

(Pages : 3)

J – 3043

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, June 2020

Career Related First Degree Programme under CBCSS

Group 2 (b)

Core Course

BM-1444 : SKILL ENHANCEMENT AND EMPLOYABILITY ORIENTATION

(2017 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define self-management.
2. What do you mean by mind mapping?
3. What is formal communication?
4. What is cover letter?
5. What do you mean by intra-communication?
6. What is CV?
7. What is encoding?
8. What do you mean by conflict?
9. Define Etiquette.
10. What is e-mail?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions. Each question carries **2** marks.

11. What do you mean by dress code?
12. Point out any four features of time management.
13. Explain any four merits of stress management.
14. Explain the basis of research article.
15. What do you mean by self efficacy?
16. What do you mean by Social Quotient?
17. What are the features of group dynamics?
18. What do you mean by exit interview?
19. What is dining etiquette?
20. What is effective communication?
21. What is conflict management?
22. What is decision making?

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions. Each question carries **4** marks.

23. Explain the difference between formal and informal communication.
24. How social intelligence can be enhanced?
25. Explain the format for a rejection letter.

26. Explain the elements of communication.
27. Write a note on conflict management.
28. Explain the need for communication skills.
29. Explain the importance of culture in communication.
30. Explain the features of public speaking.
31. Discuss the art of writing.

(6 × 4 = 24 Marks)

SECTION – D

Answer **any two** questions. Each question carries **15** marks.

32. Explain the barriers of communication process and suggests remedies to rectify.
33. ✓ Explain the important characteristics of decision making.
34. Discuss SWOT Analysis in self communication.
35. Explain the various ways for improving personal memory.

(2 × 15 = 30 Marks)

(Pages : 3)

J – 1451

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, March 2020

Career Related First Degree Programme Under CBCSS

Elective Course

BM 1461.2 : ADVERTISING AND SALES PROMOTION

(2017 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences each. Each carries **1** mark.

1. Define advertising?
2. What do you mean by coupons?
3. What is personal selling?
4. What do you understand by AIDAS formula?
5. What is the meaning of direct marketing?
6. What is advertising budget?
7. What is the importance of public relation?
8. What do you mean by media selection?
9. What is mass advertising?
10. What is publicity?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer any **eight** questions in not exceeding one paragraph. Each carries **2** marks.

11. What are the objectives of advertising?
12. What is an Advertising Agency?
13. What is creativity in advertising?
14. What is the difference between selling and promotion?
15. Celebrity advertising- explain?
16. What is IPR?
17. What is radio advertising?
18. What are the objectives of promotion?
19. What is promotional strategy?
20. Limitations of personal selling?
21. What do you mean by client relations?
22. What are the elements of promotion mix?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions in not exceeding one page. Each carries **4** marks.

23. Difference between publicity and advertising?
24. What is advertisement copy? What are the elements of advertisement copy?
25. State sales promotion and its objectives?

26. How to select an advertising agency?
27. What are the qualities of a good salesman?
28. "Advertising is wasteful" - do you agree?
29. What is the need for integrated marketing communication?
30. State the difference between advertising and personal selling?
31. Explain the functions of advertising.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions in not exceeding four pages. Each carries **15** marks.

32. What is advertising budget? What are the factors affecting advertising budget?
33. What is sales promotion? What are the kinds of sales promotion?
34. What is advertising effectiveness? What are the methods of evaluating advertising effectiveness?
35. Explain different classifications of advertising?

(2 × 15 = 30 Marks)

(Pages : 3)

J – 1447

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, March 2020

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course: BM 1442 BUSINESS ETHICS AND CORPORATE GOVERNANCE

(2017 Admission onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences. Each question carries **1** marks

1. What is CSR?
2. What are values?
3. What is corporate culture?
4. What do you meant by environmental ethics?
5. What is code of ethics?
6. Who is a stakeholder?
7. What do you mean by corporate excellence?
8. What is utilitarianism?
9. What is corporate governance report?
10. Who is an executive director?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions not exceeding **one** paragraph. Each question carries **2** marks

11. What is the principal objective of business ethics?
12. What is CEO certification?
13. What is the relevance of whistle Blower policy?
14. What is sub culture?
15. What are the three levels of organisation culture?
16. What is clause 49 of listing agreement?
17. Name the principles of good corporate governance?
18. What are the obligations of a corporate to its employees?
19. What are the features of values?
20. What is the need of ethics committee?
21. List out the consequences of bad governance?
22. Name the different principles of ethics?

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions not exceeding one page. Each question carries **4** marks

23. What are the objectives of corporate governance?
24. What are the challenges of corporate governance?

25. What are the strategies for managing cultural differences?
26. Discuss the need of business ethics in Indian context?
27. What are the factors influencing corporate governance?
28. What are the benefits of a strong corporate culture?
29. Briefly explain the components of culture?
30. What are the importances of value in Indian management?
31. How to create a strong organisation culture?

(6 × 4 = 24 Marks)

SECTION – D

Answer **any Two** questions not exceeding four pages. Each question carries **15** marks

32. Evaluate the growth of corporate Governance in India?
33. Explain the different committee of corporate governance in India?
34. Explain the corporate social responsibility of business?
35. Briefly describe the different factors influencing business ethics?

(2 × 15 = 30 Marks)

(Pages : 3)

J – 1406

BBA

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, March 2020

Career Related First Degree Programme under CBCSS

Group 2(b)

**CORE COURSE:BM1442 BUSINESS ETHICS AND CORPORATE
GOVERNANCE**

(2014-2016 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions in one or two sentences. Each question carries 1 mark.

1. What is Ethics?
2. Who was the chairman of Kings committee?
3. What is cultural diversity?
4. What do you mean by value?
5. What is attitude?
6. What do you mean by morality?
7. What is corporate culture?
8. What is self awareness?

