



Reg. No. :

Name :

Fifth Semester B.B.A. Degree Examination, December 2018
Career Related First Degree Programme under CBCSS
Core Course : BM 1541 : QUANTITATIVE TECHNIQUE FOR
MANAGEMENT
(2015 Admission Onwards)

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 OR model ?
- 2) What is descriptive model ?
- 3) What is non-degenerate basic feasible solution ?
- 4) Why is Vogel's approximation method preferred over the other methods ?
- 5) What are surplus variables ?
- 6) Write any two uses of transportation techniques.
- 7) What is corner point ?
- 8) What is feasible solution ?
- 9) What is replacement theory ?
- 10) What is Minimum Ratio ?

(10×1=10 Marks)

SECTION – B

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

- 11) What is pessimistic time estimates ?
- 12) What is infeasibility ?
- 13) Write the mathematical formulation of LPP.
- 14) What are the limitations of linear programming ?
- 15) How is Operations Research useful in taking management decisions ?

P.T.O.



- 16) What are unbalanced assignment problems ?
- 17) What are PERT ?
- 18) What is free float ?
- 19) Briefly explain degeneracy in transportation problem.
- 20) Write the equations to calculate the expected time for an activity, variance of an activity in PERT calculations.
- 21) Explain replacement of items that deteriorate with time.
- 22) What are the rules for constructing network diagram ? **(8×2=16 Marks)**

SECTION – C

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

- 23) Discuss the difference between transportation problem and assignment problem.
- 24) Discuss objective function in LPP.
- 25) Explain the classification of OR Model on the basis of structure.
- 26) A manufacturer produces two types of models M1 and M2. Each model of the type M1 requires 4 hours of grinding and 2 hours of polishing; whereas each model of the type M2 requires 2 hours of grinding and 5 hours of polishing. The manufacturers have 2 grinders and 3 polishers. Each grinder works 40 hours a week and each polisher works for 60 hours a week. Profit on M1 model is Rs. 3.00 and on model M2 is Rs. 4.00. Whatever is produced in a week is sold in the market. How should the manufacturer allocate his production capacity to the two types of models, so that he may make the maximum profit in a week ?
- 27) Solve the following LPP by graphical method :

$$\text{Maximize } Z = 2x_1 + 3x_2$$

Subject to

$$x_1 + x_2 \leq 30$$

$$x_2 \geq 3$$

$$0 \leq x_2 \leq 12$$

$$x_1 - x_2 \geq 0$$

$$0 \leq x_1 \leq 20$$

$$x_1, x_2 \geq 0.$$

- 28) OR is the art of finding bad answers where worse exists. Comment.
- 29) Assuming that the expected time are normally distributed, find the critical path and project duration of

Activity	Days		
	To	tm	Tp
1 - 2	2	5	14
1 - 3	9	12	15
2 - 4	5	14	17
3 - 4	2	5	8
3 - 5	8	17	20
4 - 5	6	9	12

30) Discuss the terms : Present worth factor and discount rate.

31) Differentiate PERT and CPM.

(6×4=24 Marks)

SECTION - D

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

32) Discuss significance and scope of operation research.

33) Solve the Linear Programming Problem.

$$\text{Maximize : } Z = 7x_1 + 5x_2$$

Subject to

$$x_1 + 2x_2 \leq 6$$

$$4x_1 + 3x_2 \leq 12$$

$$x_1, x_2 \geq 0.$$



- 34) Given below is the time (days) required when a particular programme is assigned to a particular programmer.

		Programmers			
		A	B	C	D
Programmes	1	12	10	8	9
	2	8	9	11	7
	3	11	14	12	10
	4	9	9	8	9

Assign the programmers to the programmes in such a way that the total computing time is least.

- 35) The following table lists the jobs of a network along their time estimates.

