Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, December 2017
Career Related First Degree Programme under CBCSS
Core Course
BM 1542 RESEARCH METHODOLOGY
(2015 Admission)

Time : 3 Hours   Max. Marks : 80

SECTION – A

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

1) What is research methodology ?

2) What is basic research ?

3) What is foot note ?

4) What is probability sampling ?

5) What is Sampling Unit ?

6) What do you mean by measurement ?

7) What is observation ?

8) What is nominal scale ?

9) What is research report ?

10) What is quantitative research ?   **(10×1=10 Marks)**

SECTION – B

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

11) What is review of literature ?

12) What is non-probability sampling ?

13) Write a short note on conceptual and empirical research.

14) What is research problem ?

15) What do you mean by experimental method ?

16) What is pilot survey ?

17) What is Direct Personal Interviews ?

18) What are features of a good Research report ?

19) Discuss about binomial distribution.

20) What do you mean by stratified sampling ?

21) What are the sources of secondary data ?

22) What is observation method ?   (8×2=16 Marks)

SECTION – C

III. Answer **any 6** questions **not** exceeding **one** page. **Each** question carries **4** marks.

23) Discuss the various kinds of research.

24) What are the guidelines for successful interview ?

25) Difference between questionnaire and schedule.

26) What are the classification of measurement scale ?

27) What do you mean by sample and what are the essentials of sampling ?

28) What are the complex random sampling techniques ?

29) Explain about the various kinds of research design.

30) What is case study method ? Explain the pros and cons of that method.

31) What are the features of hypotheses ?   (6×4=24 Marks)

SECTION – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** question carries **15** marks.

32) What do you mean by primary data and explain about various sources of it ?

33) Briefly explain about the steps in research.

34) What are the different types of report and what are the precautions to be taken while writing a research report ?

35) What are the various kinds of statistical analysis ?   (2×15=30 Marks)

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, December 2017
Career Related First Degree Programme under CBCSS
Core Course : BM 1542 : RESEARCH METHODOLOGY
(2014 Admission)

Time : 3 Hours   Max. Marks : 80

SECTION – A

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

(10×1 = 10 Marks)

1. What is quantitative research ?

2. What are fundamental research ?

3. What is a research problem ?

4. What is research hypothesis ?

5. What is sample design ?

6. What is nominal scale ?

7. What is a primary data ?

8. What is editing ?

9. What is SPSS ?

10. What is summated scale ?

SECTION – B

Answer **any 8** questions. **Each** questions carries 2 marks. **(8×2 = 16 Marks)**

11. What are the motivations of research ?

12. What are Dependent and independent variables ?

13. What are the features of a good sample design ?

14. What is a test of validity ?

15. What are the techniques of developing measurement tools ?

16. What are the merits of questionnaire ?

17. What is a multivariate analysis ?

18. What do you mean by interpretation ?

19. What are research designs ?

20. What is classification ?

21. What is null and alternative hypothesis ?

22. What is a schedule ?

SECTION – C

Answer **any 6** questions. **Each** questions carries 4 marks. **(6×4 = 24 Marks)**

23. What are the significance of research ?

24. State the technique involved in defining a problem.

25. What are the features of a good research design ?

26. Explain random and non random sample techniques.

27. What are the classification of measurement scales ?

28. Explain Likerts scale.

29. What are the essentials of a good questionnaire ?

30. What are generally accepted principles of tabulation ?

31. Explain Type I and Type II error.

SECTION – D

Answer **any 2** questions. **Each** questions carries 15 marks.   **(2×15 = 30 Marks)**

32. What is research design and what are the steps in developing a research design ?

33. Describe research report and its layout.

34. Enumerate the different methods of collecting data.

35. Define research and what are the criteria of good research. What are the problems encountered by researchers ?

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, December 2017
(Career Related First Degree Programme Under CBCSS)
Core Course : BM 1543 : OPERATIONS MANAGEMENT
(2015 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define operations management.

