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R – 2606

Reg. No. : .....

Name : .....

**Fourth Semester B.B.A. Degree Examination, July 2023**

**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**

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

1. What is Self-Control?
2. What is Cover Letter?
3. What is Decoding?
4. Define Standards of Conduct.
5. What do you mean by promotion Interview?
6. What is Resume?
7. What is Videophone?
8. Define Group Discussion.

P.T.O.

9. What is Critical Thinking?

10. What is Stress?

**(10 × 1 = 10 Marks)**

**SECTION – B**

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

11. Define Oral communication.

12. What is Informal Communication?

13. What do we mean by Non-verbal communication?

14. What is Listening?

15. What is Stress Management?

16. What is effective writing?

17. What is a Debate?

18. What is Dress Code?

19. What is SQ and EQ?

20. What is Mobile phone Etiquette?

21. Define Observation.

22. Differentiate between critical thinking and creative thinking.

**(8 × 2 = 16 Marks)**

### SECTION – C

Short Essay Questions. (Not to Exceed **120** words) Answer any **six** questions. Each question carries **4** marks.

23. What is communication? What are the factors for effective Oral communication?
24. Write an acceptance letter to an employer.
25. What is Personal Grooming? What are the characteristics under Personal Grooming?
26. What are the differences between IQ and EQ?
27. Write the steps for Selection Process of an employee?
28. What are the different types of meeting arrangements?
29. Explain the steps for improving public speaking.
30. What are the features of Mind Mapping?
31. State the objectives of Communication.

**(6 × 4 = 24 Marks)**

### SECTION – D

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

32. What is Conflict? What are the methods for Conflict Management?
33. Write a Resume and a Covering Letter for the post of Production Manager.
34. What is etiquettes? Explain the different types of Etiquettes.
35. Explain different types of Oral Communication.

**(2 × 15 = 30 Marks)**

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R – 2608

Reg. No. : .....

Name : .....

**Fourth Semester B.B.A. Degree Examination, July 2023**

**Career Related First Degree Programme under CBCSS**

**Group 2 (b)**

**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** question carries 1 mark.

1. What is advertising budget?
2. What is meant by mass communication?
3. What is publicity?
4. What is marketing communication mix?
5. What do you mean by sales territory?
6. What is Pop ad?
7. Define Personal selling?

P.T.O.

8. What is couponing?
9. What is brand equity?
10. Expand PACT

**(10 × 1 = 10 Marks)**

### SECTION – B

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

11. What is advertisement appeal?
12. Define Sales Management?
13. What are the qualities of good advertisement copy?
14. Explain the main components of communication mix.
15. Briefly explain the elements of personal selling.
16. Discuss briefly the qualities of good sales force.
17. How can you differentiate pull and push strategy?
18. What are the disadvantages of sales promotion?
19. What is media mix?
20. What is covert advertising?
21. Who is a copy writer?
22. What is meant by reminder ad?

**(8 × 2 = 16 Marks)**

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SECTION – C

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

23. What are the different types of sales persons?
24. Write note on different stages of selling process?
25. What are the various factors considered for preparing an advertising budget?
26. What is media planning?
27. Explain objectives of advertising?
28. Explain sales promotional tools?
29. Discuss the various steps for selection of an ad agency?
30. What are the limitations of advertising?
31. What are the challenges to “DAGMAR” approach?

**(6 × 4 = 24 Marks)**

SECTION – D

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

32. Explain the various pre testing and post testing methods used in print media.
33. What are the various type of media available for advertising?
34. Discuss the role and importance of advertising agencies.
35. Explain the merits and demerits of advertising.

**(2 × 15 = 30 Marks)**

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R – 2603

Reg. No. : .....

Name : .....

**Fourth Semester B.B.A. Degree Examination, July 2023**

**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

**PART – A**

Very short answer type questions. (One word to maximum of **two** sentences) Each question carries **1** mark.

1. What do you mean by entrepreneurship?
2. Define an industrial estate.
3. What is KFC?
4. What is start up?
5. What is bridge capital?
6. What do you mean by margin money scheme?
7. What are the services rendered by NSIC?

P.T.O.

8. What do you mean by project report?
9. What is DIC?
10. What are quantifiable projects?

**(10 × 1 = 10 Marks)**

### PART – B

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

11. What are the problems faced by women entrepreneurs?
12. State the functions of DIC.
13. Name the different phases of EDP?
14. What are the basic objectives of a cluster?
15. State the skills of entrepreneurs.
16. Differentiate between entrepreneur and manager.
17. Explain the requisites of an ideal project report.
18. What are the objectives of industrial estate?
19. State the objectives of MSMEs.
20. State the functions of SIDBI.
21. State the features of venture capital.
22. State the objectives of NIESBUD?