Job	Duration (days)		
	Optimistic	Most Likely	Pessimistic
1-2	3	6	15
1-6	2	5	14
2-3	6	12	30
2-4	2	5	8
3-5	5	11	17
4-5	3	6	15
6-7	3	9	27
5-8	1	4	7
7-8	4	19	28

- Draw the project network.
- Calculate the length and variance of the critical path.
- What is the approximate probability that the jobs on the critical path will be completed in 41 days ?
(2×15=30 Marks)



Reg. No. :

Name :

Fifth Semester B.B.A. Degree Examination, December 2018
Career Related First Degree Programme under CBCSS
Core Course : BM 1542 : RESEARCH METHODOLOGY
(2015 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

- 1) Define research.
- 2) What is applied research ?
- 3) What you mean by secondary data ?
- 4) What is SPSS ?
- 5) What is tabulation ?
- 6) What is educational research ?
- 7) What is research bias ?
- 8) What is hypotheses ?
- 9) What is type II error ?
- 10) What do you mean by probability sampling ? **(10×1=10 Marks)**

SECTION – B

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

- 11) What are the objectives of research ?
- 12) What is exposit facto research ?
- 13) Write a note on null hypothesis.
- 14) What is census method ?

P.T.O.



- 15) Explain research design.
- 16) What is historical method of research ?
- 17) What is depended and independent variable ?
- 18) What is convenient sampling ?
- 19) Discuss random sampling.
- 20) What do you mean by sample ?
- 21) What is indirect oral interview ?
- 22) What is data collection ?

(8x2=16 Marks)

SECTION – C

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

- 23) What are the pros and cons of survey method ?
- 24) Explain the importance of research design.
- 25) What do you mean by questionnaire ? Explain about the qualities of good questionnaire.
- 26) What are types of observation ?
- 27) What are the steps involved in sample design ?
- 28) Discuss about the problems encountered by researchers in India.
- 29) What are the scaling construction techniques ?
- 30) What is judgment sampling ? Discuss about the advantages and disadvantages.
- 31) Distinguish between basic research and applied research.

(6x4=24 Marks)

SECTION – D

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

- 32) What are the sources of secondary data and how it differentiates from primary data ?
- 33) What is research design ? Explain the concepts of research design and what are the types research design.
- 34) Explain a) the steps to be followed in writing a report b) layout of research report.
- 35) a) Different types of research.
b) Difference between research method and research methodology.

(2x15=30 Marks)



(Pages : 2)

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Reg. No. :

Name :

Fifth Semester B.B.A. Degree Examination, December 2018
Career Related First Degree Programme Under CBCSS
Core Course
BM 1543 : OPERATIONS MANAGEMENT
(2015 Admn. Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is JIT ?
2. Define plant layout.
3. What is assembly line ?
4. What is control chart ?
5. What is routing ?
6. What is EOQ ?
7. What is quality ?
8. What is six sigma ?
9. What is scheduling ?
10. What is plant location ?

(10×1=10 Marks)

SECTION – B

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

11. What is statistical quality control ?
12. Define capacity.
13. What is product life cycle ?
14. What do you mean by production planning ?

P.T.O.

F – 2730



15. What is assembly process ?
16. What is ABC analysis ?
17. What is product design ?
18. What is process layout ?
19. What is material handling ?
20. What do you mean by capacity utilization ?
21. What do you mean by material requirement planning ?
22. What is operations management ?

(8×2=16 Marks)

SECTION – C

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

23. What are the determinants of effective capacity ?
24. Explain the steps involved in production plan.
25. What are the different types of maintenance ?
26. What are the objectives of facility planning ?
27. What are the different types of plant layout ?
28. What are the merits of line layout ?
29. What are the different types of capacity ?
30. State the benefits of quality circles.
31. What are advantages of inventory control ?

(6×4=24 Marks)

SECTION – D

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

32. What is Total Quality Management ? Explain the principles and benefits of Total Quality Management.
33. Explain the various factors that determine plant location of industrial unit.
34. Discuss the recent trends in operation management.
35. Explain the scope of operations management.

