Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, December 2021

Career Related First Degree Programme Under CBCSS

Group 2(b)

Core Course

BM 1543 : INVESTMENT MANAGEMENT

(2018 & 2019 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 Money Market?

2. What is Swap Option?

3. What are Bonus Shares?

4. What is Bull?

5. What is Hedging?

6. What is Reverse Repo?

7. What is GDR?

8. What are Deep Discount Bonds?

9. What is Stock split?

10. What is Call Money?

SECTION – B

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

11. What you meant by risk?

12. What is technical analysis?

13. Define investment?

14. What is industrial analysis?

15. What is dividend pay-out ratio?

16. Define speculation?

17. What is economic analysis?

18. What is double bottom?

19. What is gambling?

20. What is unsystematic risk?

21. Define Forward Contract.

22. What is Interest Rate Risk?

23. What is meant by Portfolio Revision?

24. Explain Random Walk Theory?

25. Define Expected Return.

26. What is Arbitrage Operation?

(8 × 2 = 16 Marks)

M – 1982

SECTION – C

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

27. Distinguish between Futures and Forwards.

28. Explain the different types of future contracts.

29. Explain the different types of options.

30. Explain about the different types of investors.

31. What are the different hedging strategies?

32. What is Online Trading? Illustrate its benefits.

33. What do you mean by Credit Rating?

34. State the assumptions of Markowitz Theory?

35. Write a short note on BSE.

36. What are the functions of Capital Market?

37. Write short notes on:

    (a) Currency Swaps

    (b) Interest rate swaps

38. Define Portfolio Management process and explain the steps involved in it.

(6 × 4 = 24 Marks)

SECTION – D

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

39. Discuss in detail the organization, growth and weaknesses of Stock Exchange in India.

40. What is meant by interest rate swaps? What are their features and uses?

41. What is EIC Analysis? Explain the features.

42. What is SEBI? Explain about its origin and features.

43. What is Fundamental Analysis? Discuss the stops involved in fundamental analysis?

44. What is Investment? State its objectives and factors affecting investments?

(2 × 15 = 30 Marks)

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, December 2021

Career Related First Degree Programme under CBCSS

Group 2 (b)

Core Course

BM 1543 : INVESTMENT MANAGEMENT

(2017 Admission)

Time : 3 Hours

Max. Marks : 80

PART – A

Answer all questions. Each question carries 1 mark.

1. What is hedging?

2. Define IPO.

3. What is DFHI?

4. What are derivatives?

5. What do you mean by gambling?

6. Mention any five savings scheme.

7. Define primary market.

8. State the objective of SEBI.

9. What is Right issue?

10. What is a call option market?

<div align="right">(10 × 1 = 10 Marks)</div>

PART – B

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

11. What are the different types of Debentures?

12. What do you mean by unsystematic risk?

13. What is a treasury bill?

14. Explain investment process.

15. What is portfolio management?

16. Explain the commercial papers.

17. What is OTC Exchange of India?

18. What are depository?

19. Write note on Stock Exchange.

20. What is EIC frame work?

21. What do you understand by dematerialisation?

22. Explain the industry life cycle.

<div align="right">(8 × 2 = 16 Marks)</div>

M – 1971

PART – C

Write short essay on **any six** questions. Each answer not to exceed **120** words.
Each question carries **4** marks.

23. Mention the difference between future and forward contracts.

24. Explain the Elliot wave theory.

25. Explain the various steps in fundamental analysis.

26. Explain the different investment Decision process.

27. Describe the type of portfolio management.

28. Describe the difference between investments with gambling.

29. Explain the various instruments in organized money market.

30. What are different types of non banking financial funds?

31. What are depository participants?

(**6 × 4 = 24 Marks**)

PART – D

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

32. Explain the concept of risk and return in investment.

33. Explain the various steps in technical analysis.

34. What are different types of derivatives?

35. What do you understand by SEBI? Explain the role and functions of SEBI.

(**2 × 15 = 30 Marks**)

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, December 2021

Career Related First Degree Programme Under CBCSS

Group 2(b)

Core Course

BM 1541 — QUANTITATIVE TECHNIQUES FOR MANAGEMENT

(2018 and 2019 Admission)

Time : 3 Hours　　　　　　　　　　　　　　　　　　　Max. Marks : 80

SECTION – A

Very short answer type questions (**one** word to maximum of **2** sentences) Answer **all** the questions in **one** or **two** sentence. Each question carries **1** mark.

