



K24U 0820

Reg. No. : .....

Name : .....

**IV Semester B.B.A. Degree (CBCSS – OBE – Regular/Supplementary/  
Improvement) Examination, April 2024  
(2019 to 2022 Admissions)**

**Core Course**

**4B08BBA : OPERATIONS MANAGEMENT**

Time : 3 Hours

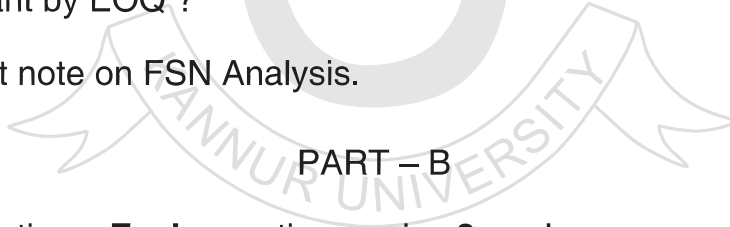
Max. Marks : 40



**PART – A**

Answer **all** questions. **Each** question carries **1** mark. **(6×1=6)**

1. What is plant layout ?
2. Distinguish between production management and operations management.
3. What is an Enterprise Resource Planning (ERP) System ?
4. Define Work Measurement.
5. What is meant by EOQ ?
6. Write a short note on FSN Analysis.



**PART – B**

Answer **any 6** questions. **Each** question carries **2** marks. **(6×2=12)**

7. What are the 5 M's in production management ?
8. Write a short note on different types of plant layout in a production facility.
9. What is a production system ? Explain different types of production systems.
10. What is meant by scheduling ? Explain the different types of scheduling.
11. What is motion study ? List out the benefits of motion study.

P.T.O.



12. What is re-order point ? How it is computed ?
13. What is Safety Stock ? How it is fixed ?
14. What is green manufacturing ?

**PART – C**

Answer **any 4** questions. **Each** question carries **3** marks.

**(4×3=12)**

15. What is Plant Location? Explain major factors influencing the Plant Location Decision.
16. Write a short note on the importance of production planning and control in a manufacturing organization.
17. Briefly explain the principles of Material Management.
18. What is inventory management? Briefly explain the different methods of inventory management.
19. Critically evaluate the JIT inventory management technique.
20. Write a short note on any three quality improvement techniques.
21. Write a short note on different kinds of material handling equipment.

**PART – D**

Answer **any 2** questions. **Each** question carries **5** marks.

**(2×5=10)**

22. Define Production Management. Briefly explain the functions of Production Management.
  23. Briefly explain the different elements involved in the production planning and control process.
  24. What is Maintenance Management? Briefly explain different kinds of maintenance strategies used for maintenance of assets.
  25. Write an essay on different quality control techniques used in production management.
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K23U 1064

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**IV Semester B.B.A. Degree (CBCSS – OBE – Regular/Supplementary/  
Improvement) Examination, April 2023  
(2019 Admission Onwards)**

**Core Course**

**4B08BBA : OPERATIONS MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

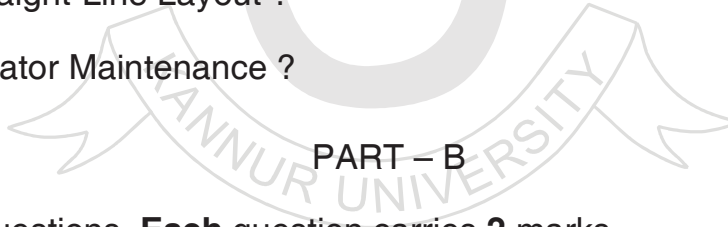


**PART – A**

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

1. What is ABC in inventory management ?
2. What is Time Study ?
3. What is EOQ ?
4. Define Safety stock.
5. What is a Straight-Line Layout ?
6. What is Operator Maintenance ?

**(6×1=6)**



**PART – B**

Answer **any 6** questions. **Each** question carries **2** marks.

