depository.
- (A) ADR. (B) GDR.
(C) IDR. (D) Any of the above.
14. Which of the following are examples of Hundis in india ?
- (A) Shah jog. (B) Namjog.
(C) Jokhani. (D) All the above.
15. The certificate which evidences an unsecured corporate debt of short term maturity ?
- (A) Certificate of Deposit.
(B) Commercial paper.
(C) Secured Premium Notes.
(D) Interbank participation Certificate.

16. High risk is an outstanding feature of :
- (A) Mutual fund. (B) Debenture fund.
(C) Government securities. (D) Venture capital.
17. Role of merchant bankers ———.
- (A) Mobilisation of funds. (B) Promotional function.
(C) Innovation. (D) All of these.
18. A merchant bank can claim a charge ——— % as the commission for the whole issue.
- (A) 5 %. (B) 2.5 %.
(C) 0.5 %. (D) 0.25 %.
19. Currency notes of rupee one and other lower subsidiary coins are issued by :
- (A) RBI. (B) Commercial banks.
(C) Ministry of Finance. (D) Bank Note press.
20. ——— is a calculated move with an expectation to reap huge profit from market fluctuations.
- (A) Gambling. (B) Speculation.
(C) Genuine investment. (D) None of the above.

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

BBA 6B 15—FINANCIAL SERVICES (FINANCE ELECTIVE)

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least **ten** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What do you mean by a pension fund ?
2. What is private equity ?
3. What do you mean by depository services ?
4. What is meant by lease financing ?
5. What do you mean by open-ended and close-ended funds ?
6. What is meant by crowd funding ?
7. Write down any four features of venture capital.
8. What do you mean by capital market ?
9. What is meant by angel investing ?
10. What do you mean by factoring ?
11. What do you mean by merchant banking ?
12. Who are the parties to a contract of lease financing ?
13. Who is a stock broker ?
14. What is meant by loan syndication ?
15. Expand SEBI and ETF.

(10 × 3 = 30 marks)

Turn over

Section C

*Answer at least **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. List out the various features of financial services.
17. Explain briefly any *five* fund-based financial services.
18. Explain the pre-and post-issue management services offered by the merchant banks.
19. List out the various advantages and limitations of factoring.
20. What are the various advantages of credit rating ?
21. How Merchant banks are different from commercial banks ?
22. List out the benefits of venture capital.
23. What are the various advantages and limitations of lease financing ?

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. What do you mean by financial services ? Also, explain the functions and importance of financial services.
25. What do you mean by credit rating ? Explain the various credit rating agencies in India.
26. What do you mean by Mutual funds ? List out the various merits and demerits of mutual funds.
27. What do you mean by forfaiting? List out its features. How is it different from factoring ?

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

BBA 6B 17—RESEARCH METHODOLOGY

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 15****Maximum : 15 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA 6B 17—RESEARCH METHODOLOGY

(Multiple Choice Questions for SDE Candidates)

1. In order to augment the accuracy of the study a researcher :
 - (A) Should be honest and unbiased.
 - (B) Should increase the size of the sample.
 - (C) Should keep the variance high.
 - (D) All of these.
2. The format of thesis writing is the same as in :
 - (A) Writing of Seminar representation.
 - (B) Preparation of research paper/article.
 - (C) Research dissertation.
 - (D) Presenting a workshop/conference paper.
3. Probability sampling is otherwise called :
 - (A) Multiple choice.
 - (B) Uni-variate Analysis.
 - (C) Random Sampling.
 - (D) Bi-variate Analysis.
4. Questions which allow only a few alternative way of answering is called :
 - (A) Open ended questions.
 - (B) Unstructured questions.
 - (C) Structural questions.
 - (D) Dichotomous questions.
5. A simple random sample is one in which :
 - (A) From a random starting point, every nth unit from the sampling frame is selected.
 - (B) A non-probability strategy is used, making the results difficult to generalise.
 - (C) The researcher has a certain quota of respondents to fill for various social groups.
 - (D) Every unit of the population has an equal chance of being selected.
6. Which of the following is not a type of non probability sampling ?
 - (A) Snowball sampling.
 - (B) Stratified random sampling.
 - (C) Quota sampling.
 - (D) Convenience sampling.

7. In a research report figures and tables are included in _____.
- (A) The appendix. (B) A separate chapter.
(C) The concluding chapter. (D) Along with the text itself.
8. In a research report certificate and declaration are included in _____.
- (A) Introduction part. (B) Main body.
(C) End matter. (D) None of these.
9. The last page of the research report is _____.
- (A) Appendix. (B) Bibliography.
(C) Index. (D) Title page.
10. An abstract is a _____.
- (A) Synopsis. (B) Quotations.
(C) Glossary. (D) Bibliography.
11. Which of the following is a method of collecting primary data :
- (A) Observation method. (B) Interview method.
(C) Questionnaires and schedules. (D) All of the above.
12. Primary data can be collected through :
- (A) Experiment. (B) Survey.
(C) Both of these. (D) None of these.
13. Which of the following is an example of secondary data ?
- (A) RBI Bulletin.
(B) Government publication.
(C) Committees and Commissions report.
(D) All of these.

14. The aggregate of all the units pertaining to a study is called :

- (A) Population and universe. (B) Unit.
(C) Sample. (D) Frame.

15. The population to be sampled is divided in to units which are known as :

- (A) Sampling frame. (B) Sampling error.
(C) Sampling gap. (D) Sampling units.

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SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

BBA 6B 17—RESEARCH METHODOLOGY

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answers)

*Answer atleast **eight** questions.*

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 24.

1. What is a research hypothesis ?
2. What is meant by a non-sampling error ?
3. What do you mean by open-ended questions ?
4. What is cluster sampling ?
5. What do you mean by primary data ?
6. What is meant by exploratory research ?
7. What do you mean by reliability ?
8. What is research design ?
9. What is meant by behaviour mapping ?
10. What is meant by a census ?
11. What is Bibliography ?
12. What is a telephonic interview ?

(8 × 3 = 24 marks)

Turn over

Section B (Short Answers)

*Answer atleast **five** questions.*

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. List out the characteristics or features of Research.
14. List out the various types of sampling errors and their causes.
15. What are the various qualities or characteristics of a good research report ?
16. Briefly explain the various types of observation methods.
17. Explain how research is beneficial in the business.
18. What are the advantages and disadvantages of focus groups ?
19. Distinguish between an interview schedule and a questionnaire.

(5 × 5 = 25 marks)

Section C (Essay)

*Answer any **one** questions.*

Each question carries 11 marks.

20. What do you mean by sampling? What are the various methods of sampling ?
21. Distinguish between primary data and secondary data. Also, explain the various sources of secondary data.

(1 × 11 = 11 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

BBA 6B 14—PROJECT MANAGEMENT

(2019 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 15****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA 6B 14—PROJECT MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. A process that involves continuously improving and detailing a plan as more detail become available is termed as :
 - (A) Project analysis.
 - (B) Project enhancing.
 - (C) Progressive deliberation.
 - (D) Progressive deliberation.
2. Which of the following is not a goal of project management ?
 - (A) Keeping overall costs within budget.
 - (B) Delivering the software to the customer at the agrees time.
 - (C) Marinating a happy and well-functioning development team.
 - (D) Avoiding customer complaints.
3. Following is (are) the responsibility (ies) of the project manager :
 - (A) Budgeting and cost control.
 - (B) Allocating resources.
 - (C) Tracking project expenditure.
 - (D) All of these.
4. In which of the following stages is a major portion of the physical and mental project work performed ?
 - (A) Conceptualizing.
 - (B) Defining.
 - (C) Planning.
 - (D) Executing.
5. The payback period for a project :
 - (A) Is the initial fixed investment in the project divided by the estimated annual net cash inflows from the project.
 - (B) Is the discounted cash flow method determines the net present value of all cash flows by discounting them by the required rate of return.
 - (C) Also known as the benefit-cost ratio.
 - (D) The internal rate of return is the discount rate that equates the present values of the two sets of flows.

6. A project would normally be undertaken if its Net Present Value (NPV) is :
- (A) Exactly the same as the NPV of the existing project.
 - (B) Negative.
 - (C) Positive.
 - (D) Zero.
7. Which of the following method is not a traditional method of project appraisal ?
- (A) NPV.
 - (B) ARR.
 - (C) Payback period.
 - (D) Urgency method.
8. Traditional methods of Project appraisal are also called as :
- (A) Discounting Techniques.
 - (B) Non Discounting Techniques.
 - (C) Unadjusted Rate of Return Method.
 - (D) None of these.
9. Which of the following statements concerning the NPV is not true ?
- (A) The NPV technique takes account of the time value of money.
 - (B) The NPV of a project is the sum of all the discounted cash flows associated with a project.
 - (C) The NPV technique takes account of all the cash flows associated with a project.
 - (D) If two competing projects are being considered, the one expected to yield the lowest NPV should be selected.
10. A good project management system provides for defining the interface between the project team and the organization in all the following areas except :
- (A) Authority.
 - (B) Allocation of resources.
 - (C) Development of project team members.
 - (D) Integration of the project into the organization.
11. _____ offers their owners preferences over ordinary shareholders.
- (A) Equity Shares.
 - (B) Preference Shares.
 - (C) Debentures.
 - (D) None of these.

12. Which is the very ancient source of financing short term funds ?
- (A) Trade credit. (B) Hundies.
(C) Factoring. (D) Commercial Papers.
13. _____ involves collecting, processing and communicating information to key stakeholders, regarding the performance of the project.
- (A) Progress Reporting. (B) Program Reporting.
(C) Progress Control. (D) Performance Reporting.
14. Controlling the changes in the project may affect :
- (A) The progress of the project. (B) Stage cost.
(C) Project scope. (D) All of these.
15. _____ approach involves implementing the new system at a selected location like a branch office, one department in a company, etc. and the old system continues to operate for the entire organization.
- (A) Direct Cutover. (B) Parallel.
(C) Pilot. (D) Phased.

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

BBA 6B 14—PROJECT MANAGEMENT

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A*Answer at least **eight** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. What is a feasibility study ?
2. Who is a project manager ?
3. List out any four characteristics of a project.
4. What is meant by project profiling ?
5. What do you mean by project report ?
6. What are social costs ?
7. What do you mean by project formulation ?
8. Define project management.
9. What is meant by margin money ?
10. What is meant by project risk management ?
11. What do you mean by capital structure ?
12. What do you mean by project appraisal ?

(8 × 3 = 24 marks)

Turn over

Section B

*Answer at least **five** questions.*

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. Discuss briefly the importance of project control in project management.
14. Briefly explain the various phases or stages of the Project Life Cycle.
15. List out the various advantages and limitations of PERT.
16. Briefly explain the various types of feasibility studies.
17. List out the various objectives of project management.
18. Write a note on loan syndication and consortium lending ?
19. What is Work Breakdown Structure in project management ?