(2×15=30 Marks)



Reg. No. :

Name :

**Fifth Semester B.B.A. Degree Examination, December 2018
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. What is CRM ?
2. What is customer loyalty ?
3. What do you mean by customer retention ?
4. What is sales force automation ?
5. What is data warehousing ?
6. What is supply chain ?
7. Define customer value.
8. Define data analysis.
9. Expand CRC.
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 are the objectives of CRM ?
12. What is event based marketing ?
13. Define database marketing.
14. What is data mining ?
15. Distinguish between transactional marketing and relationship marketing.

P.T.O.

F – 2692



16. Write a short note on relationship marketing and CRM.
17. What is customer delight ?
18. What is customer development ?
19. What is CLV ?
20. What is click stream analysis ?
21. Define relationship.
22. What are the elements of a call centre ?

(8x2=16 Marks)

SECTION – C

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

23. What are the benefits of CRM ?
24. What are the barriers to CRM implementation ?
25. What are the elements of relationship marketing ?
26. What are the stages of customer life cycle ?
27. What is e-CRM ? What is its scope ?
28. Explain the classification of customer database.
29. Write a short note on cross-selling and up-selling.
30. Explain the customer retention strategies.
31. Explain the objectives of a CRM strategy.

(6x4=24 Marks)

SECTION – D

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

32. Explain the steps involved in the selection of a CRM tool.
33. Explain the steps involved in developing a customer database.
34. Explain the steps in formulating a CRM strategy.
35. Define CRM. Explain different types of CRM.

(15x2=30 Marks)

Reg. No. :

Name :

Fifth Semester B.B.A. Degree Examination, December 2018
Career Related First Degree Programme under CBCSS
Open Course
BM – 1551.4 : FUNDAMENTALS OF FINANCIAL ACCOUNTING
(2014 Admn. 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 Journalising ?
2. Capital is the investment made by the businessman into the business. Write the Journal entry.
3. Who is a debtor ?
4. Write a short note on Contra Entry.
5. What is Suspense Account ?
6. Define book keeping.
7. Briefly explain the meaning of posting.
8. What is revenue ?
9. How cost of goods sold can be calculated ?
10. What is Double Entry ?

SECTION – B

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

(8×2=16 Marks)

11. Explain Business Entity Concept.
12. Write a note on purchases and sales.
13. Cash book is both a journal and a ledger. Why ?
14. Write journal entries
 - a) Withdrawn goods for personal use.
 - b) Advertisement expenses paid.
15. Explain grouping and marshalling of assets and liabilities.
16. Goods distributed as free samples. Write the journal entry in the books of account.
17. What are the various classification of errors ?
18. Give a brief note on Income Statement.

P.T.O.



19. Opening stock Rs. 30,000; Purchases Rs. 54,600; Expenses on purchases Rs. 6,000; Sales Rs. 90,000; Expenses on sales Rs. 3,000; Closing stock Rs. 36,600. Calculate Gross Profit.
20. Differentiate Trial Balance and Balance Sheet.
21. What are the various reasons of difference between cash book and bank passbook ?
22. State the features of double entry system.

SECTION – C

Answer any 6 questions. Each question carries 4 marks.

(6×4= 24 Marks)

23. Bring out the differences between Journal and Ledger.
24. Prepare the accounting equation on the basis of the following
 - i) Mr. X started business with Rs. 70,000
 - ii) Purchased goods from Mr. B. Rs. 18,000
 - iii) Payment made to creditors in full settlement Rs. 17,500
 - iv) Purchase machinery for cash Rs. 20,000.
25. What are the features of a journal ?
26. Enter the following transactions in a Simple Cash Book.