7. What do you mean by Re-Order Level ?
8. Discuss the significance of preventive maintenance.
9. What do you mean by a fixed position layout ?
10. What is an Assembly line ?
11. What are control charts ?

P.T.O.



12. What do you mean by Material Requirement Planning ?

13. Briefly explain the concept of TOC.

14. What do you mean by a Quality circle ?

(6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. What is the relevance of a Master Production Schedule – MPS ?

16. What is the importance of Production Control ?

17. How does EOQ reduces the overall cost of operations ?

18. Explain any one of the quality improvement techniques.

19. Briefly explain the concept of lead time.

20. What is the relevance of Green Manufacturing ?

21. Briefly explain the concept of Work Measurement.

(4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

22. What are the steps involved in Quality Control ?

23. Discuss the various Production Systems.

24. What are the major factors affecting the choice of a plant location ?

25. Compare and contrast the different inventory categories in ABC analysis. (2×5=10)

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K24U 0943

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**IV Semester B.B.A./B.B.A. (T.T.M.)/B.B.A. (R.T.M.) Degree (C.B.C.S.S. –  
Supplementary / One Time Mercy Chance) Examination, April 2024  
(2014 to 2018 Admissions)**

**Core Course**

**4B07BBA/BBA (TTM)/BBA (RTM) : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

**SECTION – A**

Answer **all** questions. **Each** question carries  $\frac{1}{2}$  mark.

**(4× $\frac{1}{2}$ =2)**

1. What is Marketing ?
2. What is Selling concept of marketing ?
3. What is a label ?
4. What is market segmentation ?

**SECTION – B**

Answer **any four** questions. **Each** question carries **1** mark.

**(4×1=4)**

5. Define Marketing Mix.
6. What is Brand ?
7. What is a distribution channel ?
8. What is promotion ?
9. What is outdoor advertising ?
10. What is buying motive ?

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

**(6×3=18)**

11. What are the important sales promotion techniques ?
12. Explain the advantages of market segmentation.
13. Explain the importance of distribution channels.
14. Explain various elements of promotion mix.
15. Explain functions of packaging.
16. Explain product life cycle.
17. What are the functions of a salesman ?
18. What are the functions of advertising ?

SECTION – D

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

**(2×8=16)**

19. What is pricing ? Why pricing is considered as an important function ?
  20. What is the importance of personal selling ? Also explain various steps involved in the selling process.
  21. Explain the scope and significance of consumer behaviour.
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K24U 0819

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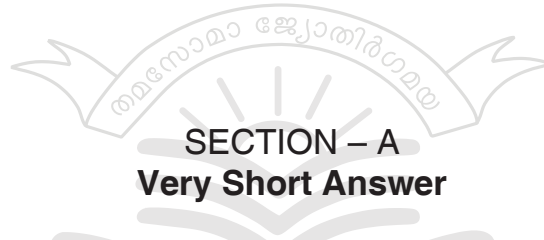
**IV Semester B.B.A./B.B.A. (RTM) Degree (C.B.C.S.S. – O.B.E. – Regular/  
Supplementary/Improvement) Examination, April 2024  
(2019 to 2022 Admissions)**

**Core Course**

**4B07BBA/BBA(RTM) : FINANCIAL MANAGEMENT**

Time : 3 Hours

Max. Marks : 40



**SECTION – A  
Very Short Answer**

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

1. What do you mean by Cost of Debt ?
2. What do you mean by Capital Structure ?
3. What are the major objectives of Financial Management ?
4. Expand IRR.
5. What is Working Capital ?
6. What do you mean by Capital Budgeting ?

**(6×1=6)**

**SECTION – B  
Short Answer**

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

7. What are the major types of working capital ?
8. Explain briefly the need and importance of capital budgeting.
9. A project cost Rs. 5,00,000 and yield annually a profit of Rs. 80,000 after depreciation @ 12% but before tax of 50%. Calculate payback period.

P.T.O.