1. What is degeneracy?

2. What is replacement decision?

3. What do you mean by critical path?

4. What is a dummy activity?

5. Expand IBFS.

6. What is an unbalanced transportation problem?

7. What is EMV?

8. What is unbound solution?

9. What is network analysis?

10. What is the mean of binomial distribution?

(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 limitations of LPP?

12. What is inverse probability?

13. What are the phases in application of network technique?

14. What do you know about Laplace criterion?

15. A card is drawn at random from an ordinary pack of 52 cards, find the probability that the card drawn is either spade or diamond?

16. What is Maximax criterion?

17. Two persons A and B attempt independently to solve a puzzle. The probability that A will solve is 2/3 and the probability that B will solve is 1/3. Find the probability that the puzzle will be solved by at least one of them.

18. What are the situations where replacement of items needed?

19. What are the uses of transportation technique?

20. What is a slack and float variable?

21. What is a feasible solution?

22. What do you mean by duality?

23. What are the properties of Poisson distribution?

24. What are the three estimates of time?

25. What do you mean by an assignment?

26. What is Re-inforcement learning?

SECTION – C

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

27. What are the basic assumptions of transportation model?

28. State the properties of normal distribution.

29. Differentiate Transportation and Assignment problem.

30. Explain the merits of PERT.

31. What are the requirements for employing Linear Programming Technique?

32. What are the two factors to be considered when assessing the size of a market?

33. Explain Solving an assignment problem

34. Apply Harwicz alpha criterion. (∞ = 0.6)

	A1	A2	A3
E1	20	12	25
E2	25	15	30
E3	30	20	22

35. Explain MDP.

36. Maximize $z = 120X_1 + 30X_2 + 10X_3$

Subject to

$$10x_1 + 2x_2 + x_3 \leq 100$$
$$7x_1 + 3x_2 + 2x_3 \leq 77$$
$$2x_1 + 4x_2 + x_3 \leq 80$$

$$x_1, x_{x2}, x_3 \geq 0.$$

Convert the above problem as dual problem?

37. A home resourceful decorator manufactures two lamps say A and B. Both lamps go through two technicians first a cutter and second a finisher. Lamp A requires 2 hours of cutter's time and 1 hour of the finisher's time; Lamp B requires 1 hour of cutter's and 2 hours of finisher's time. The cutter has 104 hours and finisher has 76 hours of available time each month. Profit on the Lamp A is Rs. 6.00 and on one B lamp is Rs. 11.00. Formulate a mathematical model.

38. Solve the following Transportation Problem by VAM.

From / To	W1	W2	W3	W4	W5	Available
F1	3	4	6	8	9	20
F2	2	10	1	5	8	30
F3	7	11	20	40	3	15
F4	2	1	9	14	16	13
Required	40	6	8	18	6	

(6 × 4 = 24 Marks)

SECTION – D

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

39. The following data show the number of seeds germinating out of 5 ib damp filter for 80 sets of seeds. Fit a binomial distribution of this data and find the expected frequencies.

$$X: \quad 0 \quad 1 \quad 2 \quad 3 \quad 4 \quad 5$$

$$Y: \quad 6 \quad 20 \quad 28 \quad 12 \quad 8 \quad 6$$

40. Solve the following assignment problem

Computer operators   Task

	A	B	C	D
P	17	10	6	8
Q	18	8	14	9
R	14	12	12	10
S	15	9	7	11

41. A car hire firm has two cars which it hires out day by day. The number of demands for a car on each day is distributed as a Poisson variate with mean 1.5. Calculate the proportion of days on which (a) neither car is used (b) some demand is refused?

42. A small maintenance project consists of the following jobs whose precedence relationships is given below:

Job	Duration (Days)	Job	Duration (Days)
1-2	15	1-3	15
2-3	3	2-5	5
3-4	8	3-6	12
4-5	1	4-6	14
5-6	3	6-7	14

(a) Draw a network diagram

(b) The critical path and project duration after finding the total float.

