

BBA

(Pages : 3)

T – 2826

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2024

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1441 : ENTREPRENEURSHIP DEVELOPMENT

(2022 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Expand SIDCO.
2. What is Margin Money?
3. What is EDP?
4. Who is an Entrepreneur?
5. What is Green Channel?
6. What is Business Incubation?
7. What is Project Formulation?
8. What do you mean by MSME?
9. What is Project Design?
10. What is Seed Capital?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. What is KINFRA?
12. What is CPM?
13. What is the Project Life Cycle?
14. Define Entrepreneurship.
15. State the Features of Mudra Scheme.
16. What do you meant by Payback Period?
17. What do you mean by SEZ?
18. Give the Sources of Project Ideas.
19. Who is a Drone Entrepreneur?
20. What do you mean by Startups?
21. What do you mean by Sick Unit?
22. What do you mean by Sectoral Projects?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Explain the functions of SIDBI.
24. Compare CPM with PERT.
25. What are the qualities of a successful entrepreneur?

26. What are the advantages of industrial estates?
27. Explain ED cycle.
28. What are the characteristics of SSI units?
29. What are the problems of incentives?
30. Explain the steps in project implementation.
31. Write a brief note on NAYE.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Define Entrepreneur. Explain the major functions of an Entrepreneur.
33. Explain the contents of a Project Report.
34. Explain the factors affecting entrepreneurial growth in India.
35. Explain the major stages of project identification.

(2 × 15 = 30 Marks)

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T – 2829

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2024

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

**BM 1444 / BL 1444 : SKILL ENHANCEMENT AND EMPLOYABILITY
ORIENTATION**

**(Common for BBA (2022 Admission) & BBA Logistics (2020 Admission
Onwards))**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Write short answers to the below **ten** questions in **one** or **two** sentences.

1. Define self esteem.
2. What is the meaning of self monitoring?
3. What is a virtual event?
4. What are debates?
5. What do you mean by coherence in communication?
6. Name any two types of memo.
7. What is assertive communication?

P.T.O.

8. What are etiquettes?
9. What do you mean by topical group discussion?
10. What is an exit interview?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Give any two strategies for self regulation.
12. Itemize some important study habits.
13. What are the major characteristics of a person with high self efficacy?
14. Give some advantages of oral communication.
15. Explain some of the common public speaking events.
16. What are the key elements of a formal meeting?
17. What is the significance of an effective writing skill?
18. What is mind mapping?
19. What are the 6C's of Conflict Resolution?
20. What are interview etiquettes? List out and explain.
21. Explain how to dress up for an interview
22. Illustrate the three modes of interview

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions in not exceeding **120** words. Each questions carries **4** marks.

23. Make a detailed SWOT analysis of you in not more than a page.
24. What are the steps involved in time management?
25. Differentiate interpersonal and intrapersonal communication.
26. What are the individual qualities that are evaluated in a GD?
27. List out the principles of effective written communication.
28. Assume that you are applying for a job in an MNC. Write a covering letter supplementing your bio data.
29. Determine some of the ways to handle conflicts in workplace.
30. Explain the steps involved in the decision making process.
31. Assume that you are applying for a sales job; prepare a CV in the required format.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Write a detailed note on the following:
(a) email etiquette (b) People etiquette (c) Dining etiquette
33. Write a detailed note on how to make an effective speech.
34. Explain the nature and characteristics of the following
(a) Routine letters (b) Rejection letters (c) follow up letters (d) Resignation letters
35. Illustrate the steps involved in the interview process.

(2 × 15 = 30 Marks)

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T – 2831

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2024

Career Related First Degree Programme under CBCSS

Group 2(b)

Elective Course

BM 1461.2 : ADVERTISING AND SALES PROMOTION

(2022 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define advertising media.
2. What is retail advertising?
3. What do you mean by coo media?
4. Explain advertising budgeting.
5. Explain marketing communication process.
6. What is personal selling?
7. Explain Outdoor Advertising.
8. Who is target audience?

P.T.O.

9. Define Bandwagon Appeal.
10. What is industrial advertising?

(10 × 1 = 10 Marks)

SECTION – B

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

11. State the impact of sales promotion on sales.
12. Explain the disadvantages of sales promotion.
13. Explain the term "POP".
14. What are the elements of communication process?
15. What do you mean by the term "the promotion mix"?
16. Write Note on Radio Advertising.
17. Mention any Four Budgetary Methods used for advertising.
18. What factors govern selection of media?
19. Explain concept testing.
20. State any two factors to consider when setting an advertising budget.
21. Differentiate between a sales contest and a coupon.
22. What are the key objectives of advertising?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Describe elements of Marketing Communication Mix in brief.
24. What are different components of Advertising Copy?
25. Discuss the recognition and recall tests as measures to test advertising.

