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N – 8121

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, August 2022

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1443 : OPERATIONS MANAGEMENT

(2019 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Very short answer type questions. (One word to maximum of 2 sentences)

Answer all questions. Each question carries 1 mark.

1. Define Operations Management.
2. What is Production?
3. What is production planning?
4. What is productivity?
5. What is production system?
6. What is Batch Production?
7. What is Lean Manufacturing?
8. What is Assembly Line Balancing?

P.T.O.

9. What is materials management?
10. What is Materials Requirement Planning?

(10 × 1 = 10 Marks)

SECTION – B

Short answer questions. (Not to exceed one paragraph)

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

11. What are the characteristics of Production system?
12. Discuss the advantages of Job shop production.
13. Explain the product or line layout.
14. Discuss the disadvantages of cellular layouts.
15. What is business process re-engineering?
16. What do you mean by KANBAN?
17. Discuss the features of Six Sigma.
18. Discuss the concept of O.C.Curve.
19. What are the benefits of production planning?
20. What is the difference between the aggregate production planning and master production schedule?
21. Discuss JIT.
22. Discuss the importance of inventory.

(8 × 2 = 16 Marks)

SECTION – C

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

23. Discuss the importance of production management.
24. Discuss the goals of TQM.
25. Explain the determinants for selection and design of layout.
26. What are the factors influencing production planning?
27. Discuss the importance of production planning and control.
28. Discuss the master production schedule. What are its objectives?
29. Explain value analysis.
30. Explain Statistical Process Control. What are the benefits of Statistical quality control?
31. What are the objectives of Business Process Reengineering?
32. What is the key differences between perpetual and periodic inventory system?
33. What is Capacity Requirements Planning? What are the factors that affect the capacity requirements planning?
34. Explain the difference between MRP I and MRP II.

(6 × 4 = 24 Marks)

SECTION – D

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

35. Discuss the various steps of process of materials management.
36. Define Production Planning and Control. What are the objectives of Production Planning and Control?

37. Explain the types of plant layout.
38. What is Materials Requirement Planning? Discuss the merits and demerits of MRP.
39. What is quality circle? Discuss its objectives.
40. What is aggregate planning? Why is it important?

(2 × 15 = 30 Marks)

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N – 8122

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, August 2022

Career Related First Degree Programme Under CBCSS

Group 2(b)

Core Course

BM 1444 : SKILL ENHANCEMENT AND EMPLOYABILITY ORIENTATION

(2019 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Write short answers to ten questions in one or two sentences each. Each question carries 1 mark.

1. What is Resume?
2. What is Self-efficacy?
3. What is Acceptance Letter?
4. Define Group Discussion.
5. What is Encoding?
6. What is Stress?
7. Define etiquette?
8. What do you mean by Exit Interview?

P.T.O.

9. What is Videophone?
10. What is Critical Thinking?

(10 × 1 = 10 Marks)

SECTION – B

Short answer questions (Not to exceed **one** paragraph) Answer any **eight** questions. Each question carries **2** marks.

11. What is importance of communication?
12. What is Mobile phone Etiquette?
13. What do we mean by Non-verbal communication?
14. What do we mean by noise in communication process?
15. What is SQ and EQ?
16. What do we mean by verbal communication?
17. What is the difference between active and passive voice?
18. What is Stress Management?
19. What is a Debate?
20. What is Critical Thinking?
21. What is the difference between listening and hearing?
22. What is Dress Code?
23. Define Observation.
24. Define Oral communication.
25. What is informal Communication?
26. What is Listening?

(8 × 2 = 16 Marks)

SECTION – C

Short essay questions. (not to exceed **120** words) Answer any **six** questions. Each question carries **4** marks.

27. State the objectives of Communication.
28. What is Listening? What are the barriers of good listening?
29. Write a resignation letter to an employer.
30. What are the different types of meeting arrangements?
31. What are the differences between Critical Thinking and Creative Thinking?
32. Write the Principles of Effective writing?
33. What are the methods for Time Management?
34. Explain the steps for improving public speaking?
35. What are the features of Mind Mapping?
36. Explain the steps for improving personal memory?
37. What the characteristics of Group communication?
38. State the features of Communication.

(6 × 4 = 24 Marks)

SECTION – D

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

39. What is Interview? What are the types of Interviews?
40. Write a CV and a Covering Letter for the post of Sales Manager.
41. Explain in detail the barriers to Communication.

42. What is Conflict? What are the methods for Conflict Management?
43. Write a Resume and a Covering Letter for the post of Production Manager.
44. What is etiquettes? Explain the different types of Etiquettes.

(2 × 15 = 30 Marks)

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N – 8124

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, August 2022

Career Related First Degree Programme under CBCSS

Group 2(b)

Elective Course

BM 1461.2 : ADVERTISING AND SALES PROMOTION

(2019 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Very short answer Questions. (One word to maximum 2 sentences)

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

1. What is meant by marketing mix?
2. What is meant by Personal Selling?
3. What is meant by advertising?
4. What is meant by ad copy?
5. What is meant by sales promotion?
6. What is meant by advertising agency?
7. What is meant by AIDA Model?
8. What is meant by window display?

P.T.O.

9. What is meant by e advertising?
10. What is meant by IPR?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What is copy writing?
12. What is meant by media planning?
13. List out any two demerits of personal selling.
14. Which are the five M's of advertising?
15. What is meant by positioning?
16. What do you understand by creative advertising?
17. What is meant by transportation advertising?
18. State any two objectives of sales promotion.
19. State the functions of sales management.
20. What is meant by advertising audit?
21. What is meant by publicity?
22. Which are the components of global advertising?
23. State any two advantages of news paper advertising.
24. What is meant by advertising budget process?
25. What is meant by advertising campaign?
26. What is meant by rural advertising?