2. What is an operation planning ?

3. What is process layout ?

4. What is plant location ?

5. What is statistical quality control ?

6. What is control chart ?

7. Define maintenance.

8. What is quality planning ?

9. What are Range (R) Charts ?

10. What is total quality management ?

(10×1=10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions in **one** paragraph. **Each** question carries **2** marks.

11. Discuss the scope of operations management.

12. What are the types of capacity ?

13. What are the benefits of good quality ?

14. What are the advantages of process layout ?

15. What are the objectives of facility planning ?

16. Explain Just-in-Time (JIT) manufacturing.

17. What are the objectives of material handling ?

18. What are the processes of capacity planning ?

19. Explain the benefits of operation planning and control.

20. What are the advantages of material requirement planning ?

21. What are the limitations of product layout ?

22. Discuss ABC analysis. **(8×2=16 Marks)**

SECTION – C

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

23. Explain the types of plant layout.

24. What are the benefits of Just-in-Time ?

25. What are the objectives of good layout ?

26. What are the merits of product layout ?

27. What are the limitations of functional layout ?

28. What are the determinants of effective capacity ?

29. What are the methods of capacity planning ?

30. What are the advantages of predictive maintenance ?

31. Discuss the scope of operation control.   **(6×4=24 Marks)**

SECTION – D

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

32. Discuss the recent trends in operations management.

33. What are the objectives and importance of operation control ?

34. Discuss the various factors that determine the plant location of an industrial unit.

35. What is maintenance ? What are the types of maintenance ?   **(2×15=30 Marks)**

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, December 2017
Career Related First Degree Programme under CBCSS
Elective Course Stream II : MARKETING MANAGEMENT
BM 1561.2 : Customer Relationship Management
(2014 Admission Onwards)

Time : 3 Hours   Max. Marks : 80

SECTION – A

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

1. Who is a propagator customer ?

2. What is customer Portfolio Management ?

3. What is collaborative CRM ?

4. What is ROLAP ?

5. What is data mining ?

6. What is e-CRM ?

7. What is customer development ?

8. What is cross-selling ?

9. What is relationship ?

10. What is CRM strategy ?   **(10×1 = 10 Marks)**

SECTION – B

Answer **any 8** questions in **one** paragraph. **Each** question carries 2 marks.

11. What is customer retention ?

12. Define relationship management.

13. What is analytical CRM ?

14. How can CRM strategy of an organisation be effective ?

15. Distinguish between relationship marketing and CRM.

16. What is customer loyalty ?

17. What is online analytical processing ?

18. What are the benefits of relationship marketing for an organisation ?

19. What is CRM audit ?

20. What do you mean by customer value proposition ?

21. What is call centre ?

22. What is Partner Relationship Management ?   **(8×2 = 16 Marks)**

SECTION – C

Answer **any 6** questions. **Each** question carries 4 marks.

23. Write a short note on Operational CRM.

24. What are the components of CRM ?

25. What are the objectives of relationship management ?

26. Explain the steps in formulating a CRM strategy.

27. Write a short note on ERP.

28. Explain the steps involved in developing a customer database.

29. How are call centres classified ?

30. Explain data warehousing.

31. Explain the objectives of a CRM strategy.   (6×4 = 24 Marks)

SECTION – D

Answer **any** 2 questions. **Each** question carries 15 marks.

32. Explain the steps involved in implementing a CRM project.

33. Explain the sources of creating customer value.

34. Define CRM. Explain the objectives and benefits of CRM.

35. What is supply chain management ? What is its need and benefits ?   (15×2 = 30 Marks)

BBA

D – 2810

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, December 2017
Career Related First Degree Programme Under CBCSS
Core Course : BM 1541 : QUANTITATIVE TECHNIQUE FOR
MANAGEMENT
(2014 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

(10×1=10 Marks)

1. What is degeneracy ?

2. Define operation research as a decision making science.

3. What is VAM ?

4. What is PERT ?

5. What is critical path ?

6. What is a dummy activity ?

7. What is an unbound solution ?

8. What is a float of an activity ?

9. What is an assignment problem ?

10. What is LPP ?

SECTION – B

Answer **any 8** questions. **Each** question carries **2** marks.   **(8×2=16 Marks)**