(5 × 5 = 25 marks)

Section C

*Answer any **one** question.*

The question carries 11 marks.

20. What are the different sources of funds available for project financing ?
21. What do you mean by a project ? Explain the various types or classifications of projects.

(1 × 11 = 11 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

BBA 6B 13—MANAGEMENT SCIENCE

(2019 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA 6B 13—MANAGEMENT SCIENCE

(Multiple Choice Questions for SDE Candidates)

1. A physical model is an example of :
 - (A) An iconic model.
 - (B) An analogue model.
 - (C) A verbal model.
 - (D) A mathematical model.
2. An organization chart is an example of :
 - (A) Iconic.
 - (B) Mathematical.
 - (C) Analogue.
 - (D) None of the above.
3. A constraint in an LP model restricts :
 - (A) Value of objective function.
 - (B) Value of decision variable.
 - (C) Use of available resource.
 - (D) All of the above.
4. Constraints in LP problem are called active if they :
 - (A) Represent optimal solution.
 - (B) At optimality do not consume all the available resources.
 - (C) Both of (A) and (B).
 - (D) None of the above.
5. In linear programming problem if all constraints are less than or equal to, then the feasible region is :
 - (A) Above lines.
 - (B) Below the lines.
 - (C) Unbounded.
 - (D) None of the above.
6. Activities that cannot be started until one or more of the other activities are completed, but immediately succeed them are called _____ activities.
 - (A) Predecessor.
 - (B) Successor.
 - (C) Dummy.
 - (D) End.
7. It _____ at which an activity can start.
 - (A) EST.
 - (B) EFT.
 - (C) LST.
 - (D) LFT.

8. _____ is the duration by which an activity can be delayed without delaying the project.
- (A) Slack. (B) Total float.
(C) Free float. (D) Independent float.
9. Full form of PERT is :
- (A) Performance Evaluation Review Technique.
(B) Programme Evaluation Review technique.
(C) Programme Evaluation Research Technique.
(D) None of these.
10. An activity which must be completed before one or more other activities start is known as activity :
- (A) Dummy. (B) Predecessor.
(C) Successor. (D) None of these.
11. _____ is an activity oriented diagram.
- (A) CPM. (B) PERT.
(C) Histogram. (D) None of the above.
12. Which of the following is not a part of decision tree problem specification ?
- (A) A list of alternatives.
(B) A list of possible state of nature.
(C) EVPI.
(D) Pay off associated with alternative/ state of nature combination.
13. What decision-making condition must exist for the decision tree to be a valuable tool ?
- (A) Certainty.
(B) Uncertainty.
(C) Risk.
(D) It does not matter, the tool is appropriate in all environments.
14. A good decision always implies that :
- (A) Will obtain the best final results. (B) Have used appropriate quantitative analysis.
(C) Have considered all alternatives. (D) Have followed a logical process.

15. Opportunity loss refers to :
- (A) The expected value of a bad decision.
 - (B) The expected loss from a bad decision.
 - (C) The difference between actual pay off and the optimal pay off.
 - (D) The regret from not having made a decision.
16. Which of the following might be viewed as an optimistic decision criterion ?
- (A) Hurwicz criterion.
 - (B) Maximin.
 - (C) Maximax.
 - (D) Minimax.
17. Decision theory is concerned with :
- (A) Methods of arriving at an optimal decision.
 - (B) Selecting optimal decision in sequential manner.
 - (C) Analysis of information that is available.
 - (D) All of the above.
18. The expected value of perfect information is equal to :
- (A) $EPPI - \text{Minimum EMV}$.
 - (B) $EPPI + \text{Maximum EMV}$.
 - (C) Maximum EOL.
 - (D) None of the above.
19. The decision making criteria that should be used to achieve maximum long term pay off is :
- (A) EOL.
 - (B) EMV.
 - (C) Hurwicz.
 - (D) Maximax.
20. The initial solution of a transportation problem can be obtained by applying any known method. But the only condition is :
- (A) The solution be optimal.
 - (B) The rim conditions are satisfied.
 - (C) The solution not be degenerate.
 - (D) All of the above.

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

BBA 6B 13—MANAGEMENT SCIENCE

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What are Stochastic Models ?
2. What is non-negativity integer in LPP ?
3. Explain minimax criterion.
4. What is Independent Float ?
5. Explain EOL.
6. What is constraints in LPP ?
7. What is non-zero sum game ?
8. Explain decision node decision tree.
9. Explain optimal solution in LPP.
10. What is Decision trees ?
11. What is mixed strategy ?
12. What is Float ?
13. State any *two* uses of network analysis.
14. Write the feature of decision under uncertainty.
15. What is PERT ?

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least **five** questions.

Each question carries **6** marks.

All questions can be attended.

Overall Ceiling **30**.

16. Discuss the applications area of Operations Research.
17. State Application of Linear Programming problem.
18. Discuss the difference between PERT and CPM.
19. Explain the methods of finding the initial feasible solution in transportation problem.
20. Draw a network diagram based on the following project schedule information available and find the project duration :

S.No.	Activity	Immediate Activity	Predecessor Time
1	A	–	2
2	B	–	4
3	C	A	6
4	D	B	5
5	E	C, D	8
6	F	E	3
7	G	F	2

21. From the following Pay-off tables find the suitable strategy by using :

Alternatives	States of nature			
	S1	S2	S3	S4
A1	3	5	8	- 1
A2	6	5	2	0
A3	0	5	6	4

- a) Maximax ;
- b) Maximin ; and
- c) Minimax regret.

22. Use the graphical method to solve the following LP problem :

$$\text{Minimize } Z = 3x_1 + 2x_2$$

subject to constraints,

$$5x_1 + x_2 \geq 10$$

$$x_1 + x_2 \geq 6$$

$$x_1 + 4x_2 \geq 12$$

$$x_1, x_2 \geq 0.$$

23. Determine an initial basic feasible solution to the following transportation problem by using VAM

		Destination				Supply
		D1	D2	D3	D4	
Source	A	11	13	17	14	250
	B	16	18	14	10	300
	C	21	24	13	10	400
Demand		200	225	275	250	

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. The Anita Electric Company produces two products P1 and P2. Products are produced and sold on a weekly basis. The weekly production cannot exceed 25 for product P1 and 35 for product P2 because of limited available facilities. The company employs total of 60 workers. Product P1 requires 2 man-weeks of labour, while P2 requires one man-week of labour. Profit margin on P1 is Rs. 60 and on P2 is Rs. 40. Formulate this problem as an LP problem and solve that using graphical method.
25. The time estimates (in hours) for the activities of a PERT network are given below :

Activity	t_0	t_m	t_p
1-2	1	1	7
1-3	1	4	7
1-4	2	2	8
2-5	1	1	1

Turn over

Activity	t_0	t_m	t_p
3-5	2	5	14
4-6	2	5	8
5-6	3	6	15

- Draw the project network ;
- Identify all paths through it and write critical path ; and
- Determine the expected project length and standard deviation.

26. From the following table find :

- Expected Monetary Value (EMV) ;
- Expected Opportunity Loss (EOL) ; and
- Expected Value of Perfect Information (EVPI).

$$P(S_1) = 0.6, P(S_2) = 0.1, P(S_3) = 0.2, P(S_4) = 0.1$$

Alternatives	States of nature			
	S1	S2	S3	S4
A1	3	5	8	-1
A2	6	5	2	0
A3	0	5	6	4
Probability	0.6	0.1	0.2	0.1

27. Discuss the models of Operations Research.

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**(CBCSS–UG)****B.B.A.****BBA 6B 12—ORGANIZATIONAL BEHAVIOUR****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA 6B 12—ORGANIZATIONAL BEHAVIOUR

(Multiple Choice Questions for SDE Candidates)

1. “Cognitive theory” of learning was given by :
 - (A) Skinner.
 - (B) Pavlov.
 - (C) Tolman.
 - (D) Piaget.
2. _____ represent noblest thoughts, ideals etc.
 - (A) Ego.
 - (B) Super ego.
 - (C) Negative ego
 - (D) Id.
3. Today’s managers understand that the success of any effort at improving quality and productivity must include _____.
 - (A) Quality management programs.
 - (B) Customer service improvements.
 - (C) Employee's participation.
 - (D) Manufacturing simplification.
4. All the following are dimensions of Intellectual ability EXCEPT :
 - (A) Inductive reasoning.
 - (B) Dynamic strength.
 - (C) Deductive reasoning.
 - (D) Number aptitude.
5. _____ is solely responsible for managing individual career.
 - (A) Individual.
 - (B) Team.
 - (C) Organisation.
 - (D) HR manger.
6. The subject of organizational culture has been most influenced by which behavioural science discipline ?
 - (A) Anthropology.
 - (B) Psychology.
 - (C) Social psychology.
 - (D) Political science.
7. Today’s managers understand that the success of any effort at improving quality and productivity must include.
 - (A) Process reengineering..
 - (B) Quality management programs.
 - (C) customer service improvements.
 - (D) Employees.

8. _____ is discretionary behaviour that is not part of an employee's formal job requirement, but that promotes the effective functioning of the organization.
- (A) Productivity. (B) Motivation.
(C) Organizational citizenship. (D) Organizational behavior.
9. Which of the following is not a biographical characteristic ?
- (A) Political affiliation. (B) Age.
(C) Sex. (D) Tenure.
10. Sociable, talkative, assertive etc. are features of _____.
- (A) Introversion. (B) Agreeableness.
(C) Extroversion. (D) Conscientiousness.
11. Imaginative, artistically sensitive etc. are features of _____.
- (A) Openness (B) Agreeableness.
(C) Extroversion. (D) Conscientiousness.
12. _____ is the tendency of individual, which directs them to be *inward* and process ideas and thought within themselves.
- (A) Extroversion. (B) Introversion
(C) Internal locus of control. (D) External locus of control.
13. _____ indicates the level of uncertainty that people can tolerate to work efficiently without experiencing undue stress
- (A) Risk propensity. (B) Authoritarianism.
(C) Tolerance for ambiguity. (D) Workahollism.
14. _____ is the extent of rigidity of a person's belief.
- (A) Authoritarianism (B) Dogmatism.
(C) Risk propensity. (D) Tolerance for ambiguity.
15. _____ explains internal processes of choice among behavoiur.
- (A) Equity theory. (B) Goal attain theory.
(C) Expectancy theory. (D) Goal setting theory.