5   **M – 1980**

43. Explain different types of decision-making situations.

44. Discuss briefly on market share analysis.

(2 × 15 = 30 Marks)

———————

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, December 2021

Career Related First Degree Programme Under CBCSS

Group 2(b)

Elective Course

BM 1561.2 – CUSTOMER RELATIONSHIP MANAGEMENT

(2017 Admission)

Time : 3 Hours   Max. Marks : 80

SECTION – A

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

1. What is meant by Relationship Marketing?

2. What is meant by e-CRM?

3. What is meant by Customer Retention?

4. What is Meant by Customer Loyalty?

5. What is Database Marketing?

6. What is meant by Customer Inertia?

7. What is meant by Up-Selling?

8. What is meant by CLV?

9. What is meant by CRM Implementation?

10. What is meant by Referral Marketing?

<div align="right">(10 × 1 = 10 Marks)</div>

SECTION – B

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

11. What is meant by ACURA model?

12. What is meant by Resource Based View Theory?

13. What is meant by Benchmarking?

14. Define Social CRM?

15. What do you meant by Operational CRM?

16. What is meant by Data Warehouse?

17. What is meant by Direct Marketing?

18. Who is a Relationship Manager?

19. What is meant by Customer Experience?

20. What is meant by BSC Approach?

21. What is meant by ERP?

22. What is a Loyalty Ladder?

<div align="right">(8 × 2 = 16 Marks)</div>

SECTION – C

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

23. What are the Advantages of Relationship Marketing?

24. Explain the Benefits of CRM?

25. Discuss the Stages of Relationship Life Cycle?

26. Explain the Types of Customer Relationship Programmes?

27. Explain the Advantages of Direct Marketing?

28. Explain the Benefits of e-CRM?

29. Explain the Components of CRM Progrramme?

30. Differentiate between Transactional Marketing and Relationship Marketing?

31. Which are the Critical Areas of Customer Care Function?

(6 × 4 = 24 Marks)

SECTION – D

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

32. What is meant by CRM? Explain the Steps in implementing CRM in Service Organizations?

33. Explain the Reasons for the Failure of CRM Implementation Strategies in Organizations?

34. Define Customer Satisfaction? Which are the various Customer Satisfaction Drivers and Explain about Customer Satisfaction Process?

35. Discuss about Duties and Role of Customer Relationship Manager in Organizations?

(2 × 15 = 30 Marks)

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, December 2021

Career Related First Degree Programme under CBCSS

Group 2 (b)

Open Course

BM 1551.4 : FUNDAMENTALS OF FINANCIAL ACCOUNTING

(2018 and 2019 Admission)

Time : 3 Hours   Max. Marks : 80

SECTION – A

Very Short answer questions (in **one** word to maximum of **two** sentences)

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

1. What do you mean by Accounting?

2. What is meant by Revenue?

3. What is meant by drawings?

4. What is meant by accounting principles?

5. What is meant by Going concern concept

6. Give two examples of current liability

7. What Is Depreciation?

8. How is the financial position of a firm established?

9. Name any two users of accounting Information.

10. How do you treat reserve for discount on creditors in profit and loss A/C?

<div align="right">(10 × 1 = 10 Marks)</div>

SECTION – B

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

11. What is meant by reserves? Give an example.

12. Distinguish between debtors and creditors.

13. Rajeev purchased a machine from Mukesh for Rs. 5,000 and paid Rs. 100 as cartage for bringing the plant to the factory and also paid Rs. 200 as installation charges. Show the journal entry for recording the transaction

14. Mention any two errors in accounting which don't affect the trial balance

15. Give the journal entries for recording (a) Raw material in the business withdrawn by the owner (b) Raw material in the business lost by the fire.

16. State the meaning of an intangible asset with an example.

17. How do the contingent liabilities show in final accounts?

18. State various stages in the process of accounting

19. Show the closing entries for recording net profit and net loss

20. How do you compute balance of capital A/C of a trader at the year end?

21. What constitute the inventory of a manufacturing concern?

22. Differentiate the concepts of depletion and amortisation.

23. State the meaning of voucher and list its different types.

24. Give two examples of items that cannot be recorded as accounting transactions as per the money measurement concept.

25. What is deferred revenue expenditure?

26. How accounting is done under accrual method?

(8 × 2 = 16 Marks)

SECTION – C

Short Essay (Not Exceeding 120 words). Answer any six questions. Each question carries 4 marks.