10. Differentiate between under capitalization and over capitalization.

11. Explain operating cycle concept of working capital.

12. What is ARR ? How it is calculated ?

13. What do you mean by Point of indifference ?

14. What are the significance of Cost of Capital ?

(6×2=12)

### SECTION – C

#### Essay

Answer **any four** questions. **Each** question carries **three** marks.

15. Differentiate between NPV and IRR.

16. Estimated cost of project is Rs. 5,00,000. The returns after depreciation and tax during the life of the asset are estimated to be is Rs.1,50,000, Rs. 1,25,000, Rs. 1,00,000, Rs. 75,000 and Rs. 50,000.  
Calculate the Average Rate of Return.

17. Explain briefly the advantages and disadvantages of payback period.

18. What do you mean by inventory ?

19. A company issues 1,000 equity shares of Rs. 100 each at a premium of 10%. The company has been paying 20% dividend to equity shareholders for the past five years and expect to maintain the same in the future also. Compute the cost of equity capital. Will it make any difference if the market price of equity share is Rs.160 ?

20. From the following calculate Net working capital

<b>Liabilities</b>	<b>Rs.</b>	<b>Asset</b>	<b>Rs.</b>
Equity shares	2,00,000	Goodwill	20,000
8% debentures	1,00,000	Land and building	1,50,000
Reserves	50,000	Plant and Machinery	1,00,000
Sundry creditors	1,50,000	Inventories	





Bills payable	30,000	Finished goods	60,000
Outstanding expenses	20,000	Work in progress	40,000
Bank overdraft	50,000	Prepaid expenses	20,000
Provision for taxation	20,000	Marketable securities	60,000
Proposed dividend	30,000	Sundry debtors	90,000
		Bills receivables	20,000
		Cash and Bank balance	90,000
	<b>6,50,000</b>		<b>6,50,000</b>

**(4×3=12)**

**SECTION – D**  
**Long Essay**

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

21. Compute the market value of the firm, value of shares and average cost of capital from the following information :

Net Operating Income                      Rs. 2,00,000

Total Investment                            Rs. 10,00,000

Equity Capitalization Rate :

- a) If the firm uses no debt                      10%
- b) If the firm uses Rs. 4,00,000 debentures    11%
- c) If the firm uses Rs. 6,00,000 debentures    13%

Assume that Rs. 4,00,000 debentures can be raised at 5% rate of interest whereas Rs. 6,00,000 debentures can be raised at 6% rate of interest.

22. Explain briefly the major determinants of capital structure.

23. From the following details compute the Net present value of Project A and B and suggest which proposal should be accepted. Discount rate is 10%.

	<b>Project A</b>	<b>Project B</b>
Initial investment	Rs. 25,000	Rs. 30,000
Estimated Life	4 years	5 years
Scrap value	2,000	Nil



An additional amount of Rs. 10,000 was spent at the beginning of the second year for Project B. The cash inflows i.e. profit before depreciation and after tax are as follows.

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
	<b>Rs.</b>	<b>Rs.</b>	<b>Rs.</b>	<b>Rs.</b>	<b>Rs.</b>
<b>Project A</b>	5,000	8,000	12,000	7,000	–
<b>Project B</b>	20,000	15,000	12,000	5,000	2,000

Present value (PV) factor at 10% : 0.909, 0.826, 0.751, 0.683 and 0.683.

24. Explain different Evaluation Methods of Capital budgeting.

(2×5=10)





K23U 1062

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**IV Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – OBE – Regular /  
Supplementary / Improvement) Examination, April 2023  
(2019 Admission Onwards)**

**Core Course**

**4B06BBA/BBA (RTM) : HUMAN RESOURCE MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

**SECTION – A**

**(Very Short Answer)**

Answer **all** the questions. **Each** question carries **one** mark.

1. Define '*Manpower Planning*'.
2. Give any two reasons for the 'demotion' of an employee.
3. What is '*Employee Lay-off*' ?
4. What is meant by '*Job Analysis*' ?
5. Comment on the term, '*Exit Interview*'.
6. Mention any two merits of '*Merit Rating*'.