16. In Maslow's Need hierarchy which needs are shown between Esteem needs and Safety needs :
- (A) Social needs. (B) Esteem needs.
(C) Security needs. (D) Basic need.
17. Hygiene factors are :
- (A) Satisfiers. (B) Maintenance factors.
(C) Defectors. (D) All of these.
18. Who propounded X and Y theory of motivation :
- (A) Maslow. (B) F. Herzberg.
(C) Alderfer. (D) Mc Gregor.
19. According to ——— the managers and workers should work together as partners and of equal importance for the organizations success.
- (A) X theory. (B) Y theory.
(C) Z theory. (D) Factor theory.
20. Which one is not a Process Based Theory of motivation ?
- (A) Porter Lawler theory. (B) Mc Clelland's theory.
(C) Stacy Adams theory. (D) Vroom's theory.

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS-UG)

B.B.A.

BBA 6B 12—ORGANIZATIONAL BEHAVIOUR

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer atleast **ten** questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. What is conflict ?
2. Define group dynamics.
3. What do you mean by a formal group ?
4. What are hygiene factors ?
5. What do you mean by group norms ?
6. Define motivation.
7. What do you mean by fringe benefits ?
8. Define organisational behaviour.
9. What is group cohesiveness ?
10. What is meant by perception ?
11. Define learning.
12. What are motivators ?
13. What do you mean by leadership style ?
14. What is stress ?
15. What do you mean by role conflict ?

(10 × 3 = 30 marks)

Turn over

Section B

*Answer atleast **five** questions.
Each question carries 6 marks.
All questions can be attended.
Overall ceiling 30.*

16. Explain the need or significance of organisational behaviour.
17. What are the various qualities required by a leader in order to be successful ?
18. What are the various factors affecting perception ?
19. Explain the social learning theory.
20. Briefly explain the various styles of leadership adopted by different leaders.
21. Briefly explain various features or characteristics of organisational behaviour.
22. Define personality. What are its features ?
23. What are the steps involved in the learning process ?

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.
Each question carries 10 marks.*

24. Explain Maslow's Need Hierarchy Theory. Explain its merits and criticisms.
25. Explain the relationship of organisational behaviour with various related disciplines.
26. Explain the various causes of organisation stress. What are the consequences of work stress ?
27. Define group. List out the features of a group. Also explain the different classifications or types of groups.

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CUCBCSS—UG)

B.B.A.

BBA VIB 15—MANAGEMENT TRAINING AND DEVELOPMENT (HUMAN RESOURCE
MANAGEMENT SPECIALISATION)

(2014—2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA VIB 15—MANAGEMENT TRAINING AND DEVELOPMENT (HUMAN RESOURCE
MANAGEMENT SPECIALISATION)

(Multiple Choice Questions for SDE Candidates)

1. Pre-job training is otherwise known as :
 - (A) Orientation training.
 - (B) Safety training.
 - (C) Job training.
 - (D) Promotional training.
2. _____ training is defined to revive and refresh the knowledge and update the skills of the existing employees.
 - (A) Remedial training.
 - (B) Refresher training.
 - (C) Promotional training.
 - (D) Orientation training.
3. _____ training involves training of existing employees to enable them to perform higher level jobs.
 - (A) Orientation training.
 - (B) Safety training.
 - (C) Promotion training.
 - (D) Remedial training.
4. _____ involves a study of the entire organisation in terms of its objective, human resources, resource allocation , utilisation growth potential and its environment.
 - (A) Task analysis.
 - (B) Manpower.
 - (C) Organisational analysis.
 - (D) All of these.
5. Under _____ training method theoretical instruction and practical learning are provided to trainees in training institutes.
 - (A) OJT.
 - (B) Off the job training.
 - (C) Apprenticeship training.
 - (D) All of these.
6. Under _____ training it is a joint programme of training in which educational institutions and business firms co-operate.
 - (A) Internship training.
 - (B) Off the job training.
 - (C) Vestibute training.
 - (D) None of these.
7. _____ is the process of choosing the most suitable persons from all the applicants.
 - (A) Induction.
 - (B) Selection.
 - (C) Placement.
 - (D) Recruitment.

8. _____ is the process of increasing the general knowledge and understanding of employees.
- (A) Training. (B) Education.
(C) Training. (D) All of these.
9. The following are the benefits of training :
- (A) Increased productivity. (B) Reduced accident.
(C) Reduced supervision. (D) All of these.
10. Demonstration type of training method is used to train :
- (A) Workers. (B) Supervision.
(C) Managers. (D) All of these.
11. Training within the industry (TWI) scheme imparts training in :
- (A) Job instruction. (B) Job rotation.
(C) Job method. (D) All of these.
12. The following is vertical expansion of the job :
- (A) Job rotation. (B) Job enrichment.
(C) MBO. (D) All of these.
13. Which of the following is an example of operative function of the managers ?
- (A) Planning. (B) Procurement.
(C) Organising. (D) Controlling.
14. Under _____ training workers rotate through a variety of jobs, thereby provides wider exposure.
- (A) Job rotation. (B) Job enlargement.
(C) Job enrichment. (D) All of these.
15. CBT stands for :
- (A) Computer based training. (B) Computer base training.
(C) Customer based training. (D) Cost based training.

16. Human resource development has :
- (A) Micro aspect. (B) Macro aspect.
(C) Both micro and macro aspect. (D) None of these.
17. _____ training technique helps to develop situational judgement and social sensitivity.
- (A) In basket exercise. (B) Case study.
(C) Sensitivity training. (D) Role playing.
18. _____ technique of training helps to develop quick thinking, organising ability and leadership skills.
- (A) Sensitivity training. (B) Conference.
(C) Management games. (D) Lecturing.
19. _____ technique of training helps to develop negotiating and selling skills.
- (A) Sensitivity training. (B) Role playing
(C) Management games. (D) Lecturing.
20. _____ technique of training helps to develop analytical and decision making skills.
- (A) Sensitivity training. (B) Case study.
(C) Management games. (D) Lecturing.

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CUCBCSS—UG)

B.B.A.

BBA VIB 15—MANAGEMENT TRAINING AND DEVELOPMENT (HUMAN RESOURCE
MANAGEMENT SPECIALISATION)

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)*Answer all ten questions.**Each question carries 1 mark.*

1. Training concentrates on :

- a) Coaching the members of an organization how to perform effectively in their current jobs.
- b) Expansion of the knowledge and skills of the members of the organisation.
- c) Preparing the employees to take new responsibilities.
- d) None of the above.

2. Objectives of training include(s) :

- a) Favourable reaction to change.
- b) Increased productivity.
- c) Increased morale.
- d) All of the above.

3. Training is required for :

- a) Unskilled labour only.
- b) Skilled labour only.
- c) Both skilled and unskilled labour.
- d) None of the above.

4. Which one is not a training method ?

- a) Multiple management.
- b) Workshop.
- c) Management role playing.
- d) Recruitment method.

Turn over

5. Which of the following includes under techniques of training ?
- a) On the job training method.
 - b) Informal training.
 - c) Role playing method.
 - d) All of the above.

Fill in the blanks :

6. On the job training is a method of _____.
7. _____ is widely used for humanrelations and leadership training.
8. Teaching by a wise and trusted superior on a one-to-one basis is called _____.
9. _____ is a training technique inwhich participants considersequence of problems and take decisions.
10. Laboratory training is also known by the name _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of the ten questions in two **or** three sentences.

Each question carries 2 marks.

11. What is Training ?
12. What is sensitivity training ?
13. What do you mean by social learning theory ?
14. What is total quality management ?
15. What is case study ?
16. What are management games ?
17. What do you mean by learning cognitive theory ?
18. What is Development ?
19. What is transactional analysis ?
20. What do you mean by knowledge management ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

Each question carries 4 marks.

21. What are the various steps to effective training and development ?
22. Explain the nature of management development.
23. Briefly explain the steps of management development programme.
24. Explain the interpersonal competencies required for training managers.
25. What are the features of management development ?
26. Explain the benefits of training evaluation.
27. What are the characteristics of training function ?
28. What are the objectives of leadership training ?

(6 × 4 = 24 marks)

Part IV (Essays Questions)

Answer any **two** questions out of the three questions in about 800 words.

Each question carries 15 marks.

29. Explain the various steps in a systematic training plan.
30. What are the needs and importance of training ?
31. Briefly explain the training methods and techniques.

(2 × 15 = 30 marks)

C 20035-A

(Pages : 4)

Name.....

Reg. No.....

**SIXTH SEMESTER U.G. (CUCBCSS—UG) DEGREE EXAMINATION
MARCH 2022**

B.B.A.

BBA VIB 15—RETAIL MANAGEMENT (MARKETING SPECIALISATION)

(2014—2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA VIB 15—RETAIL MANAGEMENT (MARKETING SPECIALISATION)

(Multiple Choice Questions for SDE Candidates)

1. Who is the last link in the chain connecting the producer and customer ?
 - (A) Wholesaler.
 - (B) Agent.
 - (C) Retailer.
 - (D) Storekeeper.
2. There is no shop assistants in a :
 - (A) Super bazaar.
 - (B) Departmental store.
 - (C) Multiple shop.
 - (D) Second shop.
3. Which of the following statement about retail marketing is true ?
 - (A) Sells products to other businesses.
 - (B) Sells products to a company that resells them.
 - (C) Sells products to final consumers.
 - (D) Sells products for one's own use.
4. What is the full form of VAT ?
 - (A) Value added tax.
 - (B) Very important additional tax.
 - (C) Value additional tax.
 - (D) Value added theory.
5. A retail firm owned by its customers in which members contribute money to open their own store, vote on its policies, elect a group to manage it, and receive dividends is called a :
 - (A) Corporate chain store.
 - (B) Merchandising conglomerate.
 - (C) Voluntary chain.
 - (D) Consumer co-operative.
6. Giant retailers called _____ concentrate on one product category such as toys or home improvement.
 - (A) Category killers.
 - (B) Variety stores.
 - (C) Supercentres.
 - (D) box stores
7. Which of the following is not one of the four major decisions that must be made with regard to market logistics ?
 - (A) How should orders be handled ?
 - (B) Where should stock be located ?
 - (C) How much stock should be held ?
 - (D) How should stock be financed ?

8. When retailers identify customer segments and develop unique strategies to meet the desires of these segments, they are using :
- (A) Mass merchandising. (B) Niche retailing.
(C) Bifurcated retailing. (D) Middle market retailing.
9. Which is not considered one of the elements of “managing a business” in a retail strategy ?
- (A) The retail organization. (B) Human resource management.
(C) Operations management. (D) Merchandise management and pricing.
10. During each stage in the development of a retail strategy, retail managers should :
- (A) Consider only controllable variables.
(B) Refrain from “fine tuning” the strategy.
(C) Look for both positive and negative feedback.
(D) Consider no problems with the government to be a form of negative feedback
11. The retailer is usually in an excellent position to :
- (A) Make the most profits in the channel.
(B) Be the channel leader.
(C) Gain feedback from consumers.
(D) Co-ordinate the production strategy.
12. Which of the following is the major reason consumers give for shopping online ?
- (A) Want product delivered. (B) Unique merchandise.
(C) Price. (D) Convenience.
13. The difference between retail and cost is called :
- (A) Profit. (B) Markdown.
(C) Income. (D) Markup.
14. Consumers who browse and/or purchase in more than one channel are known as _____.
- (A) Cosmopolitan. (B) Multi-channel shoppers.
(C) Multi-taskers. (D) Market mavens.