27. Journalise the following transactions

    (a) Suresh started business with a capital of Rs. 20,000. (b) He purchased goods from Rohan on credit Rs. 2,000 (c) He paid cash to Rohan Rs. 1,000 (d) He sold goods to Sumesh Rs. 2.000 (e) He received cash from Sumesh Rs. 1,000 (f) Purchased goods worth Rs. 5,000 for cash less 20% trade discount (g) He Sold goods to Ram, for cash Rs. 1,000 (h) Suresh, Withdrew goods from business for personal use Rs. 200.

28. Briefly discuss the main objectives of financial accounting.

29. What is Accured income? Mention its adjustment entry.

30. Differentiate the treatment of carriage inwards and carnage outwards?

31. Describe the differences between Journal and ledger.

32. Briefly discuss accounting errors

33. A business enterprise purchased equipment for Rs.1,00,000 having an estimated life of 10 years. If the equipment can be sold for Rs.10,000 at the end of 10 years, determine the amount of depreciation for each accounting year.

M – 1987

34. If adjustment items namely closing stock, unearned income depreciation and interest on drawings are given in trail balance, how do you treat each of these items in final accounts?

35. Explain the term marshalling of asset and liabilities In Balance sheet?

36. Briefly describe straight line method of depreciation.

37. Discuss the merits of preparing bank reconciliation statement

38. Differentiate between ordinary and fixed systems of petty cash book.

(6 × 4 = 24 Marks)

SECTION – D

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

39. What is meant by Journal? Explain various types of journal by giving its general format.

40. From the following balances prepare the Trial Balance of a trader as on 31.03.2020 assuming that he has omitted to open his Capital Account. Bank overdraft 10,000, Sales 1,35,000, Purchases return 10,000, Debtors 24,000, Wages 20,000, Purchases 1,10,000, Cash in hand 4,000, Creditors 2000, Sales return 5,000, Furniture 16,000, Salary outstanding 5,000, Drawings 24,000, commission paid 5,000.

41. From the following balances, you are required to prepare trading and profit and loss account of Sam traders for the year ended 31.12.2020 and a balance sheet on that date after making the adjustments.

Trail balance as on 31.12.2020

	Dr. Amount		Cr. Amount
Purchases	1,50,000	Sales	1,90,000
Wages	10,000	Capital	36,000
Rent	4,000	Commission	4,000
Insurance	2,000	Creditors	15,000

M – 1987

Stock 31.12.19	20,000
Cash	9,000
Loose tools	2,000
Plant	17,000
debtors	20,000
Sundry expenses	11,000 .
	2,45,000

	2,45,000

Adjustments : (a) Stock as on 31.12.2020 was valued at Rs.15,000 (b) depreciate plant by 10% (c) Insurance prepaid 1,000 (d) Provide for doubtful debts at 2.5% of debtors (e) Commission received in advance 2,000.

42. From the following particulars of M/s Ramco Industries prepare bank reconciliation statement as on December 31, 2020 and ascertain the pass book balance as on that date (a) Bank balance as per cash book Rs.50,000 (b) Cheque deposited but not collected in December 2020, Rs 4,000 (c) Interest on investments collected by the bank as per standing instructions, appearing in the pass book only, Rs.1,000. (d) Cheques for a total amount of Rs. 80,000 were issued during the month of December. Of these, cheques for Rs. 15,000 were not presented for payment in the month. (e) The bank has made a direct payment of Rs. 2,000 towards insurance premium, as per the standing Instructions. This payment has not yet been recorded in the cash book. (f) A customer has made a direct deposit of Rs. 12,000 in the bank account. There was no corresponding entry for this in the cash book. (g) A debit of Rs. 6,000 in respect of dishonoured cheque (this ,was discounted earlier) appear in the pass book only.(h) A cheque of Rs. 3,000 deposited in the bank, was entered twice in the cash book.

43. The trial balance of a wholesaler on 31 December 2020 failed to agree and therefore he placed the difference to a Suspense Account. The trial balance totals were Dr. Rs.27,000 and Cr. Rs.23,750. Later, the following errors were discovered. You are required to make rectification entries In Journal and prepare Suspense Account duly balanced. (a) An invoice for Rs. 840 issued to Davis was recorded in the sales book as Rs.1,840 and posted to ledger accordingly (b) Returns Inwards Book was overcast by Rs.1,000 (c) A cheque for Rs 1,750 received from Hari was entered in the cash book but not posted to his personal account in the ledger (d) Credit purchase of office equipment for Rs. 12,500 was journalized through the purchases book (e) A purchase of goods for Rs. 5,340 from Coimbatore traders was recorded correctly in the purchases book but

posted to their account in the ledger as Rs.5,840 (f) Goods costing Rs.9,500 were taken by the owner for his personal use but no entry was made in the books to record this fact in the books (g) There was a mistake in balancing the salaries account, Its balance was shown as Dr. Rs. 16,200 Instead of the correct balance Dr. Rs 15,200.