11. What is the role of operations research in engineering ?

12. What are the types of failure in replacement decisions ?

13. What are the objectives network analysis ?

14. What is an optimal solution ?

15. What are the uses of transportation technique ?

16. What are the limitations of Operation Research ?

17. What is an assignment problem ?

18. What are the uses of network techniques ?

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

20. What is an activity and an event ?

21. What is a unbalanced transportation problem ?

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

SECTION – C

Answer **any 6** questions. **Each** question carries **4** marks.   **(6×4=24 Marks)**

23. What are the phases of operation research ?

24. What are the requirements for employing linear programming technique ?

25. Differentiate PERT and CPM.

26. Explain solving an assignment method.

27. Draw a network diagram to the following activities.

Activity	Time duration	Activity	Time duration
1-2	2	1-3	4
1-4	3	2-5	1
3-5	6	4-6	5
5-6	7		

28. Solve the following minimal assignment problem.

<table>
<tr><td></td><td></td><td colspan="4">Man</td></tr>
<tr><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td></tr>
<tr><td></td><td>I</td><td>12</td><td>30</td><td>21</td><td>15</td></tr>
<tr><td>Job</td><td>II</td><td>18</td><td>33</td><td>9</td><td>31</td></tr>
<tr><td></td><td>III</td><td>44</td><td>25</td><td>21</td><td>21</td></tr>
<tr><td></td><td>IV</td><td>14</td><td>30</td><td>28</td><td>14</td></tr>
</table>

29. Find initial solution for the transportation problem by VAM.

<table>
<tr><td></td><td colspan="4">To</td></tr>
<tr><td></td><td>W1</td><td>W2</td><td>W3</td><td>Supply</td></tr>
<tr><td>F1</td><td>2</td><td>7</td><td>4</td><td>5</td></tr>
<tr><td>F2</td><td>3</td><td>3</td><td>1</td><td>8</td></tr>
<tr><td>F3</td><td>5</td><td>4</td><td>7</td><td>7</td></tr>
<tr><td>F4</td><td>1</td><td>6</td><td>2</td><td>14</td></tr>
<tr><td>Demand</td><td>7</td><td>9</td><td>18</td><td></td></tr>
</table>

30. A company has three operational departments (weaving, processing and packing) with capacity to produce three different types of clothes namely suitings. Shirtings and woollen yielding a profit of Rs. 2, Rs. 4 and Rs. 3 per meter respectively. One meter suiting requires 3 minutes in weaving, 2 minutes in processing and 1 minute in packing. Similarly one meter of shirting requires 4 minutes in weaving, 3 minutes in each department. In a week, total run time of each department is 60, 40 and 80 hours for weaving, processing and packing departments respectively. Formulate LPP.

31. A fleet owner finds his past records that the costs per year of maintaining a truck whose purchase price is Rs. 1,60,000 are as given below :

Year	Maintenance Cost (Rs.)	Resale price (Rs.)
1	8,000	1,45,000
2	9,000	1,32,000
3	10,500	1,22,000
4	13,000	1,14,000
5	15,000	1,09,000
6	20,000	90,000
7	25,000	70,000
8	30,000	50,000

At what age a replacement is due ?

SECTION – D

Answer any 2 questions. **Each** question carries 15 marks.   **(2×15=30 Marks)**

32. A multi-plant company has three manufacturing plants A, B and C and two markets X and Y production cost at A, B and C is Rs. 1,500, Rs.1,600 and Rs.1,700 per piece respectively. selling prices in X and Y are Rs. 4,400 and Rs. 4,700 respectively. Demands in X and Y are 3,500 and 3,600 pieces respectively Production capacities of A, B and C are 2,000, 3,000 and 4,000 pieces respectively.

To→ From↓	X	Y
A	1000	1500
B	2000	3000
C	1500	2500

Transportation costs are as shown in the adjacent matrix. Solve the problem as to maximise the profit.

33. Five different machines can do any of the five required jobs with different profits resulting from each assignment as shown below.