15. In which of the following retailers are salespeople ready to assist in every phase of the locate-compare-select process ?
- (A) Self-service. (B) Self-selection.
(C) Limited service. (D) Full service.
16. The most important retail marketing decision a retailer has to make is to _____.
- (A) Identify its target market.
(B) Choose the right service response it wants to support.
(C) Select the service mix.
(D) Develop a nice store atmosphere.
17. A concept in retailing that helps explain the emergence of new retailers is called the _____ hypothesis.
- (A) Retail life cycle. (B) Wheel-of-retailing.
(C) Service-assortment. (D) Product life cycle.
18. A retailer's _____ is the key to its ability to attract customers.
- (A) Location. (B) Pricing system.
(C) Promotion system. (D) Store personnel.
19. The word Retail is derived from the _____ word.
- (A) Latin. (B) French.
(C) English. (D) None of these.
20. Retailing creates _____.
- (A) Time utility. (B) Place utility.
(C) Ownership utility. (D) All of these.

**SIXTH SEMESTER U.G. (CUCBCSS—UG) DEGREE EXAMINATION
MARCH 2022**

B.B.A.

BBA VIB 15—RETAIL MANAGEMENT (MARKETING SPECIALISATION)

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

Answer all ten questions.

1. Who is the last link in the chain connecting the producer and customer ?
 - (a) Wholesaler.
 - (b) Agent.
 - (c) Retailer.
 - (d) Storekeeper.
2. Door to door selling is carried out by —————.
 - (a) Hawkers and peddlers.
 - (b) Cheap jacks.
 - (c) Second shop.
 - (d) Retailers.
3. Which of the following statement about retail marketing is true ?
 - (a) Sells products to other businesses.
 - (b) Sells products to a company that resells them.
 - (c) Sells products to final consumers.
 - (d) Sells products for one's own use.
4. All of the following are types of non-store retailing, except :
 - (a) Catalogue retailing.
 - (b) Vending Machines.
 - (c) Chain store.
 - (d) Direct Mail.
5. The objective of any sales program is :
 - (a) To increase the store sales.
 - (b) To create awareness about product.
 - (c) Both of the above.
 - (d) None of the above.

Turn over

Fill in the blanks :

6. Quick ratio is calculated by _____.
7. CRM stands for _____.
8. FSN stands for _____.
9. SIM stands for _____.
10. MCPU stands for _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of the ten questions in two or three sentences.

11. What is a Supermarket ?
12. What do you understand by resource allocation ?
13. What is retail pricing ?
14. What is retail promotion ?
15. What is cost plus method pricing ?
16. What is product assortment ?
17. Define Retailing.
18. What do you understand by retail sales by ownership ?
19. What are current liabilities ?
20. What do you understand by direct selling ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

21. What are the functions of a retailer ?
22. Write a short note on retail information system.
23. What is retail store layout ?
24. Discuss the merchandising forecasting.
25. What are the aims of effective inventory management ?

26. What are the advantages of advertising ?
27. What are the advantages of sales promotion ?
28. Discuss the steps involved in customer relationship management process.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

29. Explain the steps involved in buying and handling merchandise.
30. Explain the retail control systems.
31. Explain the reasons for the popularity and growth of retail industry in India.

(2 × 15 = 30 marks)

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SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**(CUCBCSS—UG)****B.B.A.****BBA VIB 15—WORKING CAPITAL MANAGEMENT (FINANCE SPECIALISATION)****(2014—2018 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA VII B 15—WORKING CAPITAL MANAGEMENT (FINANCE SPECIALISATION)

(Multiple Choice Questions for SDE Candidates)

1. Firms which are capital intensive rely on _____.
 - (A) Equity.
 - (B) Short term debt.
 - (C) Debt.
 - (D) Retained earnings.
2. What are the various methods of estimating cash ?
 - (A) Receipts and payment method.
 - (B) Adjusted profit and loss method.
 - (C) Balance sheet method.
 - (D) All of the above.
3. What are people who buy or sell in the market to make profits called ?
 - (A) Hedgers.
 - (B) Speculators.
 - (C) Arbitrageurs.
 - (D) None of the above.
4. Which of the following statements is correct for an aggressive financing policy for a firm relative to a former conservative policy ?
 - (A) The firm will use long-term financing to finance all fixed and current assets.
 - (B) The firm will see an increase in its expected profits.
 - (C) The firm will see a decline in its risk profile.
 - (D) The firm will need to issue additional common stock this period to finance the assets.
5. Risk, as it relates to working capital, means that there is jeopardy to the firm for not maintaining sufficient current assets to _____.
 - (A) Meet its cash obligations as they occur and take advantage of prompt payment discounts.
 - (B) Support the proper level of sales and take prompt payment discounts.
 - (C) Maintain current and acid-test ratios at or above industry norms.
 - (D) Meet its cash obligations as they occur and support the proper level of sales.
6. Residuals Theory argues that dividend is a :
 - (A) Relevant Decision.
 - (B) Active Decision.
 - (C) Passive Decision.
 - (D) Irrelevant Decision.

7. Which of the following stresses on investor's preference reorient dividend than higher future capital gains ?
- (A) Walter's Model. (B) Residuals Theory.
(C) Gordon's Model. (D) MM Model.
8. MM Model argues that dividend is irrelevant as :
- (A) The value of the firm depends upon earning power.
(B) The investors buy shares for capital gain.
(C) Dividend is payable after deciding the retained earnings.
(D) Dividend is a small amount.
9. Cheques deposited in bank may not be available for immediate use due to :
- (A) Payment Float. (B) Receipt Float.
(C) Net Float. (D) Playing the Float.
10. The Transaction Motive for holding cash is for :
- (A) Safety Cushion. (B) Daily Operations.
(C) Purchase of Assets. (D) Payment of Dividends.
11. In response to market expectations, the credit period been increased from 45 days to 60 days. This would result in :
- (A) Decrease in Sales. (B) Decrease in Debtors.
(C) Increase in Bad Debts. (D) Increase in Average Collection Period.
12. If the sales of the firm are ₹. 60,00,000 and the average debtors are ₹. 15,00,000 then the receivables turnover is :
- (A) 4 times. (B) 25 %.
(C) 400 % . (D) 0.25 times.
13. Receivables Management deals with :
- (A) Receipts of raw materials. (B) Debtors collection.
(C) Creditors Management. (D) Inventory Management.

14. Inventory is generally valued as lower of :
- (A) Market Price and Replacement Cost.
 - (B) Cost and Net Realizable Value.
 - (C) Cost and Sales Value.
 - (D) Sales Value and Profit.
15. Cost of not carrying sufficient inventory is known as :
- (A) Carrying Cost.
 - (B) Holding Cost.
 - (C) Total Cost.
 - (D) Stock-out Cost.
16. Which of the following is not a standard method of inventory valuation ?
- (A) First in First out.
 - (B) Standard Cost.
 - (C) Average Pricing.
 - (D) Realizable Value.
17. Cash discount terms offered by trade creditors never be accepted because :
- (A) Benefit in very small.
 - (B) Cost is very high.
 - (C) No sense to pay earlier
 - (D) None of the above.
18. A short-term lease which is often cancellable is known as :
- (A) Finance Lease.
 - (B) Net Lease.
 - (C) Operating Lease.
 - (D) Leverage Lease.
19. Under the provisions of AS-19 'Leases', a leased asset is shown in the balance sheet of :
- (A) Manufacturer.
 - (B) Lessor.
 - (C) Lessee.
 - (D) Financing bank.
20. Lease which includes a third party (a lender) is known as :
- (A) Sale and leaseback.
 - (B) Direct Lease.
 - (C) Inverse Lease.
 - (D) Leveraged Lease.

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CUCBCSS—UG)

B.B.A.

BBA VIB 15—WORKING CAPITAL MANAGEMENT (FINANCE SPECIALISATION)

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)*Answer all ten questions.**Each question carries 1 mark.*

Choose the correct answer :

1. Net working capital means :
 - a) Current asset plus current liability.
 - b) Current asset minus current liability.
 - c) Current assets only.
 - d) None of these.
2. According to ————— approach, permanent current assets and a part of variable current assets should be financed by long term funds.
 - a) Conventional.
 - b) Hedging.
 - c) Conservative.
 - d) Aggressive.
3. Which of the following does not include in credit terms ?
 - a) Credit period.
 - b) Monitoring of credit.
 - c) Discounts.
 - d) Credit standards.
4. Working capital cycle is also known as :
 - a) Cash cycle.
 - b) Production cycle.
 - c) Operating cycle.
 - d) None of these.
5. If the length of the operating cycle is more :
 - a) The working capital requirement will be less.
 - b) The working capital requirement will be more.
 - c) The fixed capital requirement will be less.
 - d) None of these.

Turn over

Fill in the blanks :

6. Cash is the most _____ asset.
7. When credit policy is liberalised, sales will be _____.
8. Raw materials, work in progress, finished goods and stores and spares are the components of _____.
9. EOQ is a technique of _____ management.
10. _____ refers to the duration for which credit is granted to customers.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of the ten questions in two **or** three sentences.

Each question carries 2 marks.

11. What are equity shares ?
12. What is trade credit ?
13. What is Miller Orr model of cash management ?
14. What is gross working capital concept ?
15. What do you mean by commercial paper ?
16. What is receivables management ?
17. What do you mean by factoring ?
18. What do you mean by retained earnings ?
19. What are accrued expenses ?
20. What is called convertible preference share ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

Each question carries 4 marks.

21. State the importance of the working capital of a concern.
22. What are the benefits of holding inventories ?
23. What are the motives for holding cash ?

24. What are the objectives of receivables management ?
25. Explain Miller-Orr cash management model.
26. What are the costs of maintaining receivables ?
27. Describe the need of working capital in a business.
28. From the following information determine EOQ.

Annual consumption of material 1,800 Units

Order cost Rs. 1,000 per order

Purchase price per unit Rs. 50

Storage cost or carrying cost 20 % of average inventory

(6 × 4 = 24 marks)

Part IV (Essays Questions)

Answer any **two** questions out of the three questions in about 800 words.