44. Discuss in detail (a) Business Entity concept, (b) Money Measurement Concept and (c) Conservatism Principle.

(2 × 15 = 30 Marks)

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, December 2021

Career Related First Degree Programme Under CBCSS

Group 2 (b)

Elective Course

BM 1561. 2 : CUSTOMER RELATIONSHIP MANAGEMENT

(2018 & 2019 Admission)

Time : 3 Hours   Max. Marks : 80

SECTION – A

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

1.   What is conflict?

2.   What is data?

3.   What is data analysis?

4.   What is channel?

5.   What is Electronic Commerce?

6.   What is customer data?

7.   State any two types of CRM software.

8.   What is supplier relationship management?

P.T.O.

9. What is data mining?

10. What is voice portal?

SECTION – B

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

11. Define CRM.

12. What is call scripting?

13. What is event-based marketing?

14. What is ERP?

15. What is partner relationship management?

16. What is opportunity management?

17. What is data warehousing?

18. What is customer profitability?

19. What is guest history card?

20. What do you mean by Big data analysis?

21. What is B2B?

22. What is E- business?

23. What is customer service?

24. What is Supply Chain Management?

25. Define Data Base.

26. What is channel optimization?

<div align="right">

(8 × 2 = 16 Marks)

</div>

SECTION – C

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

27. Explain ethics in data usage.

28. What are the advantages of data mining?

29. What are the importance of CRM?

30. Write a note on Enterprise Resource Planning.

31. Compare data with information.

32. Explain4 C's in CRM.

33. Explain web based self-service.

34. What is analytical CRM?

35. Explain the sources of sharing data.

36. Scope of CRM in hospitals.

37. Explain sales force automation.

38. Differentiate between relationship marketing and CRM.

<div align="right">

(6 × 4 = 24 Marks)

</div>

<div align="right">

M – 1984

</div>

SECTION – D

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

39. Explain the steps involved in CRM implementation.

40. Explain the scope of CRM in banking industry.

41. What is e-CRM? Explain 6 E's of e-CRM in detail.

42. Explain the success factors of CRM in detail.

43. Explain the working of call centers in detail.

44. Explain the advantages and disadvantages of data warehousing.

(2 × 15 = 30 Marks)

———————

M – 1984

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, December 2021

Career Related First Degree Programme Under CBCSS

Group 2(b)

Core Course

BM 1541 : QUANTITATIVE TECHNIQUES FOR MANAGEMENT

(2017 Admission)

Time : 3 Hours　　　　　　　　　　　　　　　　　　　　Max. Marks : 80

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

1.　What is goal programming?

2.　What is balanced transportation problem?

3.　What is Pay off table?

4.　What is Chapman-Kolmogorov equation?

5.　Define random variable.

6.　What is mean of binomial distribution?

7.　What is impossible event?

8.　What is LST?

9.　Define EVPI.

10.　What is simplex method?

(10 × 1 = 10 Marks)

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

11. Define duality.

12. Define sensitivity analysis.

13. What are the uses of transportation techniques?

14. What do you meant by merge and burst events?

15. What do you meant by decision making under risk?

16. Define Maximax criterion.

17. What do you meant by multiplication rule of two independent events?

18. What are the conditions for poisson distribution

19. What are mutually exhaustive events?

20. If A and B are two mutually exclusive events P (A) = 0.45 and P (B) = 0.35. Find P (A or B).

21. The letter of word 'STATISTICS' are written on 10 identical cards. If two cards are drawn at random, what is the probability that one '5' and one 'I' will occur?

22. Give a short note on Project.

(8 × 2 = 16 Marks)

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

23. Briefly explain Benefits and Limitations of Sensitivity Analysis.

24. Give short note on properties of Linear programming problem.

25. A company wishes to allocate its monthly promotional budget of ₹ 10,000 among three advertisement media, namely TV, radio and newspaper. The number of prospective buyers to be reached by a single advertisement in each of the above media is 1,00,000, 18,000 and 40,000 persons respectively. The cost per advertisement in media is ₹ 1,000, 150, 300 respectively. The company has to decide not to release more than 10, 20, 10 advertisements in TV, radio and newspaper in a month. The company wants to maximize audience coverage. Formulate LPP.