(8 × 2 = 16 Marks)

SECTION – C

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

27. What are the features of copy writing?
28. What are the various forms of advertising agencies?
29. Explain the merits of personal selling.
30. Which are the various stages in advertising life cycle?
31. Which are the various types of online advertising?
32. Explain the importance of product life cycle in advertising.
33. Explain about various functions of advertising.
34. Explain the factors affecting the determination of target audience while advertisement planning.
35. Which are the various components of advertising?
36. Explain about the features of advertising.
37. Discuss about the process of determining target audience?
38. Discuss about ethical issues in advertising?

(6 × 4 = 24 Marks)

SECTION – D

Long Essay Questions. Answer any **two** questions. **Each** question carries **15** marks.

39. Discuss about the positive and negative impacts of advertising?
40. Explain about various types of advertising?
41. Discuss about positive and negative points of advertising agencies.

42. Discuss about various steps in promotional campaign planning.
43. Discuss about various methods of sales promotion.
44. Discuss about various steps in sales forecasting process.

(2 × 15 = 30 Marks)

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N – 8120

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, August 2022

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1442 : BUSINESS ETHICS & CORPORATE GOVERNANCE

(2019 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is CSR?
2. Define Corporate Governance.
3. What is corporate image?
4. What is cultural diversity in workplace?
5. What is the Listing Agreement of a company?
6. What is Whistleblower Policy?
7. What do you mean by morality?
8. What is ethical leadership?
9. Which is the biggest corporate scam in corporate history of India?
10. What is the main objective of SEBI?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions in not exceeding 1 paragraph. Each question carries 2 marks.

11. Why are ethics important in business?
12. What are the different types of values?
13. Who is an independent director?
14. What is the relationship between ethics and accountability in business?
15. Briefly explain utilitarianism approach in business ethics.
16. What is the main objective of Greens Bury Committee?
17. What are the levels of corporate social responsibility?
18. What does it mean to sourcing ethically?
19. Write a short note on ethical committee.
20. Who are the parties involved in corporate governance?
21. List out the determinants of Business Ethics.
22. Write a short note on Narayana Murthy Committee.
23. What is an Ethical Dilemma?
24. What is the corporate image?
25. State the components of Communication mechanism of corporate organization.
26. What do you mean by ethical behaviour?

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions in not exceeding 1 page each. Each question carries 4 marks.

27. Explain the Importance of corporate Governance.
28. What are the characteristics of Business Ethics?

29. Differentiate between ethics and values.
30. Describe the components of Corporate Culture.
31. Discuss in detail about the Workplace issues involving cultural diversity.
32. Explain the role of ethics in marketing.
33. State the fundamental principles of corporate governance.
34. Explain the three phases of Ackerman's model of social responsibility.
35. Elaborate the corporate social responsibility of business towards government and employees.
36. Explain the powers of audit committee Under Clause 49 (II)(C) of the Listing Agreement.
37. What are the benefits of Managing Ethics in an Organization?
38. What are the key issues in Corporate Governance today?

(6 × 4 = 24 Marks)

SECTION – D

Answer **any two** questions in not exceeding 4 pages each. Each question carries **15 marks.**

39. Explain the scope and importance of business ethics.
40. Define organizational culture. Explain Steps In Building and Maintaining organizational culture.
41. What is code of corporate governance? Briefly explain any four committees on corporate governance.
42. Explain the SEBI guidelines related with respect to corporate governance.
43. Enumerate role and functions of audit committee.
44. Describe the various factors affecting business ethics.

(2 × 15 = 30 Marks)

BBA

(Pages : 4)

N – 8119

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, August 2022

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1441 : ENTREPRENEURSHIP DEVELOPMENT

(2019 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define Entrepreneurship?
2. Who is an Intrapreneur?
3. What is technical analysis?
4. What is MSME?
5. Explain project.
6. What is DIC?
7. What is Competency?
8. What is Seed capital?

P.T.O.

9. Define Small enterprise.
10. What are Industrial estates?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Explain IFCI.
12. Explain KINFRA.
13. What is Project appraisal?
14. Explain network analysis.
15. State the features of SSI unit.
16. Explain project identification.
17. What is Drone entrepreneur?
18. What is bridge capital?
19. Define PERT.
20. What is payback period?
21. What is sick unit?
22. What is working capital?
23. State two functions of SIDO.
24. What is Project design?
25. What is Layout?
26. What is Report?

(8 × 2 = 16 Marks)

SECTION – C

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

27. What is meant by entrepreneurial process?
28. What are the factors to be considered in screening of project ideas for new products?
29. What are the incentives and subsidies available to SSI units?
30. What are the characteristics of an entrepreneur?
31. What are the elements of project formulation?
32. List out the functions of ED club.
33. What are the sources of project ideas?
34. Explain the stages of project life cycle.
35. What are the reasons for the slow growth of women entrepreneurship in Kerala?
36. Explain the scope of project report.
37. Distinguish between CPM and PERT.
38. Explain the risk involved in entrepreneurship?

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** of the following

39. Explain the qualities of a successful entrepreneur.
40. Discuss the phases involved in setting up of a small scale industries.
41. Explain project analysis and its types.

42. Explain various sequential stages of project formulation.
43. Explain the content of a project report.
44. Discuss the advantages of business opportunities in Kerala.

(2 × 15 = 30 Marks)