Each question carries 15 marks.

29. Discuss the various sources of working capital available to a firm.
30. What are the factors that determine the working capital requirements of a business ?
31. B Ltd. gives the following information :

Expected level of production	60,000 Units
Raw materials to remain in stock on an average	2 Months
Processing period for each unit of product	1 Month
Finished goods remain in stock on average	3 Months
Credit allowed to customers from the date of despatch	3 Months
Expected ratios of cost to selling price :	
Raw material	60 %
Direct wages	10 %
Overheads	20 %
Selling price per unit	Rs. 10
Expected margin on sale	10 %

You are required to estimate the working capital requirements of B Ltd.

(2 × 15 = 30 marks)

SIXTH SEMESTER U.G. (CUCBCSS—UG) DEGREE EXAMINATION
MARCH 2022

B.B.A.

BBA VIB 14—INDUSTRIAL RELATIONS
(HUMAN RESOURCE MANAGEMENT SPECIALISATION)

(2014—2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
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BBA VIB 14—INDUSTRIAL RELATIONS
(HUMAN RESOURCE MANAGEMENT SPECIALISATION)

(Multiple Choice Questions for SDE Candidates)

1. _____ is a continuous association of wage earners for the purpose of protecting and advancing the conditions of their working lives
 - (A) Management.
 - (B) Trade union.
 - (C) Quality circle.
 - (D) Productivity circle.
2. The method of smoothing out differences to resolve a conflict between two parties in view of larger interests is _____.
 - (A) Avoidance.
 - (B) Accommodation.
 - (C) Arbitration.
 - (D) Mediation.
3. Human capital is _____.
 - (A) Knowledge and experience.
 - (B) Personal productivity.
 - (C) Personal creativity.
 - (D) All the above.
4. Ratan got a shock when he was suspended for smoking in the office premises. He says he never knew a puff came with such a heavy tag attached to it. This is an example of _____.
 - (A) Negative feedback.
 - (B) Lack of communication.
 - (C) Immediate action.
 - (D) Late intervention.
5. Grievances affect the employees.
 - (A) Promotion.
 - (B) Training.
 - (C) Wages.
 - (D) Morale.
6. All of the following types of organizations are covered by the Occupational Safety and Health Act except _____.
 - (A) Hospitals.
 - (B) Schools.
 - (C) Self-employed persons.
 - (D) Manufacturing facilities.
7. The conflict-handling intention of accommodating is _____.
 - (A) Assertive and unco-operative.
 - (B) Assertive and co-operative.
 - (C) Unassertive and unco-operative.
 - (D) Unassertive and co-operative.

8. The purpose of overtime is to :
- (A) Restrict recruiting. (B) Increase working hours.
(C) Reduce variable cost. (D) Provide contingent workers.
9. The 360 degree appraisal :
- (A) Works best in large organizations.
(B) Provides feedback from a verity of individuals.
(C) Aids in developing competitive intelligence.
(D) Diminishes the effect of development in the appraisal process.
10. Which of these refers to the temporary, part-time and self-employed workers ?
- (A) Internal labor force. (B) Contingent work force.
(C) High-performance work systems. (D) Downsized employees.
11. A large organization is an EEO employer with an affirmative action plan. Which of these activities is performed as part of the plan ?
- (A) All job applicants must have a recommendation from current or past employee.
(B) Insurance premiums from former employers of all applicants are analyzed.
(C) Job requirements are determined based on skills, knowledge and abilities.
(D) Job announcements are posted on the company bulletin board.
12. Wal-Mart differentiates its business by offering the lowest prices. Offering the lowest prices is Wal-Mart's _____.
- (A) Functional strategy. (B) Competitive advantage.
(C) Distinctive competence. (D) Corporate strategy.
13. The relative position of an organization's pay incentives compared to other companies in the same industry is known as :
- (A) Pay structure (B) Pay appraisal
(C) Pay level. (D) Pay feedback.
14. The project manager's leadership style should be matched to the corresponding developmental level of the project team and should move through successive steps in the following order :
- (A) Disciplinary, autocratic, participative.
(B) Staff planning, team training, performance monitoring.
(C) Team building, team development, responsibility assignment.
(D) Directing, coaching, supporting, delegating.

15. A technique for resolving conflict in which the parties agree to have a neutral third party hear the dispute and make a decision is called :
- (A) Negotiation. (B) Arbitration.
(C) Smoothing. (D) Forcing.
16. The key to achieving and maintaining success in the role of a project manager is the use of :
- (A) Formal authority (B) Reward power.
(C) Expert power. (D) Referent power.
17. Management developed by Manager who actively seek a strong cooperative relationship with their employees are :
- (A) Knowledge Management (B) Learning Management.
(C) Participative Management. (D) Proactive Management.
18. _____ requires that supervisors and employees determine objectives for employees to meet during the rating period and the employees appraise how well they have achieved their objectives.
- (A) MBO. (B) BPO.
(C) RPO. (D) APO.
19. When the firm changes the way it operates, the process is known as :
- (A) Downsizing. (B) Brain drain.
(C) Restructuring. (D) Outsourcing.
20. _____ is the description of the emotions, attitude, satisfaction, and overall outlook of employees during their time in a workplace environment.
- (A) Employee rights. (B) Employee description.
(C) Employee turnover. (D) Employee morale.

**SIXTH SEMESTER U.G. (CUCBCSS—UG) DEGREE EXAMINATION
MARCH 2022**

B.B.A.

**BBA VIB 14—INDUSTRIAL RELATIONS
(HUMAN RESOURCE MANAGEMENT SPECIALISATION)**

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

Answer all ten questions.

Each question carries 1 mark.

Choose the correct answer :

1. Which of the following is/ are the approach (es) of industrial relations ?
 - (a) The Gandhian approach.
 - (b) The Oxford approach.
 - (c) Marxist perspective.
 - (d) All of these.
2. Which of the following is not a central organisation of workers ?
 - (a) Bharatiya Mazdoor Sangh.
 - (b) Hind Mazdoor Sabha.
 - (c) Indian National Trade Union Congress.
 - (d) SAFTA.
3. The objectives of trade union include :
 - (a) Representation.
 - (b) Legal assistance.
 - (c) Welfare benefits.
 - (d) All of these.
4. The term ——— refers to a condition in the organisation where employee conducts himself in accordance which the organisation's rules and standards of acceptable behaviour.
 - (a) Grievance.
 - (b) Conflict.
 - (c) Discipline.
 - (d) None of these.
5. The principles of quality management include :
 - (a) The principle of security.
 - (b) The principle of equality.
 - (c) The principle of democracy.
 - (d) All of these.

Turn over

Fill in the blanks :

6. According to _____ approach industrial relations is a social sub system within the economic and political system.
7. _____ is used to denote the collective relationships between management and the workers.
8. UTUC was established in the year _____.
9. A dispute or disagreement about any terms and conditions of employment is called _____.
10. _____ are small groups of volunteers from the same work areas who meet regularly to identify, analyse and solve quality and related problems in their area of responsibility.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of the ten questions in two or three sentences.

Each question carries 2 marks.

11. What do you mean by trade union ?
12. What do you mean by industrial disputes ?
13. What do you mean by felt conflict ?
14. What do you mean by collective bargaining ?
15. Define discipline.
16. What is inter-individual conflict ?
17. What is positive discipline ?
18. Define quality circle.
19. What is productivity bargaining ?
20. What do you mean by mediation ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

Each question carries 4 marks.

21. Explain the stages of employee empowerment.
22. What are the ways to enhance employee empowerment ?
23. What are the aims and objectives of discipline ?
24. What are the different types of grievances ?
25. What are the characteristics of trade unions ?
26. What is the importance of industrial relations ?
27. What are the constraints in industrial relations ?
28. Explain the process of gain sharing.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

Each question carries 15 marks.

29. Discuss the role of state in industrial relations.
30. Discuss the various measures to strengthen the trade union movement in India.
31. Briefly explain the approaches to industrial relations.

(2 × 15 = 30 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CUCBCSS—UG)

B.B.A.

BBA VIB 14—CONSUMER BEHAVIOUR (MARKETING SPECIALISATION)

(2014—2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
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4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA VIB 14—CONSUMER BEHAVIOUR (MARKETING SPECIALISATION)

(Multiple Choice Questions for SDE Candidates)

1. _____ is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.

(A) Consumer behaviour.	(B) Consumer interest.
(C) Consumer attitude.	(D) Consumer perception.

2. _____ refers to how an individual perceives a particular message.

(A) Consumer behaviour.	(B) Consumer interest.
(C) Consumer attitude.	(D) Consumer interpretation.

3. In terms of consumer behaviour ; culture, social class, and reference group influences have been related to purchase and _____.

(A) Economic situations.	(B) Situational influences.
(C) Consumption decisions.	(D) Physiological influences.

4. _____ develop on the basis of wealth, skills and power.

(A) Economical classes.	(B) Purchasing communities.
(C) Competitors.	(D) Social classes.

5. _____ is individuals and households who buy goods and services for personal consumption.

(A) The target market.	(B) A market segment.
(C) The consumer market.	(D) The ethnographic market.

6. According to the stimulus-response model of buyer behavior (as presented in your text), the place where consumers process marketing stimuli prior to making purchase decision is called the :

(A) Consumer's value chain.	(B) Consumer's cognitive schema.
(C) Consumer's black box.	(D) Consumer's thoughts-emotions network.

7. A _____ is a person's pattern of living as expressed in his or her activities, interests and opinions.

(A) Role.	(B) Status.
(C) Position.	(D) Lifestyle.

8. A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.
- (A) Motive. (B) Want.
(C) Demand. (D) Requirement.
9. The _____ is the mental process through which an individual passes from first hearing about an innovation to final adoption.
- (A) Adoption process. (B) Consumption process.
(C) Innovation process. (D) New product development process.
10. With respect to adopter categories, the _____ are skeptical and they adopt an innovation only after a majority of people have tried it.
- (A) Early adopters. (B) Early majority.
(C) Late majority. (D) Laggards.
11. The “in” suppliers are most likely to get nervous and feel pressure to put their best foot forward in which of the following types of buying situations ?
- (A) Modified rebuy. (B) New task buying.
(C) Straight rebuy. (D) Indirect rebuy.
12. The stage of the business buying process where the buyer describes the characteristics and quantity of the needed item is called :
- (A) Problem recognition. (B) General need description.
(C) Product specification. (D) Proposal solicitation.
13. For which of the following products would the reference group influence be the strongest ?
- (A) A best-seller novel. (B) A pickup truck.
(C) A loaf of bread. (D) A pair of jeans.
14. Marketing strategies are often designed to influence _____ and lead to profitable exchanges.
- (A) Consumer decision making. (B) Sales strategies.
(C) Advertising strategies. (D) Export strategies.

