Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, October 2015
(Career Related First Degree Programme Under CBCSS)
Group – 2(b) : Core Course
BM 1543 : RETAIL MANAGEMENT
(2013 Admn.)

Time: 3 Hours

Max. Marks: 80

SECTION – A

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

1. Define Retailing.

2. What is a departmental store ?

3. What type of retail format is used by Big Bazaar ?

4. What is a merchandise kiosk ?

5. What do you mean by referral gifts ?

6. What is meant by retail promotion ?

7. What is institutional advertising ?

8. What is window shopping ?

9. What is merchandise management ?

10. What is a staple merchandise ?

(10×1=10 Marks)

SECTION – B

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

11. is there any difference between discount stores and factory/seconds outlets ?

12. What are the specific functions carried out by retailers ?

13. What is a free flow layout ?

14. Distinguish between fad and fashion merchandise categories.

15. What do you mean by Every Day Low Price Strategy ?

16. Explain retail marketing briefly.

17. What is consumerism ?

18. Why do some retail outlets play background music ?

19. Differentiate between cost oriented pricing approach and demand oriented pricing approach.

20. Justify the importance of promotion in retailing.

21. What are the reasons for increasing interest in online retailing by the customers ?

22. What do you mean by FDI in retailing ? **(8×2=16 Marks)**

SECTION – C

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

23. What are the common visual merchandising techniques used by super markets and Hyper markets ?

24. What are the different types of advertising offered by retailers ? ICIC MPr

25. What are the different retail formats available ?

26. What are the stages in the consumer buying process ?

27. What all activities come within the scope of Merchandise management ?

28. What are the key security concerns in retail outlets ?

29. Give a brief overview of the application of IT to retailing.

30. What do you mean by franchising model ? Examine the reasons for its popularity in developing countries like India.

31. Explain the difference between a Brand, Private Brand, Single Brand Retailer and Multi-Brand Retailer with suitable examples. **(6×4=24 Marks)**

SECTION – D

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

32. Briefly describe the factors influencing the growth of retailing industry in India.

33. Examine the various factors influencing consumer's buying decisions.

34. Elaborate the factors critical for building store loyalty.

35. What do you mean by 'Mall Culture' ? Examine the reasons that can be attributed to the growth of malls in India. **(2×15=30 Marks)**

Variety
price point
Quality
Assortment

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, October 2015
(Career Related First Degree Programme under CBCSS)
Group 2(b)
Core Course
BM 1541 – OPERATIONS RESEARCH
(2013 Admn.)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define OR.

2. What is Dummy activity ?

3. What is a feasible solution in TP ?

4. What is a vector in LPP ?

5. What is meant by total elapsed time in sequencing problem ?

6. What do you mean by a fair game ?

7. What is meant by replacement theory ?

8. What is CPM ?

9. List any two limitations of OR.

10. Find trace of $M = \begin{bmatrix} 1 & 8 & 1 \\ 2 & 3 & 5 \\ 0 & 1 & -2 \end{bmatrix}$.

SECTION – B

Write **any 8** questions out of 12. **Each** question carries **2** mark.

11. A manufacture produce two products P & Q from two raw materials A & B. Each unit of P requires 4 unit of raw materials A & 6 unit of raw material B. Each unit of requires 5 units of raw material A and 4 units of raw material B. The availability of raw material A is restricted to 15,000 units while that of B to 20,000 units. Find out the suitable product mix assuming the profit of P is Rs. 15/- per units that of Q is Rs. 16/- per unit.

12. Find the determinant $\begin{bmatrix} 1 & -1 & 1 \\ 1 & -2 & -2 \\ 2 & 1 & 3 \end{bmatrix}$.

13. Solve the following transportation problem using least cost entry method.

Source	P	Q	R	Supply
A	11	1	0	1
B	4	2	1	4
C	6	3	2	3
Demand	2	1	5	

(Destination: P Q R)

14. Draw a network diagram from the following data :

Activity :	1 – 2	1 – 3	2 – 5	3 – 4	3 – 5	4 – 6	5 – 6
Duration :	2	1	4	3	6	5	4

15. What is a sequencing problem ?

16. Define : Pay off matrix

   Pure strategy

17. What are the time estimates in PERT ?

18. What are the limitations of game theory ?

19. What is meant by Salesman routing problem ?

20. Explain the role of OR in decision making.

21. Solve the following game problem by applying principle of dominance ?

$$X \begin{bmatrix} 3 & 1 & 7 & 4 & 2 \\ 2 & 4 & 3 & 8 & 5 \\ 4 & 5 & 2 & 6 & 7 \\ 7 & 6 & 8 & 7 & 6 \end{bmatrix} \begin{matrix} Y \end{matrix}$$

22. What do you mean by activity and event in network ?

SECTION – C

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

23. Explain the graphical solution to LPP.

24. Find inverse of $A \begin{bmatrix} 1 & 2 & -1 \\ 0 & 1 & 5 \\ 0 & 0 & 2 \end{bmatrix}$.

25. Solve the following game problem with the help of principle of dominance

Player B

Player A $\begin{bmatrix} 6 & 3 & -1 & 0 & -3 \\ 3 & 2 & -4 & 2 & -1 \end{bmatrix}$