**(6×1=6)**

**SECTION – B**

**(Short Answer)**

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

7. Distinguish between '*Placement*' and '*Induction*'.
8. What is '*Compensation Management*' ?
9. What does the '*Welfare aspect of HRM*' specify ?

P.T.O.



10. What are 'Fringe Benefits' ?
11. Recommend any two measures to control Absenteeism in your company.
12. Identify any two objectives for conducting Stress Interview.
13. Make any comparisons between HRM and HRD.
14. What are the two benefits of collecting suggestions from employees at the workplace ? (6×2=12)

SECTION – C

(Essay)

Answer **any four** questions. **Each** question carries **three** marks.

15. Examine the role of an HR Manager in the 21<sup>st</sup> Century.
16. Compare and Contrast Job Enrichment and Job Enlargement.
17. Briefly enumerate the steps in the Employee selection process.
18. Highlight the importance of Executive Development in an organisation.
19. Outline different reasons why employees behave in an indisciplined manner at the workplace.
20. Trace the factors influencing the Wage System in an organisation. (4×3=12)

SECTION – D

(Long Essay)

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

21. Define 'Recruitment'. Detail the different sources of recruiting employees in a company.
  22. "HRM functions play a vital role in the whole scheme of management of an organisation". Elucidate.
  23. Describe the detailed Grievance Redressal Mechanism prescribed by law in India.
  24. Compare and Contrast the different methods of Training employees at the workplace. (2×5=10)
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K24U 0817

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**IV Semester B.B.A./B.B.A. (RTM) Degree (C.B.C.S.S. – O.B.E. – Regular/  
Supplementary/Improvement) Examination, April 2024**

**(2019 to 2022 Admissions)**

**GENERAL AWARENESS COURSE**

**4A14BBA/BBA(RTM) : Environmental Studies**

Time : 3 Hours

Max. Marks : 40

**PART – A**

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

**(6×1=6)**

1. CFC means
2. Define ecosystem.
3. \_\_\_\_\_ is considered as the ultimate source of energy.
4. Name two nuclear power plants in India.
5. What do you mean by food chain ?
6. What is meant by pH value ?

**PART – B**

Answer **any 6** questions. **Each** question carries **2** marks.

**(6×2=12)**

7. Define sustainable development.
8. What is meant by environmental audit ?
9. Write a short note on national parks.
10. Define flood.
11. Discuss the effects of mineral extraction on environment.

P.T.O.



12. Define Biodiversity.
13. Explain environmental communication.
14. Enumerate the objective of National Environment Policy, 2006.

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

**(4×3=12)**

15. Explain ozone layer depletion.
16. Explain the importance of Silent Valley Movement.
17. Discuss the structure of ecosystem.
18. What is the importance of EIA ?
19. Write a short note on ecosystem diversity.
20. Differentiate Renewable and Non-renewable energy resources.

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

**(2×5=10)**

21. Discuss the causes, effects and control measures of water pollution.
  22. What is solid waste management ? Explain the various methods of solid waste management.
  23. Discuss the role of international conventions and agreements in conservation of global environment.
  24. 'Natural resources is a gift of nature'. Enumerate the various types of natural resources.
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**K23U 1061**

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**IV Semester B.B.A./B.B.A.(RTM) Degree (CBCSS – OBE – Regular/  
Supplementary/Improvement) Examination, April 2023  
(2019 Admission Onwards)  
GENERAL AWARENESS COURSE  
4A14BBA/BBA(RTM) : Environmental Studies**

Time : 3 Hours

Max. Marks : 40

**SECTION – A  
(Very Short Answer)**

Answer **all** the questions. **Each** question carries **one** mark.