26. State the functions of Advertising Objectives.
27. Explain the AIDA model in advertising.
28. What is integrated marketing communication (IMC)?
29. What are the types of copy writing?
30. Briefly discuss the ethical considerations in advertising.
31. What is the difference between trade promotions and consumer promotions?

(6 × 4 = 24 Marks)

SECTION – D

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

32. Discuss the social and economic aspects of advertising.
33. Explain the various pre testing and post testing methods used in print media.
34. Discuss and describe different elements of Marketing Communication Mix.
35. What do you mean by the term media planning? Explain the problems in media planning.

(2 × 15 = 30 Marks)

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T – 2827

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2024

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1442 : BUSINESS ETHICS AND CORPORATE GOVERNANCE

(2022 Admission)

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. What is a Shareholder resolution?
2. Define Corporate Social Responsibility.
3. Define Corporate Governance.
4. What is Corporate Governance Report?
5. What is Insider trading?
6. Explain the role of an ethics officer in an organization.
7. Define corporate sustainability.
8. What is Corporate citizenship?

P.T.O.

9. What is Corporate Transparency?
10. What is meant by Code of Conduct?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Who is an Independent Director?
12. What is Utilitarianism?
13. What is Whistle Blowing?
14. What is Benchmarking?
15. Write two points on the role of an audit committee in corporate governance.
16. State the three levels of organization culture?
17. What is the significance of cultural diversity?
18. How management policies may affect business ethics?
19. Who is a Stakeholder?
20. What is Code of Ethics?
21. What is Consequentialism?
22. What is ethical Congruence?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Explain the difference between legal compliance and ethical compliance.
24. What are the characteristics of an ethical leader?
25. Explain the significance of CSR in business ethics.

26. Discuss regarding the management of Cultural Diversity in an Organization.
27. What are the key elements of an effective code of conduct in promoting ethical behavior within organizations?
28. Explain the role of ethics in decision-making within an organization.
29. Describe the steps involved in implementing an effective code of conduct.
30. Discuss the challenges of enforcing ethical standards in a multinational corporation.
31. Describe the nature of business ethics.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Discuss ethical leadership styles.
33. Explain the various rationale and strategies implied by CSR.
34. Explain the various Committees held with respect to Corporate Governance in India.
35. Evaluate the benefits and various sources of ethics.

(2 × 15 = 30 Marks)

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T – 2828

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2024

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1443 : OPERATIONS MANAGEMENT

(2022 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Why is Operations Management important?
2. How does Operations Management contribute to organizational competitiveness?
3. What are the types of product design?
4. What is design capacity?
5. Why is proper inventory management important, in stores management?
6. Define Agile manufacturing.
7. What is Reorder point?
8. What is vendor management?
9. Define TQM.
10. What is Quality Maintenance, in TPM?

(10 × 1 = 10 Marks)

P.T.O.

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 the difference between Product design and Process design?
12. What is short-term scheduling?
13. What are the key principles of lean manufacturing?
14. What is six sigma?
15. Explain predictive maintenance.
16. What is demonstrated capacity?
17. What are the advantages of fixed position layout?
18. Name the types of processes commonly used in manufacturing.
19. What is Perpetual Inventory system?
20. Define Just-in-Time (JIT) manufacturing.
21. What is Plant layout?
22. What is the main objective of TPM?

(8 × 2 = 16 Marks)

SECTION – C

Short answer questions (Not to Exceed **120** words).

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

23. What are the benefits of implementing a proper stores management system?
24. Explain the stages of product design and their significance in the development.

25. Analyse the importance of job design in enhancing employee satisfaction and productivity.
26. Discuss the importance of capacity planning in manufacturing operations. How does effective capacity planning contribute to operational efficiency and customer satisfaction?
27. Describe the benefits and challenges of implementing computer-integrated manufacturing (CIM) systems.
28. What is product design? Explain the stages of product design.
29. Explain the types of layouts commonly used in manufacturing?
30. What is Maintenance Management? State its objectives.
31. Describe the principles of total quality management (TQM) and its implementation.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Analyse the benefits and challenges of implementing ISO 9000 standards.
33. What is Inventory Control? Explain the techniques of Inventory Control.
34. What is TPM? Explain the eight pillars of TPM.
35. Explore the concept of Agile manufacturing and its role in responding to changing customer demands and market dynamics.

(2 × 15 = 30 Marks)