26. Write down the steps to calculate transportation problem using NWCM.

27. Find initial feasible solution by lowest cost entry method.

28. Give a short note on PERT and CPM.

29. Draw a network diagram for the project whose activities and predecessors are given below.

Activity	Predecessor
1-2	–
1-3	–
2-4	1-2
3-4	1-3
4-5	2-4 & 3-4
4-6	2-4 & 3-4
5-7	4-5
6-7	4-6
7-8	6-7 & 5-7

30. Write down different types of Floats.

31. Give short note on advantages of Decision tree.

(6 × 4 = 24 Marks)

IV. Answer any two questions in not exceeding four pages. Each carries 15 mark.

32. A dealer wishes to purchase a number of baskets and wipers. He has only ₹ 5760 with him. There is space for stocking only 20 units. A basket cost him ₹ 360 and a wiper cost ₹ 240. He call earn a profit of Fluorescence ₹ 22 on basket and ₹ 18 on wiper. How many units should he buy to maximize profit? Formulate LPP and solve graphically.

M – 1969

33. A distribution system has following constraints, Factory, capacity, in tons, Warehouse and demand. The transportation cost per ton in rupees for each route is given below.

Origin	W1	W2	W3	Capacity
Factory A	10	7	8	45
Factory B	5	12	9	15
Factory C	7	8	12	40
Demand	25	55	20	100

You are asked to determine the number of units to be transported from different factories to warehouses, using VAM.

34. The time estimates of a PERT network as follows.

Activity	t_0	t_m	t_p
1-2	I	1	7
1-3	I	4	7
1-4	2	2	8
2-5	1	I	1
3-5	2	5	14
4-6	2	5	8
5-6	3	6	15

(a) Draw the network and identify all the paths.

(b) Determine project length

(c) Calculate standard deviation and variance of the path.

35. Give in detail the criterion used under decision making under uncertainty.

(2 × 15 = 30 Marks)

4

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, December 2021

Career Related First Degree Programme Under CBCSS

Group 2(b)

Core Course

BM 1542 : RESEARCH METHODOLOGY

(2018 & 2019 Admission)

Time : 3 Hours   Max. Marks : 80

SECTION – A

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

1.   What is meant by pure research?

2.   What is meant by qualitative research?

3.   What is field study ?

4.   What is meant by interview schedule?

5.   What is meant by pilot study?

6.   What is meant by case study?

7.   What is meant by SPSS?

8. What is meant by sampling?

9. What is meant by sampling error?

10. What is meant by hypotheses?

(10 × 1 = 10 Marks)

SECTION – B

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

11. State any two merits of sampling?

12. What do you mean by review of literature?

13. What is meant by research design?

14. What is meant by non parametric test?

15. What do you mean by inferential statistics?

16. What is cross sectional survey?

17. What is probability sampling?

18. What is scaling?

19. What is a pop- up survey?

20. What is meant by t- test?

21. What is meant by plagiarism?

22. What is meant by delphi technique?

23. What is meant by research methodology?

24. What is meant by sample survey?

25. What is meant by simulation?

26. What is meant by focused interview

SECTION – C

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

27. What are the features of research?

28. Discuss about the factors that are to be considered while deciding sample size.

29. Explain the advantages of pilot study.

30. What are the objectives of social science research?

31. What are the qualities of a good researcher?

32. What are the objectives of literature survey?

33. Explain about features of a good sample design.

34. Explain the merits of a good questionnaire.

35. List out the criteria for selection of a good hypotheses.

36. Explain the process of interview method.

37. Which are the various sources of error in measurement?

38. Discuss about the steps involved in testing of hypotheses.

(6 × 4 = 24 Marks)

SECTION – D

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

39. Discuss about the various stages in research design.

40. Explain in detail about the methods of collecting primary data.

41. Discuss the steps involved in case study.

42. Discuss about various steps in sampling design.

43. A researcher faces number of hurdles while doing research. What are they?

44. Discuss about the basic structure of a research report.

(2 × 15 = 30 Marks)