26. Differentiate between PERT and CPM.

27. Briefly explain the applications of LPP in management.

28. Solve the following assignment problem.

Job

		L	M	N	O	P
	A	9	5	3	7	2
	B	1	10	6	6	5
Persons	C	4	9	10	3	7
	D	5	4	2	1	4
	E	10	6	9	10	6

29. Find initial basic solution of the TP using NWCR

	D_1	D_2	D_3	D_4	Supply
A	1	5	3	3	34
B	3	3	1	2	15
C	0	2	2	3	12
D	2	7	2	4	19
Demand	21	25	17	7	

30. Explain Rank of matrix with example.

31. What are the features of OR ?

SECTION – D

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

32. What is meant by LPP ? Explain in detail the simplex method for solving LPP.

33. What are assignment problems ? Explain Hungarian method of solution to assignment problem.

34. Solve graphically the following LPP

Maximise $z = 6x_1 + 10x_2$
subject to $-3x_1 + 4x_2 \geq 12$
$2x_1 - x_2 \geq -2$
$2x_1 + 3x_2 \geq 12$
$x_1 \leq 4, \; x_2 \geq 2$
$x_1, x_2 \geq 0$

35. Solve the following TP and check whether it is an optimal solution by using MODI method.

Destination

Source	P	Q	R	S	Supply
A	21	16	25	13	11
B	17	18	14	23	13
C	32	17	18	41	19
Demand	6	10	12	15	43

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, October 2015
(Career Related First Degree Programme Under CBCSS)
Group – 2 (b)
Core Course
BM 1542 : RESEARCH METHODOLOGY
(2013 Admn.)

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. Define research.

2. What do you mean by a 'case study' ?

3. What is exploratory research ?

4. What do you mean by population ?

5. Define sampling.

6. What is survey ?

7. What is induction ?

8. What is a research synopsis ?

9. What do you mean by plagiarism ?

10. Name any two computer packages for data analysis.

SECTION – B

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

11. How would you differentiate between a survey and a field study ?

12. What is a research design ?

13. Write a note on research audit.

14. Explain the meaning of random sampling.

15. Briefly state the advantages of direct personal interviews.

16. What do you mean by a pilot study ?

17. What do you mean by review of literature ?

18. Write a note on sampling error.

19. What is conceptual research ?

20. What is hypothesis ?

21. What is stratified sampling ?

22. What is extraneous variable ?

SECTION – C

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

23. What are the precautions to be taken by the researcher while using secondary data ?

24. What are the forms of questionnaires ?

25. Explain the scaling techniques used in research.

26. Point out the stages of report writing.

27. What are the important principles of sampling ?

28. Distinguish questionnaire from schedule.

29. Give short notes on :

   a) Snow ball sampling

   b) Quota sampling.

30. List the features of a research design.

31. Show the differences between applied research and pure research.

SECTION – D

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

32. What is graphical representation of data ? What are the types of graphs used in research ?

33. What are the essential stages of successful report writing ?

34. Explain the stages of research design.

35. Explain important methods of sampling.

Reg. No. : 195138250140

Name : Revathy Nair

Fifth Semester B.B.A. Degree Examination, October 2015
(Career Related First Degree Programme under CBCSS)
Group 2(b)
Core Course
BM 1544 : OPERATIONS MANAGEMENT
(2013 Admn.)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is quality planning ?

2. What is Project Scheduling ?

3. Define the term 'operations management'.

4. What do you mean by plant layout ?

5. What is work place design ?

6. What is production control ?

7. State the benefits of material handling.

8. What do you mean by inventory management ?

9. What is assembly line balancing ?

10. What do you mean by network analysis ? (10×1=10 Marks)

SECTION – B

Answers **any eight** questions in **not** exceeding **one** paragraph. **Each** question carries **2** mark.

11. List out the factors which are influencing the production planning.

12. State the objectives of materials management.

13. Explain J.I.T. inventory system.

14. What is aggregate planning ?

15. State the objectives of good plant lay-out.

16. Explain the purpose of control chart.

17. What do you mean by acceptance sampling ?

18. What is curve quality circle ?

19. What do you mean by Scheduling ?

20. What is reliability prediction ?

21. What is quality monitoring and control ?

22. What is multi-plant location ? **(8×2=16 Marks)**

SECTION – C

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

23. Distinguish between quality control and inspection.

24. Explain the concept of 'make or buy' decisions.

25. What are the various scheduling systems ?

26. Explain the factors which are influencing the location of a plant.

27. Write a note on 'material requirement planning'.

28. Explain the risk concept in quality control.

29. Explain the concept of 'Total Quality Management'.

30. Explain the relationship of operation functions with other functions.

31. Give a brief account on methods of inventory control ? **(6×4= 24 Marks)**

SECTION – D

Answer **any two** questions, **each** carries **15** marks.

32. Define operations management. Explain its objectives and state the functions of an operations manager.

33. Explain different types of plant layout. State the criteria observed for effective plant-layout.

34. Write a brief note on :
    a) Aggregate planning
    b) Production scheduling
    c) Project scheduling.

35. Define control chart and state its purposes. What are the types of control chart ?

(2×15= 30 Marks)

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