1. We celebrate 'World Forest Day' on
2. Noise Pollution is caused by increased levels of sound, measured in \_\_\_\_\_ units.
3. The 'Project Tiger' Programme was launched in the year
4. Minamata Disease is caused due to the biomagnification of
5. \_\_\_\_\_ is the first State in India to ban single-use plastics.
6. Recently 8 Cheetahs from Namibia arrived in \_\_\_\_\_ National Park in Madhya Pradesh of India. **(6×1=6)**

**SECTION – B  
(Short Answer)**

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

7. Raghav Ltd. wishes to consume electricity using solar power panels. Advise him of any two benefits.
8. Species become endangered for two reasons. Mention them.
9. What is meant by the concept of 'Ozone Hole' ?
10. Define the term 'Ecosystem'.

**P.T.O.**



11. State the correlation between 'Deforestation' and 'Desertification'.
12. "Long-term burning of plastics is harmful." Enlist its two consequences.
13. Mention any two reasons for 'Drought' in India.
14. What is meant by 'Pulverisation' ? (6×2=12)

## SECTION – C

**(Essay)**

Answer **any four** questions. **Each** question carries **three** marks.

15. "Today it's very common to see wildlife entering residential areas." Why ?
16. What is EIA ? State its functions.
17. Examine the role of Nature Clubs in your college toward Environmental Education.
18. "Many tribal communities are becoming vulnerable to the impacts of climate change." Do you agree ? Illustrate.
19. Classify the different components of the Environment.
20. "Excessive spraying of pesticides can be harmful to soil." Discuss how it leads to soil pollution. (4×3=12)

## SECTION – D

**(Long Essay)**

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

21. "India is now losing its Forest cover." Discuss the causes and consequences of Deforestation in India.
  22. "Development and Degradation are terms used often more contradictory." Do you agree ? Critically analyse the impact of economic development on the environment with examples.
  23. Identify the consequences of Air pollution in India. What efforts have been taken by the Government of India towards controlling them ?
  24. Examine the role of NGOs in protecting environment. (2×5=10)
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K24U 0816

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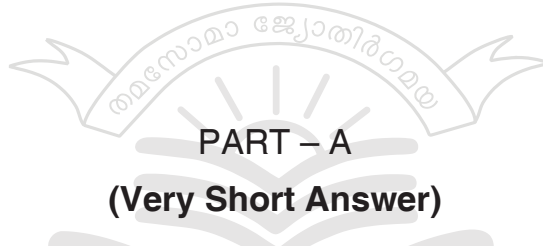
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IV Semester B.B.A./B.B.A. (RTM) Degree (C.B.C.S.S. – O.B.E. – Regular/  
Supplementary/Improvement) Examination, April 2024  
(2019 to 2022 Admissions)

GENERAL AWARENESS COURSE  
4A13BBA/BBA(RTM) : IT Tools for Business

Time : 2 Hours

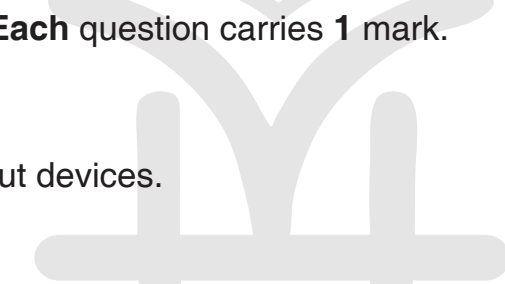
Max. Marks : 20



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

(3×1=3)

1. Define Computer.
2. Name any two output devices.
3. Define MAN.



PART – B  
(Short Answer)

Answer **any 3** questions. **Each** question carries **2** marks.

4. Explain the difference between RAM and ROM.
5. Describe the PAN network topology.
6. Discuss the significance of IT applications in education.
7. Differentiate between virus and malware.
8. Explain the term 'Application Software' with examples.
9. What is MS PowerPoint ?

(3×2=6)

P.T.O.



PART – C

**(Essay)**

Answer **any 2** questions. **Each** question carries **3** marks.