P.T.O.

9. What do you mean by corporate social Performance?

10. What is corporate governance committee?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions in not exceeding one paragraph. Each question carries 2 marks.

11. What do you mean by conflict of interest?

12. What is code of ethics?

13. What is corporate excellence?

14. What is ethical committee?

15. What is Corporate Social Responsibility?

16. What is equity sharing?

17. List out any two objectives of corporate Governance.

18. What is ethical sourcing?

19. What are the determinants of business Ethics?

20. What are personal values?

21. What are social right?

22. What do you mean by corporate accountability?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions in not exceeding **one page** each. Each question carries **4** marks.

23. What are the factors influencing business ethics?
24. Difference between ethics and values.
25. Explain the basic principles of business ethics.
26. Explain the importance of cultural diversity in an organization.
27. What are the objectives of corporate governance?
28. Explain the value system followed in work place.
29. Explain the legal framework of corporate governance in Indian perspective.
30. State the need for social responsibility to the corporate.
31. What are the dimensions of business ethics?

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions in not exceeding **four pages** each. Each question carries **15** marks.

32. Define organizational culture. Explain the steps in building and maintaining organizational culture?
33. What is business ethics? Explain its basic elements and merits.
34. What is code of corporate governance? Briefly explain any 4 committees on corporate governance.
35. Explain Ackerman's model of social responsibility.

(2 × 15 = 30 Marks)

(Pages : 3)

J – 1446

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, March 2020

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course : BM 1441 ENTREPRENEURSHIP DEVELOPMENT

(2017 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in one or two sentences. Each question carries **1** marks.

1. Who is an industrial entrepreneur?
2. Define a micro unit.
3. Give the expansion of SIDO.
4. What is the expansion of STEP?
5. Write a short note on 'idea generation'.
6. What is Project Formulation?
7. What do you mean by Project Life Cycle?
8. What is a project report?
9. What do you understand PERT?
10. What is a Business Incubator?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions not exceeding one paragraph. Each question carries **2** marks.

11. Briefly explain the concept of entrepreneurship.
12. Give any two objectives of micro enterprises.
13. What is the objective of seed capital assistance?
14. Name any two institutions set up by Government of Kerala for promoting entrepreneurship development.
15. Write a short note on single window system.
16. Give a brief account of 'margin money loan'.
17. What are the different types of industrial estates?
18. Write a short note on NAYE.
19. Name any two functions of Kerala Financial Corporation.
20. Give any two methods of profitability appraisal of capital projects.
21. Give a brief account of Technical Consultancy Organisations.
22. Give the major objective of PMRY.

(8 × 2 = 16 Marks)

SECTION-C

Answer any **six** questions not exceeding one page. Each question carries **4** marks.

23. What are the factors affecting entrepreneurial growth?
24. What are the objectives of EDP?

25. What are the features of MSMEs?
26. What are the remedial measures taken by the Government of India for the revival of sick industrial units?
27. What are the functions of Khadi and Village Industries Commission?
28. What are the advantages of industrial estates? Enumerate the different types of industrial estates.
29. What are the major functions of NEISBUD?
30. Briefly explain the functions of SIDBI.
31. What are the main objectives of a Project Report?

(6 × 4 = 24 Marks)

SECTION-D

Answer any **two** questions not exceeding four pages. Each question carries **15** marks.

32. Discuss the role of Entrepreneur in economic development.
33. Discuss the role of Department of Industries and Commerce for promotion of MSMEs.
34. Explain in detail the principal stages of a project life cycle.
35. Give a standard proforma for preparing a project report for small scale industry.

(2 × 15 = 30 Marks)

(Pages : 3)

J – 1448

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, March 2020

Career Related First Degree Programme Under CBCSS

Group 2(b)

Core Course : BM 1443 OPERATIONS MANAGEMENT

(2017 Admission onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences. Each question carries **1** marks

1. Define Operations Management.
2. What do you understand by Production Planning and Control?
3. What is meant by Product Layout?
4. Write a short note on continuous production.
5. What is line balancing?
6. What do you mean by Periodic Inventory System?
7. What is safety stock?
8. Write a short note on Statistical Quality Control
9. What is JIT?
10. Define Quality Assurance.

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions not exceeding **one** paragraph. Each question carries **2** marks

11. What are the limitations of Product Layout?
12. What is meant by Batch Production?
13. Write a short note on ISO.
14. What is business process reengineering?
15. What do you understand by Computer Aided Manufacturing?
16. What is MRP?
17. What is meant by Master Production Scheduling?
18. Write a short note on Assembly Line Layout.
19. What do you mean by six sigma concept?
20. What are the characteristics of effective Quality Circles?
21. Write a short note on 'Kanban'.
22. What do you mean by type I and type II error?

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions **not** exceeding one page. Each question carries **4** marks

23. What are the characteristics of mass production?
24. What are the objectives of Production Planning and Control?

25. Enumerate the objectives of Plant Layout.
26. What are advantages of Process Layout?
27. What are the objectives of Materials Requirement Planning?
28. List out the objectives of Materials Management.
29. Explain the process involved in Capacity Planning.
30. Write a short note on CRP.
31. Enumerate the characteristics of Quality Circles.

(6 × 4 = 24 Marks)

SECTION – D

Answer **any two** questions not exceeding four pages. Each question carries **15** marks

32. Trace the history of Operations Management.
33. Discuss in detail the stages involved in the product development process.
34. Define Plant Layout. Discuss the factors to be borne in mind in plant layout.
35. What do you understand by Quality Circles? Discuss the objectives and benefits of QCs.

(2 × 15 = 30 Marks)