15. _____ constitutes moderate consumer behaviour, but still involves time and effort searching for and comparing alternatives.
- (A) Limited decision making. (B) Need recognition.
(C) Routine decision making. (D) Post purchase evaluation.
16. A purchase involves many decisions, which include product type, brand, model, _____ among other factors.
- (A) Credit facility available.
(B) Group purchase discount schemes.
(C) Dealer selection and method of payment.
(D) Availability of money.
17. _____ refers to the tendency for consumers to try to reduce risk in their decision making.
- (A) Risk tolerance. (B) Guarantee terms.
(C) Perceived risk. (D) Dissonance
18. Which of the following is NOT a consumption response ?
- (A) Task definition. (B) Problem recognition.
(C) Purchase. (D) Disposition.
19. _____ Consumer research is also known as 'interpretivism'.
- (A) Qualitative. (B) Quantitative.
(C) Selective. (D) None of these.
20. Some consumers are highly susceptible to interpersonal influence, which is a _____.
- (A) Norm. (B) Situation factor.
(C) Product factor. (D) Personality trait.

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CUCBCSS—UG)

B.B.A.

BBA VIB 14—CONSUMER BEHAVIOUR (MARKETING SPECIALISATION)

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)*Answer all ten questions.**Each question carries 1 mark.*

Choose the correct answer.

1. The study of consumer behaviour helps a manufacturer in :
 - a) Finalising and strategizing distribution intensity.
 - b) Demand and supply correction.
 - c) Correction of quantity discrepancy.
 - d) All of the above.
2. Considering the motivation process, the desired end state is the consumer's _____.
 - a) Drive.
 - b) Need state.
 - c) Benefit statement.
 - d) Goal.
3. What kind of learning occurs when it is based on observing the behaviour of others and emulating it ?
 - a) Behavioural learning.
 - b) Active learning.
 - c) Student learning.
 - d) Observational learning.
4. Which of the following aspects form the main constituents of culture ?
 - a) Ecology.
 - b) Heritage.
 - c) Social fabric.
 - d) None of these.

Turn over

5. The aspects of the sub culture are :
- a) Sub cultural distinctiveness. b) Sub culture homogeneity.
c) Sub culture exclusion. d) All of these.
6. _____ refers to the process that causes people to behave as they do.
7. Because the brain's capacity to process information is limited, consumers are very selective about what they pay attention to and tend to select stimuli that relate to their current needs. This process is called _____.
8. Intense competition means that the market segment has been developed due to its being _____.
9. _____ has been defined as the assortment of behaviours, attitudes and values that are associated with the consumption of material goods.
10. In large structured organisations, the centralised _____ is highly formalized and is called a buying committee.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any **eight** out of the ten questions in two or three sentences.*

Each question carries 2 marks.

11. What is consumer behaviour ?
12. Define social class.
13. What is Personality ?
14. What is market segmentation ?
15. Define a Group.
16. Define Family.
17. What is Perception ?
18. What is family life cycle ?
19. Define Culture.
20. What is causative research ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

Each question carries 4 marks.

21. What are the main characteristics of social class ?
22. What are the objectives of market segmentation ?
23. Discuss Jungian theory of personality.
24. What are the nature and properties of personality ?
25. What are the characteristics of opinion leaders ?
26. Explain the communication process model.
27. Discuss the systematic approach for measuring social class.
28. What are the sources of secondary data ?

(6 × 4 = 24 marks)

Part IV (Essays Questions)

Answer any two questions out of the three questions in about 800 words.

Each question carries 15 marks.

29. Explain the applications of consumer behaviour.
30. Explain the theories of personality.
31. Explain the stages of consumer buying decision process.

(2 × 15 = 30 marks)

SIXTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MARCH 2022

B.B.A.

BBA VIB 14—INCOME TAX (FINANCE SPECIALISATION)

(2014—2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
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BBA VIB 14—INCOME TAX (FINANCE SPECIALISATION)

(Multiple Choice Questions for SDE Candidates)

1. How many heads of income are there to compute Gross total income :
 - (A) Six.
 - (B) Five.
 - (C) Four.
 - (D) Three.
2. Receipt of amount on maturity of LIC Policy is _____.
 - (A) A revenue receipt.
 - (B) A capital receipt.
 - (C) A casual receipt.
 - (D) None of these.
3. Loss due to fire of hired machinery is _____.
 - (A) Capital loss.
 - (B) Revenue loss.
 - (C) Capital expenditure.
 - (D) None of the above.
4. Agricultural income in Pakistan is assessable for _____.
 - (A) Resident.
 - (B) Not Ordinarily Resident.
 - (C) Non-resident.
 - (D) Not taxable.
5. Gratuity received by a government employee is _____.
 - (A) Fully exempted.
 - (B) Partly exempted.
 - (C) Fully taxable.
 - (D) Exempted up to Rs. 1,00,000.
6. In case of residential status of HUF, firm and AOP if control and management are wholly outside India they are deemed as _____.
 - (A) Resident.
 - (B) Ordinarily Resident.
 - (C) Non resident.
 - (D) None of these.
7. Salary paid by an Indian company to its employees working in one of its branches outside India is _____.
 - (A) Salary accruing in India.
 - (B) Salary deemed to accrue in India.
 - (C) Salary accruing outside India.
 - (D) None of these.

8. Income accrued and received outside India is taxable in the hands of _____.
- (A) Non-resident. (B) Resident and ordinarily resident.
(C) Resident and not ordinarily. (D) None of these residents.
9. Salary received by a partner from the firm in which he is a partner is taxable under the head _____.
- (A) Income from salary.
(B) Capital gains.
(C) Profits and gains of business or profession.
(D) Income from other sources.
10. Which of the following is not a capital expense ?
- (A) Installation expenditure of plant of a company.
(B) Legal expenses for reduction of capital.
(C) Commission to employees to achieve sales Targets.
(D) Expenses of promoting a company.
11. The rate of depreciation on intangible asset is _____.
- (A) 5 %. (B) 15 %.
(C) 20 %. (D) 25 %.
12. Additional depreciation is allowed at half the rate, if the asset is used in the initial year for _____.
- (A) 195 days. (B) 199 days.
(C) 360 days. (D) Less than 180 days.
13. What is the time limit for holding of a Financial Asset, to be called Short Term Capital Asset ?
- (A) Not more than 6 months. (B) Not more than 12 months.
(C) Not more than 24 months. (D) Not more than 36 months.
14. House property held for less than 36 months is _____.
- (A) Long term capital asset. (B) Short term capital asset.
(C) Exempted capital asset. (D) Projected capital asset.

15. Technical know-how acquired after 1.4.98 is eligible for depreciation at _____.
- (A) 10 % p.a. (B) 20 % p.a.
(C) 25 % p.a. (D) 40 % p.a.
16. The income from the sale of house hold furniture is _____.
- (A) Taxable income. (B) Exempted income.
(C) Capital gain. (D) Business income.
17. Under valuation of opening stock is _____.
- (A) Deducted from net profit. (B) Added to net profit.
(C) Credited to P and L A/c. (D) None of these.
18. Income of a minor child is included in the total income of _____.
- (A) Father. (B) Mother.
(C) Parent whose income is greater. (D) Transferor of asset.
19. Donation on PM's National Relief Fund is deductible 100 % out of the gross total income of the assessee, under section _____.
- (A) 80C. (B) 80CC.
(C) 80G. (D) 80GG.
20. The basic exemption up to which income is not taxable for an individual resident is _____.
- (A) Rs. 1,00,000. (B) Rs. 2,00,000.
(C) Rs. 5,00,000. (D) None of the above.

SIXTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MARCH 2022

B.B.A.

BBA VIB 14—INCOME TAX (FINANCE SPECIALISATION)

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)*Answer all ten questions.**Each question carries 1 mark.*

Choose the correct answer :

1. PAN Stands for _____.
(a) Permanent Assessee Number. (b) Permanent Account Number.
(c) Permanent Assessment Number. (d) Permanent Association Number.
2. Which of the following income is not included in the term 'income' ?
(a) Profit and gains. (b) Dividend.
(c) Profit in lieu of salary. (d) Reimbursement of travelling expenses.
3. Income Tax Act came into force on _____.
(a) 1-4-1961. (b) 1-4-1962.
(c) 1-4-1956. (d) 1-4-1965.
4. In which of the following cases, income of previous year is assessable in the previous year itself ?
(a) Assessment of persons leaving India.
(b) A person in employment in India.
(c) A person who is into illegal business.
(d) A person who is running a charitable institution.
5. The current Finance Minister of India is _____.
(a) Nirmala Sitharaman. (b) P. Chidambaram.
(c) Shaktikanta Das. (d) Anurag Thakur.

Turn over

6. CBDT stands for _____.
7. _____ is a periodical payment received by an employee after his retirement.
8. _____ status of an assessee determines the scope of chargeability of his or her income.
9. The _____ is a capital asset held by an assessee for not more than 36 months immediately preceding the date of its transfer.
10. Tax, of which incidence and impact fall on the same person, is known as _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** questions out of the ten questions in two or three sentences.

Each question carries 2 marks.

11. What is meant by an allowance ?
12. What do you mean by fair rent and standard rent ?
13. What is meant by gratuity ?
14. What do you mean by a tax refund ?
15. What do you mean by indirect tax ? Give two examples.
16. What is meant by tax avoidance and tax evasion ?
17. What do you mean by an assessment year ?
18. What is double taxation ?
19. What do you mean by clubbing of income ?
20. What is Tax Deducted at Source ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** questions out of the eight questions in about 200 words.

Each question carries 4 marks.

21. Explain briefly the various types of assessments.
22. List out any *eight* incomes which are charged under the head 'Income from other sources'.

23. Mr. Praveen came to India first time during the P.Y. 2020-21. Determine his residential status for the A.Y. 2021-22, if he stayed in India for the following days during the previous year :
- (a) 44 days.
- (b) 189 days.
24. What are Perquisites ? Explain any *six* tax-free perquisites.
25. Mr. Nameer has worked for a company for 8 years and 7 months and is covered by the Payment of Gratuity Act. At the time of his retirement, his monthly salary consisted of Basic Pay of Rs. 15,000, D.A. amounting to Rs. 8,000, and Commission of Rs. 5,000. He received Rs. 6,00,000 as Gratuity from the employer. Calculate the amount of gratuity chargeable to tax.
26. Ziya owns four houses in Chennai, all of which are let out. Compute the Gross Annual Value (GAV) of each house from the information given below:

<i>Particulars</i>	House I (in Rs.)	House II (in Rs.)	House III (in Rs.)	House IV (in Rs.)
Municipal Value	80,000	55,000	65,000	80,000
Fair Rent	90,000	60,000	65,000	75,000
Standard Rent	N.A.	75,000	58,000	78,000
Actual rent received/receivable	72,000	72,000	60,000	72,000

27. What do you mean by a provident fund ? What are the four types of provident funds ?
28. Mr. Johnson had purchased a golden ring as on 17/8/2020 for Rs. 21,000. On 1/05/2021, he has sewn a diamond on it costing Rs. 24,000. On 1/08/2021, he sold such ring for Rs. 82,500 and incurred brokerage for arranging customer Rs.7,500. Compute capital gain.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

Each question carries 15 marks.