10. Differentiate between phishing and hacking.
11. Explain the terms transition and animation in MS Power Point.
12. Explain the concept of LAN and its applications.
13. Discuss the various alignment options available for text formatting in MS Word.
14. What are the advantages of M-Commerce ? **(2×3=6)**

PART – D

**(Long Essay)**

Answer **any 1** question. **Each** question carries **5** marks .

15. Explain the classification of computer generations and their characteristics.
16. Discuss the impact of cybercrimes on businesses and society.
17. Describe the features and functionalities of MS Word, highlighting its importance in document creation and editing.
18. Elaborate the role of IT in healthcare, mentioning its benefits and challenges. **(1×5=5)**

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K23U 1060

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**IV Semester B.B.A./B.B.A.(RTM) Degree (CBCSS – OBE – Regular/  
Supplementary/Improvement) Examination, April 2023**

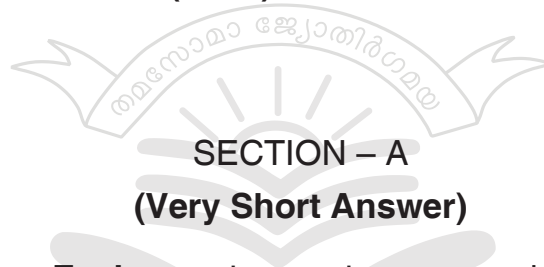
**(2019 Admission Onwards)**

**GENERAL AWARENESS COURSE**

**4A13BBA/BBA (RTM) : IT Tools for Business**

Time : 2 Hours

Max. Marks : 20



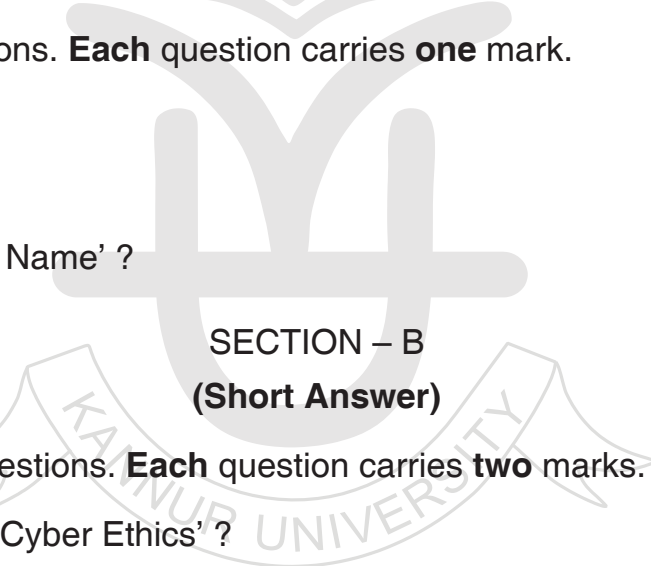
**SECTION – A**

**(Very Short Answer)**

Answer **all** the questions. **Each** question carries **one** mark.

1. What is 'www' ?
2. Expand URL.
3. What is a 'Domain Name' ?

**(3×1=3)**



**SECTION – B**

**(Short Answer)**

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

4. What is meant by 'Cyber Ethics' ?
5. How do RAM and ROM differ ?
6. State any two demerits of e-learning among students.
7. Distinguish between the Internet and Intranet.
8. Pick two examples of input devices.

9. What is 'Network Topology' ?

**(3×2=6)**

P.T.O.



SECTION – C  
(Essay)

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

10. How do you create a worksheet with EXCEL ?
11. Distinguish between Software and Hardware.
12. Discuss the distinguishing features of using MS WORD.
13. Summarise the different forms of Cyber Crimes.
14. Bring out any two merits and demerits of M-Commerce.

(2×3=6)

SECTION – D  
(Long Essay)

Answer **any one** question. **Each** question carries **five** marks.

15. Define Network. Highlight its different classifications in detail.
16. Trace the history and evolution of the computer.
17. What is a Spreadsheet ? Discuss its uses and limitations in detail.
18. Write an essay on the scope and importance of IT in Business operations.

(1×5=5)