Machines

		A	B	C	D	E
	1	30	37	40	28	40
	2	40	24	27	21	36
Job	3	40	32	33	30	35
	4	25	38	40	36	36
	5	29	62	41	34	39

Find out maximum profit possible through optimal assignment.

34. A project schedule has the following characteristics.

Activity	Time	Activity	Time
1-2	4	1-3	1
2-4	1	3-4	1
3-5	6	4-9	5
5-6	4	5-7	8
6-8	1	7-8	2
8-1	5	9-10	7

1) Construct network diagram.

2) Compute T_E and T_L for each event.

3) Find EST, LST and LFT, EFT values of all activities.

4) Find critical path.

35. Solve the following using simplex.

Max : $Z = 40x_1 + 80x_2$

S.t $2x_1 + 3x_2 \leq 48$

$$x_1 \leq 5$$

$$x_2 \leq 10$$

$$x_1, x_2 \geq 0.$$

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, December 2017
Career Related First Degree Programme Under CBCSS
Core Course : BM1543 : OPERATIONS MANAGEMENT
(2014 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is Operations Management ?

2. Expand TQM.

3. What is scheduling ?

4. Expand MPS.

5. What is time fence ?

6. Expand QFD.

7. What is quality control ?

8. What is benchmarking ?

9. What is route sheet ?

10. What is mean control chart ?   **(10×1=10 Marks)**

SECTION – B

Answer **any 8** questions in **one** paragraph. **Each** question carries **2** marks.

11. What is pegging ?

12. Define despatching.

13. What is pareto phenomenon ?

14. List any four types of layout.

15. How are manufacturing processes classified ?

16. What is ABC analysis ?

17. What is MRP ?

18. What is forecasting ?

19. What do you mean by BOM ?

20. What is EPQ ? What are its assumptions ?

21. What is production planning ?

22. What is JIT ?   (8×2=16 Marks)

SECTION – C

Answer **any 6** questions. **Each** question carries **4** marks.

23. Which are factors that determine effective capacity ?

24. Distinguish between manufacturing operations and non-manufacturing operations.

25. What are the objectives of maintenance management ?

26. Which are the phases of operations planning and control function ?

27. What are the objectives of MRP ?

28. What are the principles of operations planning and control ?

29. Write a short note on VED analysis.

30. Explain statistical quality control techniques.

31. What is the importance of layout ?   (6×4=24 Marks)

SECTION – D

Answer **any 2** questions. **Each** question carries **15** marks.

32. Explain factors influencing layout.

33. Explain production planning and control in different production systems.

34. Explain factors that determine plant location.

35. Following material relating to a type of material is available :

    Annual demand – 2400 units

    Unit Price – Rs. 2.40

    Ordering cost per order – Rs. 4

    Storage cost – 2% per annum

    Interest rate – 10% per annum

    Lead time – half month.

    a) What is EOQ ?

    b) How many orders need to be placed in a year ?

    c) What is the total annual inventory cost if EOQ quantity is ordered ?

    (2×15=30 Marks)

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, December 2017
Career Related First Degree Programme Under CBCSS
Open Course
BM – 1551.4 : FUNDAMENTALS OF FINANCIAL ACCOUNTING
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

(10×1=10 Marks)

1. What do you mean by Accounting ?

2. Capital is shown on the liability side of Balance Sheet. Write a note on liability.

3. Who is a Creditor ?

4. What is petty cash book ?

5. What is double entry ?

6. What is Posting ?

7. Briefly explain the meaning of current liability.

8. What is capital expenditure ?

9. What is a Bank Reconciliation Statement ?

10. What is Contra Entry ?

SECTION – B

Answer **any 8** questions. **Each** question carries 2 marks.

(8×2=16 Marks)

11. Explain imprest system.

12. Write a note on dual aspect principle.

13. Balance Sheet is considered as a statement. Why ?

14. Write Journal Entries :

    i) Goods given as samples   ii) Brought in capital

15. Explain trade discount.

16. Briefly explain purchase returns book.

17. What is order of permanence ?

18. Give a brief note on cash book with cash and bank columns.

19. Bring out the various advantages of accounting.

20. Differentiate book of original entry and ledger.

21. What is Trial Balance ?

22. Briefly explain :

    i) Going concern concept   ii) Consistency Assumption.