29. From the following information, compute the taxable income for the assessment year 2020-21 under the head 'salaries' of Mr. Rajeev who is an employee of a tea company in Assam:

- a) Basic Salary Rs. 15,000 p.m.
- b) DA @ Rs. 5,000 p.m.
- c) Employer is paying the insurance premium of Rs. 15,000 p.a. on R's life.

Turn over

- d) He gets house rent allowance @ Rs. 2,000 p.m. He pays a rent of Rs. 2,500 p.m.
- e) The employer has given him a small car which he uses for his personal and office use. He meets the expenses of the car which is used for personal purposes.
- f) Education allowance for grandchild @ Rs. 400 p.m.
- g) Employer's contribution to recognized provident fund is @ 20 % of salary and the interest credited to this fund at 14 % rate amounted to Rs. 14,000.
- h) Medical expenses paid by employer Rs. 15,000.
- i) He took an advance salary of 2 months.
- j) The company provided him the facility of a gardener and a cook, each of whom is being paid a salary of Rs. 500 per month. The company also paid Rs. 5,000 for his electric bills and Rs. 3,000 for his water bills,
- k) The employer spent Rs. 2,500 on his refresher course.
- l) Profession tax paid by Mr. Rajeev is Rs. 2,500.
30. "Sec. 10 of the Income Tax Act enlists various incomes which are exempt from tax i.e., do not form part of the total income of the assessee". Explain in detail.

31. Mr. Amal's particulars of income were as under during the previous year 2019- 20 :

<i>Particulars</i>	Amount (in Rs.)
a) Taxable income from salary	1,42,000
b) Taxable income from House Property :	
i) Income from House 'A'	40,000
ii) Loss from House 'B'	17,000
iii) Loss from House 'C'	15,500
c) Business Income :	
i) Profit from Business	1,97,000
ii) Current year Depreciation	16,500
iii) Previous trade losses	5,500
iv) Speculation profit	5,000
d) Capital Gains :	
i) Short-term capital profit	16,000
ii) Long-term capital profit	5,200
iii) Long-term capital loss	... 12,500

Compute Gross Total Income after set -off of losses. Loss from House property brought forward for the assessment year is 9,000.

(2 × 15 = 30 marks)

**SIXTH SEMESTER U.G. (CUCBCSS—UG) DEGREE
EXAMINATION, MARCH 2022**

B.B.A.

**BBA VIB 13—ORGANIZATIONAL BEHAVIOUR
(2015—2018 Admissions)**

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA VIB 13—ORGANIZATIONAL BEHAVIOUR

(Multiple Choice Questions for SDE Candidates)

1. A study of human behavior in organizational settings is :
 - (A) Individual behavior.
 - (B) Group behavior.
 - (C) Organizational behavior.
 - (D) None of these.
2. Process or administrative theory of organization is being given by :
 - (A) Elton Mayo.
 - (B) Henry Fayol.
 - (C) F.W. Taylor.
 - (D) Max Weber.
3. “Cognitive theory” of learning was given by :
 - (A) Skinner.
 - (B) Pavlov.
 - (C) Tolman.
 - (D) Piaget.
4. _____ is largely childish, irrational, never satisfied, demanding and destructive of others.
 - (A) Ego.
 - (B) Super ego.
 - (C) Negative ego.
 - (D) Id.
5. _____ is “the reactions of individuals to new or threatening factors in their work environments”.
 - (A) Attitude.
 - (B) Stress.
 - (C) Dissonance.
 - (D) Disappointment.
6. According to Robert Katz, when managers have the mental ability to analyze and diagnose complex situations, they possess _____ skills.
 - (A) Technical.
 - (B) Leadership.
 - (C) Problem-solving.
 - (D) Conceptual.
7. Which of the following would be least likely to pose a barrier to cross-cultural communications ?
 - (A) Tone difference.
 - (B) Word connotations.
 - (C) Political correctness.
 - (D) Differences among perceptions.

8. Over the past two decades, business schools have added required courses on people skills to many of their curricula. Why have they done this ?
- (A) Managers no longer need technical skills in subjects such as economics and accounting to succeed.
 - (B) There is an increased emphasis in controlling employee behavior in the workplace.
 - (C) Managers need to understand human behavior if they are to be effective.
 - (D) These skills enable managers to effectively lead human resources departments.
9. What term is used for the extent to which an individual displays different behaviours in different situations ?
- (A) Continuity.
 - (B) Integrity.
 - (C) Flexibility.
 - (D) Distinctiveness.
10. Which of the following is not one of the four primary management functions ?
- (A) Controlling.
 - (B) Planning.
 - (C) Staffing.
 - (D) Organizing.
11. Operant conditioning argues that :
- (A) Behavior is reflexive.
 - (B) Behavior is unlearned.
 - (C) Behavior is a function of its consequences.
 - (D) The tendency to repeat a behavior is very strong.
12. What do we call the view that we can learn both through observation and direct experience ?
- (A) Situational learning theory.
 - (B) Classical learning.
 - (C) Social learning theory.
 - (D) The Pavlov principle.
13. What do we call the practice of reinforcing closer and closer approximations of a desired behaviour ?
- (A) Modeling.
 - (B) Shaping.
 - (C) Classical conditioning.
 - (D) Social learning.

14. Managerial orientation of "Custodial model" of OB is :
- (A) Authority. (B) Money.
(C) Support. (D) Teamwork.
15. Employees needs met by Custodial Model is :
- (A) Subsistence. (B) Security.
(C) Status and recognition. (D) Self actualization.
16. Which of the following is not an attribute of psychological individual difference ?
- (A) Motivation. (B) Learning.
(C) Personality. (D) Complexion.
17. _____ is the degree to which an individual is willing to take chances and risky decisions.
- (A) Authoritarianism. (B) Dogmatism.
(C) Risk propensity. (D) Tolerance for ambiguity.
18. _____ persons are easy going people and do not feel time urgency.
- (A) Authoritarianism. (B) Dogmatism.
(C) Type A. (D) Type B.
19. ERG theory of motivation was proposed by :
- (A) Maslow. (B) F. Herzberg.
(C) Alderfer. (D) Mc Gregor.
20. Which one of the following is/are leadership theories ?
- (A) Trait theory. (B) Behavior theory.
(C) Contingency theory. (D) All of these.

**SIXTH SEMESTER U.G. (CUCBCSS—UG) DEGREE EXAMINATION
MARCH 2022**

B.B.A.

BBA VIB 13—ORGANIZATIONAL BEHAVIOUR
(2015—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I

*Answer all questions.
Each question carries 1 mark.*

Choose the correct answer :

1. Who proposed social learning theory ?
 - (a) B.F. Skinner.
 - (b) Maslow.
 - (c) Albert Bandura.
 - (d) Tolman.
2. Which of the following factors are responsible for individual behaviour ?
 - (a) Age.
 - (b) Religion.
 - (c) Intelligence.
 - (d) All of the above.
3. Which among the following is the final stage of group development ?
 - (a) Storming.
 - (b) Adjourning.
 - (c) Forming.
 - (d) Norming.
4. Which of the following need is the most basic, powerful and obvious of all human needs ?
 - (a) Esteem needs.
 - (b) Social needs.
 - (c) Physiological needs.
 - (d) Safety needs.
5. Which of the following helps in the study of communications within the organization ?
 - (a) Sociology.
 - (b) Anthropology.
 - (c) Psychology.
 - (d) Semantics.

Turn over

Fill in the blanks :

6. _____ refers to the behaviour of persons in an organization.
7. The basic causes behind human behaviour falls into two broad categories namely inherited characteristics and _____ characteristics.
8. Leadership qualities can be classified into two namely _____ traits and management traits.
9. _____ refers to the way we try to understand the world around us.
10. _____ refers to a clash or disagreement between persons or groups in an organization.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any **eight** questions.*

Each question carries 2 marks.

11. What do you mean by a command group ?
12. What is conflict management ?
13. Define group dynamics.
14. What do you mean by fringe benefits ?
15. What is anthropology ?
16. What is managerial grid ?
17. What do you mean by eustress ?
18. What are social needs ?
19. What are hygiene factors ?
20. Define organizational development.

(8 × 2 = 16 marks)

Part III (Short Essays)

*Answer any **six** questions.*

Each question carries 4 marks.

21. Briefly explain the various styles of leadership adopted by different leaders.
22. What are the various steps involved in managing change in organizations ?

23. Differentiate between Theory X and Theory Y of McGregor.
24. Explain the various non-financial rewards that can be used for motivating employees ?
25. List out the features of a cohesive group.
26. Briefly explain the trait theory of leadership.
27. "OD is a process rather than a solution for a given problem". Explain the steps involved in the organizational development process ?
28. What are the steps involved in learning process ?

(6 × 4 = 24 marks)

Part IV (Long Essays)

*Answer any **two** questions.*

Each question carries 15 marks.

29. Define Personality. Explain the determinants of personality.
30. Explain the various causes of organization or job stress ? What are the consequences of work stress ?
31. Define Group. List out the features of a group. Also explain the different classifications or types of groups.

(2 × 15 = 30 marks)

**SIXTH SEMESTER U.G. (CUCBCSS—UG) DEGREE EXAMINATION
MARCH 2022****B.B.A.****BBA VIB 13—HUMAN RESOURCE MANAGEMENT****(2014—2018 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA VIB 13—HUMAN RESOURCE MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Which of the following term is used to identify the physical and mental skills, required to perform by an individual within a particular position in an organization ?
 - (A) Job title
 - (B) Job specification.
 - (C) Job description.
 - (D) Job evaluation.
2. "A person is known by the company he/she keeps"; is well described by which of the term ?
 - (A) Prejudice.
 - (B) Stereotype.
 - (C) Introversion.
 - (D) Extroversion.
3. Which of the following abilities are categorized as the Technical skill of an individual ?
 - (A) Judgment and creativity.
 - (B) Analysis and communication.
 - (C) Knowledge and proficiency.
 - (D) Innovation and advancement.
4. Under which of the following authority, an HR manager took the decision to provide training to its employees regarding the operations of newly installed machine ?
 - (A) Staff.
 - (B) Functional.
 - (C) Line.
 - (D) Implied.
5. Which one of the following is NOT the characteristic of a Virtual Team ?
 - (A) Lack of nonverbal signals.
 - (B) Limited social contact.
 - (C) Increased social relationship.
 - (D) Ability to overcome time and space constraints.
6. 'Career counselling' is part of which of the following functions of HRM ?
 - (A) Compensation and benefits.
 - (B) Planning and selection.
 - (C) Training and development.
 - (D) Maintenance of HRIS.
7. The hiring process comprises which of the following steps ?
 - (A) Selection, Recruitment and performance appraisals.
 - (B) Recruitment, Selection and Socialization
 - (C) Selection, Orientation and Development.
 - (D) Job analysis, Selection and Training.