**(8 × 2 = 16 Marks)**



### PART – C

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

23. Describe the barriers to entrepreneurship.
24. Explain the objectives of industrial estate.
25. Describe the objectives of DIC.
26. Explain the characteristics of start ups.
27. Explain the role of entrepreneurship in economic development.
28. Explain the procedure for starting MSMEs.
29. Explain the different types of a project.
30. Briefly state the contents of a project report.
31. Explain the characteristics of start ups.

**(6 × 4 = 24 Marks)**

### PART – D

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

32. Describe the stages in project formulation.
33. Describe the different types of entrepreneurs.
34. Briefly explain the stages in project identification.
35. Explain the sickness in small industries.

**(2 × 15 = 30 Marks)**

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R – 2604

Reg. No. : .....

Name : .....

**Fourth Semester B.B.A. Degree Examination, July 2023**

**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

**PART – A**

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

1. Define business ethics.
2. What is value?
3. What is corporate culture?
4. What is CSR?
5. Explain environmental ethics.
6. What is quality management?
7. What is Ethical Values?

P.T.O.

8. What is whistle blowing?
9. What do you mean by stakeholder?
10. What is attitude?

**(10 × 1 = 10 Marks)**

#### PART – B

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

11. State the features of business ethics.
12. What is code of conduct?
13. Explain morals.
14. What is HRM?
15. Explain types of values.
16. What is ethical organization?
17. What is Organisational culture?
18. Explain the ways of contributing CSR.
19. What is Equity share?
20. Explain utilitarianism.
21. What is self awareness?
22. Who are board of directors?

**(8 × 2 = 16 Marks)**

### PART – C

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

23. Explain the importance of business ethics.
24. What are the objectives of business?
25. Explain the demerits of business ethics.
26. Explain a note on Ackerman's model of social responsibility.
27. Describe the strategies on the implementation of CSR.
28. Explain the scope of CSR.
29. Explain the need of corporate culture.
30. Briefly explain the history of corporate governance.
31. Explain leadership and its types.

**(6 × 4 = 24 Marks)**

### PART – D

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

32. Define corporate culture. Explain the importance of corporate culture in business organizations.
33. Explain the factors influencing the business ethics.
34. Explain the principles of corporate governance.
35. What is corporate excellence? Explain the scope of achieving corporate excellence in organization.

**(2 × 15 = 30 Marks)**

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R – 2605

Reg. No. : .....

Name : .....

**Fourth Semester B.B.A. Degree Examination, July 2023**

**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**

Very short answer type Questions (one word to maximum of **two** sentences). Answer all questions. Each question carries 1 mark.

1. What do you mean by Purchasing?
2. Define Operations Management?
3. What is Demonstrated Capacity?
4. What is motion Study?
5. What is MPS?
6. What is Time bucket?
7. What is Safety Stock?
8. What is VED Analysis?

P.T.O.

9. What is BOM?
10. What is Routing?

**(10 × 1 = 10 Marks)**

**SECTION – B**

Short Answer Questions (not to exceed **one** paragraph) Answer any **eight** questions not exceeding **one** paragraph. Each question carries **2** marks.

11. What is Hybrid Layout?
12. What is Time Study?
13. Mention two factors affecting aggregate planning?
14. What is Inventory Management?
15. What is Lead time?
16. What are Flowcharts?
17. What is MRP and CRP?
18. What is the goal of TPM?
19. What is Kanban?
20. What is OC Curve in SQC?
21. What is CIM?
22. State the difference between goods and services?

**(8 × 2 = 16 Marks)**

## SECTION – C

Short Answer Questions (Not to Exceed **120** words) Answer any **six** questions. Each question carries **4** marks

23. State the objectives of Inventory Control.
24. Explain the scope of Materials management.
25. What are the objectives of Operations Management?
26. Explain the importance of Capacity Planning.
27. Explain ABC Analysis.
28. What are the essential steps in Inspection?
29. Explain MRP II? What are its advantages?
30. What is ISO 9000 quality management system?
31. What are the features of quality circles?

**(6 × 4 = 24 Marks)**

## SECTION – D

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

32. Explain in detail the recent trends of Operations Management.
33. Explain Purchasing Procedure.
34. What is Inventory Control? Explain the techniques of Inventory Control?
35. What is Six Sigma? Explain its features and principles.

**(2 × 15 = 30 Marks)**