SECTION – C

Answer **any 6** questions. **Each** question carries 4 marks.   **(6×4=24 Marks)**

23. State the features of Trial Balance.

24. Name the account to be debited and credited and give reasons
    a) Purchase furniture
    b) Sold Machinery
    c) Purchase goods from a supplier
    d) Sold goods to a customer

25. Briefly explain accounting equation.

26. Enter the following transactions in the Purchases Returns Book of Salim Agencies.
    2016
    Jan. 6 Returned to M/s Light House Electricals
            2 Crompton fans of Rs. 800 each
    Jan. 29 Returned to M.C. and Co.
            2 electrical heaters @ Rs. 400
            2 electric stoves @ Rs. 120

27. From the following information, prepare a Trading Account as on 31st December 2015.

Opening stock	14,000	Purchases	36,000
Sales	92,000	Sales Returns	2,000
Purchases Returns	3,000	Wages	4,000
Carriage inwards	2,500	Power and Fuel	1,400
Manufacturing Expenses	1,600	Closing Stock	15,000

28. Enter the following in a Single Column Cash Book (p.g.9.1 Illus.5)

2016

April	1	Cash in Hand	50,000
April	5	Cash Purchases	10,000
April	8	Cash Sales	8,000
April	10	Received from Mohan	10,000
April	15	Purchased Furniture	5,000
April	22	Paid wages	2,000
April	25	Received Commission	1,000
April	30	Paid rent	6,000

29. Explain the various types of Petty Cash books.

30. Bring out the need for preparing a Balance Sheet.

31. Discuss the procedure for balancing an account.

SECTION – D

Answer **any two** questions. **Each** question carries **15** marks.   **(2×15=30 Marks)**

32. What is Accounting ? Explain the various assumptions and principles of accounting.

33. Following Trial Balance is prepared on March 31, 2016 from a Trader's Book.

Particulars	Dr. (Rs.)	Cr. (Rs.)
Opening Stock	25,000	
Furniture	8,000	
Plant and Machinery	1,40,000	
Additions to Plant and Machinery (1-10-2015)	10,000	
Debtors	30,000	
Wages	12,000	
Salaries	20,000	
Bad Debts	1,000	
Purchases	1,20,000	
Electricity charges	1,200	
Telephone charges	2,400	
General expenses	3,000	
Postage and Telegrams	1,800	
Returns Inwards	900	
Insurance Premium	1,500	

Cash in hand	2,500	
Cash at Bank	40,000	
Sales		2,27,800
Commission		500
Return Outwards		1,000
Creditors		40,000
Capital		1,50,000
Total	**4,19,300**	**4,19,300**

Taking into consideration the adjustments given below, prepare Trading and Profit and Loss Account for the year ended 31st March 2016 and Balance Sheet at that date.

i) Closing Stock Rs. 7,000

ii) Outstanding salaries Rs. 1,400 and outstanding wages Rs. 600

iii) Insurance paid in advance Rs. 200

iv) Charge depreciation on fixed assets at 5%.

34. Prepare an analytical Petty Cash Book on the imprest system from the following :
2016

Jan. 1 Received Rs. 20,000 for Petty cash

2	Paid bus fare	100
2	Paid cartage	500
3	Paid for postage and telegram	1,000
3	Paid wages for casual labourers	1,200
4	Paid for stationery	800
4	Paid auto charges	400
5	Paid for repairs to chairs	3,000
5	Paid bus fare	200
5	Paid cartage	800
6	Paid for postage and telegram	1,400
6	Paid for conveyance charges	600
6	Paid cartage	600
6	Paid for stationery	400
6	Paid for refreshment to customers	1,000

35. What is Bank Reconciliation Statement ? Bring out its need and importance. Explain various reasons of difference between balances as per cash book and pass book.