8. Which of the following role a manager performs as a Resource allocator?
- (A) Interpersonal role. (B) Decisional role.
(C) Informational role. (D) Supportive role.
9. Which of the following approach emphasizes the effect of psychological and social factors on employees' performance ?
- (A) Scientific approach. (B) Rational approach.
(C) Human relations approach. (D) Systematic approach.
10. Why organizations provide attractive salaries, fringe benefits, career development opportunities to their employees ?
- (A) To retain valuable human resource.
(B) To be the market leader in the future.
(C) To attract more and more people.
(D) To enforce government regulations.
11. Which of the following test can best evaluate the routine production activities of job that require coordination and physical strength ?
- (A) Cognitive aptitude test. (B) Job knowledge test.
(C) Vocational interest test. (D) Psychomotor abilities test.
12. Background investigations and reference checks are considered to verify candidate's _____.
- (A) Age. (B) Marital status.
(C) Credentials. (D) Gender.
13. Which of the given statement reflects the Relationship between HRM and Management ?
- (A) Both are same.
(B) Management is one aspect of HRM.
(C) HRM is one aspect of Management.
(D) No relationship exists.
14. Entrepreneurs are said to perform the :
- (A) Interpersonal role (B) Informational role.
(C) Supportive role. (D) Decisional role.

15. Under which of the following authority, an HR manager took the decision to provide training to its employees regarding the operations of newly installed machine ?
- (A) Staff. (B) Functional.
(C) Line. (D) Implied.
16. Realistic job preview is a :
- (A) Technique for listing elements of job before selecting someone to perform it.
(B) Performance appraisal technique.
(C) A selection device that enables the candidates to learn both the negative and positive information about the job and organization.
(D) None of the given options.
17. Which performance appraisal technique lists traits and a range of performance ?
- (A) Alternation ranking. (B) Graphic rating scale.
(C) Management By Objective. (D) Paired comparison.
18. Unofficial part of an organization formed on the basis of common interests is known as :
- (A) Formal organization. (B) Informal organization.
(C) Bureaucratic organization. (D) Virtual organization.
19. Which one of the following is an outcome of 'organizing' function of management?
- (A) Organization's strategy. (B) Motivation and commitment
(C) Organization's structure. (D) Performance measurement.
20. Graphic rating scales are subjected to all of the following problems, except :
- (A) Halo effects (B) Complexity.
(C) Central tendency. (D) Leniency.

**SIXTH SEMESTER U.G. (CUCBCSS—UG) DEGREE EXAMINATION
MARCH 2022**

B.B.A.

BBA VIB 13—HUMAN RESOURCE MANAGEMENT

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

Answer all ten questions.

Choose the correct answer.

1. Human resource planning includes :
 - (a) Creating a climate of opportunity and professional challenge.
 - (b) Recognition of excellence in performance.
 - (c) Improvement of excellence in performance.
 - (d) All of the above.
2. The career planning and development process is also part of comprehensive organisation development.
 - (a) Process.
 - (b) Project.
 - (c) Communication.
 - (d) Firm.
3. Off the Job Training Method consists of :
 - (a) Role Playing Method.
 - (b) Case Study Method.
 - (c) Programmed Training.
 - (d) All of the above.
4. The first stage in the recruitment process is _____.
 - (a) Receiving application.
 - (b) Interview.
 - (c) Selection tests.
 - (d) Announcement of job position.
5. Which one of the following does not include under the functions of human resource management ?
 - (a) Planning.
 - (b) Recruitment.
 - (c) Organising.
 - (d) Profitability.

Turn over

Fill in the blanks :

6. A _____ is a broad statement of the purpose, scope, duties and responsibilities of a particular job.
7. Human resource management functions include managerial functions and _____ functions.
8. _____ are the remuneration to employees for their work.
9. _____ is a sequence of jobs or positions held by an individual during his life time.
10. _____ is the process of introducing a selected employee to the organisation.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of the ten questions in two or three sentences.

Each question carries 2 marks.

11. What is meant by human resource management ?
12. What is career planning ?
13. What is recruitment ?
14. Define selection.
15. What is performance appraisal ?
16. What is meant by job analysis ?
17. Define job evaluation.
18. What is training ?
19. What is placement ?
20. Define discipline.

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

Each question carries 4 marks.

21. What are the objectives of job evaluation ?
22. What are the essential characteristics of management by objectives ?
23. What are the needs and importance of training ?
24. What are the essentials of good grievance handling procedure ?
25. Briefly explain the recruitment process.
26. What are the uses of performance appraisal ?
27. What are the objectives of career planning ?
28. What are the aims and objectives of discipline ?

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

Each question carries 15 marks.

29. Explain the various sources of recruitment.
30. Discuss the different methods of training.
31. Discuss the objectives of compensation planning.

(2 × 15 = 30 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CUCBCSS—UG)

B.B.A.

BBA VIB 12—OPERATIONS MANAGEMENT

(2014—2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
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BBA VIB 12—OPERATIONS MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. _____ refers to the verification of and confirmation towards the requirements of an entity.
(A) Inspection. (B) Pricing.
(C) Alteration. (D) None of these.
2. Which of the following is not a part of scientific management principles ?
(A) Replacement of rule of thumb. (B) Scientific selection of employees.
(C) Supervise each worker in detail. (D) Coercion.
3. _____ is the sum all the observations and divided by the total number of observations ?
(A) Median. (B) Mode.
(C) Mean. (D) None of these.
4. _____ is a system that is used to maintain a desired level of quality in a product or service.
(A) Economic ordering quantity. (B) Quality control.
(C) Knowledge management. (D) Manpower planning.
5. _____ is the process of verification or correction in the quality of the product when the deviations in the quality are found to be more than expected.
(A) Policies. (B) Quality control.
(C) Quantity measurement. (D) None of these.
6. The fundamental purpose of an organization's mission statement is to :
(A) Define the organization's purpose in the society.
(B) Define the operational structure of the organization.
(C) Generate good public relations for the organization.
(D) Define the functional areas required by the organization.

7. _____ involves determination of the progress of work, removing bottlenecks in the flow of work and ensuring that the productive operations are taking place in accordance with the plans.
- (A) Follow up. (B) Time management.
(C) Time study. (D) Time booking.
8. In the case of _____ type of maintenance, no actions or efforts are taken to maintain the equipment as the designer originally intended to ensure design life is reached.
- (A) Break down maintenance. (B) Preventive maintenance.
(C) (A) and (B). (D) None of these.
9. _____ refers to the manufacturing of large volume of a single or a very few varieties of products with a standard set of processes.
- (A) Continuous production. (B) Intermittent production.
(C) Project production. (D) None of these.
10. _____ is a measure the actual level of output for a process or activity over a period of time.
- (A) Actual capacity. (B) Design capacity.
(C) Maximum capacity. (D) None of these.
11. _____ is a group of workers from the same area who usually meet to discuss their problems, investigate, recommend solutions and to corrective actions.
- (A) Quality problems. (B) Quality circle.
(C) Quantify value. (D) None of these.
12. _____ is the systematic recording and critical examination of existing and the proposed way of doing work as a means of developing effective methods.
- (A) Method study. (B) Time study.
(C) Time booking. (D) None of these.
13. This cost is the costs resulting from products or services not conforming to requirements or user needs :
- (A) Prevention cost. (B) Appraisal cost.
(C) Failure cost. (D) None of the above.

14. _____ is the part of an organization that produces the organization's physical goods and services.
- (A) Operating system. (B) Marketing system.
(C) Financial system. (D) All of these.
15. Continuous stock taking is a part of :
- (A) Annual stock taking. (B) Perpetual inventory.
(C) ABC analysis. (D) None of these.
16. Quality circle is a group of :
- (A) Operatives. (B) Supervisors.
(C) Management trainees. (D) Top management.
17. Operation process chart is also called as _____.
- (A) Online chart. (B) Outline process chart.
(C) (A) and (B). (D) None of these.
18. _____ is the analysis and comparisons of items to group them into families with similar characteristics.
- (A) Mass technology. (B) Group Technology.
(C) Independent technology. (D) None of these.
19. Operations research applications in world war II is contributed by :
- (A) W.A. Shewart. (B) H.F.Dodge and H.G.Roming.
(C) P.M.Blacker and others. (D) John Mauchlly and J.P.Eckert.
20. Operations management is part of :
- (A) Management science. (B) Natural science.
(C) (A) and (B). (D) None of these.

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CUCBCSS—UG)

B.B.A.

BBA VIB 12—OPERATIONS MANAGEMENT

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part 1 (Objective Questions)*Answer all ten questions.**Choose the correct answer.*

1. _____ deals with conversion of ideas into reality.
 - a) Process design.
 - b) Facilities layout.
 - c) Capacity planning.
 - d) Product design.
2. _____ can be defined as the art and science involving the movement, packing and storing of substances in any form.
 - a) Material handling.
 - b) Motion study.
 - c) Inventory management.
 - d) ABC Analysis.
3. _____ is the process of verification or correction in the quality of the product when deviations in the quality are found to be more.
 - a) EOQ.
 - b) Quality assurance.
 - c) Quality control.
 - d) None of the above
4. _____ is a structured process of directly observing and measuring human work in order to establish the time required for completion of work by a qualified worker when working at a defined level of performance.
 - a) Time study.
 - b) Method study.
 - c) Work study.
 - d) None of the above.

Turn over

Part III (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

Each question carries 4 marks.

21. What are the processes of capacity planning ?
22. What are the merits of process layout ?
23. Explain the benefits of operation planning and control.
24. What are the advantages of preventive maintenance ?
25. What are the advantages of material requirement planning ?
26. What are the factors to be considered in plant layout ?
27. What are the limitations of product layout ?
28. What are the uses of time study ?

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any **two** out of the three questions in about 800 words.

Each question carries 15 marks.

29. What is Maintenance ? What are the types of maintenance ?
30. Define operations management. Explain the objectives of operations management.
31. What is plant location ? What are the factors determining the plant location ?

(2 × 15 = 30 marks)