2016

March 1 Balance of Cash in hand Rs. 15,000

March 8 Purchases goods for cash from X for Rs. 3,200

March 15 Sold goods for Rs. 4,800 to Y

March 20 Received Commission Rs. 650

March 20 Paid Commission Rs. 550

March 28 Paid to Mr. S on account Rs. 7,150

March 31 Paid salary to the office clerk Rs. 1,000 and office rent Rs. 600

27. From the following information, draw up a Trial Balance in the books of Mr. Hari as on 31st March 2013.

Capital Rs. 1,40,000. Purchases Rs. 36,000. Discount Allowed Rs. 1,200, Carriage Inwards Rs. 8,700; Carriage outwards Rs. 2,300 ; Sales Rs. 60,000 ; Returns Inward Rs. 300 ; Return outwards Rs. 700, Rent and Taxes Rs. 1,200 ; Plant and Machinery Rs. 80,700 ; Stock on 1st April, 2012 Rs. 15,500 ; Sundry Debtors Rs. 20,200 ; Sundry Creditors Rs. 12,000 ; Investments Rs. 3,600; Commission Received Rs. 1,800 ; Cash in Hand Rs. 100 ; Cash at Bank Rs. 10,100 ; Motor Cycle Rs. 34,600 and Stock on 31st March 2013 (not adjusted) Rs. 20,500.



28. From the following information, prepare Bank Reconciliation Statement as on 31st March 2015.
- i) Balance as per cash book as on 31st March 2015 Rs. 12,000
 - ii) Balance as per bank statement as on the date Rs. 15,600
 - iii) Out of the total cheques amounting to Rs. 10,000 issued, cheques aggregating Rs. 3,000 were cashed in March 2015, Cheques aggregating Rs. 4,000 were cashed in April 2015 and the rest have not been presented yet.
 - iv) Out of the total cheques amounting to Rs. 5,000 deposited, cheques aggregating Rs. 1,500 were credited in March 2015 and balance cheques were credited in April, 2015
 - v) Bank has debited Rs. 100 as bank charges and has credited Rs. 200 as interest.
29. Explain the following terms
- i) Assets
 - ii) Liabilities
 - iii) Capital
 - iv) Depreciation.
30. Bring out the main differences between Capital Expenditure and Revenue Expenditure.
31. Discuss the various classifications of accounts.

SECTION – D

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

32. What are Financial Statements ? Bring out its objectives and importance. Who are the various interest parties of financial statements and why ?
33. Following Trial Balance is prepared on March 31, 2016 from a trader's book.

Particulars	Dr. (Rs.)	Cr. (Rs.)
Cash in Hand	8,000	
Cash at Bank	12,000	
Wages	20,000	
Sales		5,00,000
Machinery	2,12,000	
Bills Receivable	40,000	
Opening Stock	84,000	
Creditors		40,000



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Cash at Bank	12,000	
Wages	20,000	
Sales		5,00,000
Machinery	2,12,000	
Bills Receivable	40,000	
Opening Stock	84,000	
Creditors		40,000



Purchases	3,30,000	
Sales Return	6,000	
Salaries	32,000	
Debtors	86,000	
Taxes and Insurance	22,000	
Bad Debts	6,000	
Freight on Purchases	4,800	
Capital		3,20,000
Commission		2,800
Total	8,62,800	8,62,800

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. 90,000
- ii) Outstanding salaries Rs. 3,200 and outstanding wages Rs. 2,000
- iii) Prepaid insurance Rs. 900 and accrued commission Rs. 1,200
- iv) Charge depreciation on machinery at 10%

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

Jan.1	Received Rs. 10,000 for petty cash	
Jan. 2	Paid bus fare	50
Jan. 2	Paid cartage	250
Jan. 3	Paid for Postage and telegram	500
Jan. 3	Paid wages for casual labourers	600
Jan. 4	Paid for stationery	400
Jan. 4	Paid auto charges	200
Jan. 5	Paid for repairs to chairs	1,500
Jan. 5	Paid bus fare	100
Jan. 5	Paid cartage	400
Jan. 6	Paid for Postage and telegram	700
Jan. 6	Paid for Conveyance charges	300
Jan. 6	Paid cartage	300
Jan. 6	Paid for stationery	200
Jan. 6	Paid for refreshment to customers	500

35. What is Generally Accepted Accounting Principles ? Explain various accounting assumptions and conventions.