

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]  
EXAMINATION, NOVEMBER 2020**

B.B.A.

BBA VD 02—HOSPITALITY MANAGEMENT

Time : Two Hours

Maximum : 40 Marks

**Part A**

*All questions to be attended.  
Each question carries 1 mark.*

1. Cabana room is \_\_\_\_\_.
2. The 'pension' type of accommodation is most popular in \_\_\_\_\_ country.
3. The 'European Plan' in hotels include :
  - a) Room tariff which excludes meals
  - b) Room tariff which includes meals
  - c) Room tariff which includes breakfast
  - d) Room tariff which includes lunch or dinner.
4. Floatel is :
  - a) Accommodation provided on railway bogies.
  - b) Accommodation provided on way sides.
  - c) Accommodation provided on floating bodies.
  - d) Accommodation provided at apartments.

(4 × 1 = 4 marks)

**Part B**

*All questions can be attended and overall ceiling.  
Answer any **five** questions.  
Each question carries 2 marks.*

5. Define hotel.
6. Write a short note on tourism promotion
7. What does the term hospitality mean to you ?
8. What do you mean by Carrying capacity ?
9. What is Event Management ?

10. What do you mean by tourism pricing ?
11. What is organising ?

(5 × 2 = 10 marks)

### Part C

*All questions can be attended and overall ceiling.*

*Answer any four questions.*

*Each question carries 4 marks.*

12. What are the major Revenue producing departments in a hotel ?
13. Briefly explain the characteristics of a tourism product.
14. Explain the term 'sustainability'.
15. Discuss the major chain hotels in India.
16. What is the importance of planning in tourism ?
17. Discuss the functions of front office.

(4 × 4 = 16 marks)

### Part D

*All questions can be attended and overall ceiling.*

*Answer any one question.*

*The question carries 10 marks.*

18. What are the classifications of hotel ?
19. What are the duties and responsibilities of front office staff ?

(1 × 10 = 10 marks)

**FIFTH SEMESTER U.G. DEGREE (SPECIAL) EXAMINATION  
NOVEMBER 2020****(CUCBCSS—UG)****B.B.A.****BBA VD 01—E-COMMERCE****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA VD 01—E-COMMERCE

## (Multiple Choice Questions for SDE Candidates)

1. \_\_\_\_\_ is concerned with the buying and selling information, products and services over computer communication networks.
  - (A) Commerce
  - (B) E-Commerce.
  - (C) E-Business.
  - (D) None of these.
2. \_\_\_\_\_ allows a business application on the computer of one organization to communicate directly with the business application on the computer of another company.
  - (A) EDI.
  - (B) Protocols.
  - (C) Standards.
  - (D) Business applications.
3. Which of the following is not a party of SCM ?
  - (A) Suppliers.
  - (B) Manufacturers.
  - (C) Distributors.
  - (D) Customers.
4. \_\_\_\_\_ is the exchange of goods or items or commodities and services or applications used for money and deals the money matters.
  - (A) E-commerce.
  - (B) Commerce.
  - (C) Both of these.
  - (D) None.
5. \_\_\_\_\_ always operate on intranet.
  - (A) E--commerce.
  - (B) E-Business.
  - (C) EDI.
  - (D) None of these.
6. English physicist Tim Berner's Lee was famous for the establishment of \_\_\_\_\_ in 1990.
  - (A) Internet.
  - (B) WWW.
  - (C) Intranet.
  - (D) None of these.
7. A company that manufacturers bicycles may use the internet to purchase tyres from their suppliers. This is an example of \_\_\_\_\_ transaction.
  - (A) B2G.
  - (B) B2E.
  - (C) B2B.
  - (D) P2P.

8. \_\_\_\_\_ is basically a concept of online marketing and distributing of products and services over the internet.
- (A) B2G. (B) B2E.  
(C) B2B. (D) B2C.
9. \_\_\_\_\_ e-commerce involves customers gathering information, purchasing and receiving products over an electronic network.
- (A) B2G. (B) B2E.  
(C) B2B. (D) B2C.
10. Which among the following is an example of C2C ?
- (A) E-BAY. (B) Amazon.com.  
(C) Rentalic.com. (D) All of these.
11. Monster.com is an example of \_\_\_\_\_ website.
- (A) C2C. (B) B2E.  
(C) B2B. (D) B2C.
12. This is a protocol which allows files to be transferred from one computer to another computer
- (A) TCP/IP. (B) FTP.  
(C) HTTP. (D) None of these.
13. "Google" is one of the most popular \_\_\_\_\_.
- (A) Portal. (B) Browser.  
(C) Search Engine. (D) None of these.
14. \_\_\_\_\_ are general interest portals covering a wide range of topics and features.
- (A) Vertical portal. (B) Horizontal portal.  
(C) Both of these. (D) None of these.
15. A \_\_\_\_\_ is a software that scours the internet collecting data about every website and every webpage within it.
- (A) Spiders. (B) Search Engines.  
(C) Robots. (D) None of these.

Turn over

16. \_\_\_\_\_ is the most common way for purchasing an online advertising.
- (A) CPM. (B) CPC.  
(C) Any of these. (D) None of these.
17. \_\_\_\_\_ facilitates transactions between buyer and sellers by providing comprehensive information and ancillary services, without being involved in the actual exchange of goods and services between the parties.
- (A) Metamediary. (B) Intermediary.  
(C) Middlemen. (D) All of these.
18. \_\_\_\_\_ is a financial institution that establishes an account with a merchant and processes payment card authorization and payments.
- (A) Customer. (B) Issuer.  
(C) Merchant. (D) Acquirer.
19. \_\_\_\_\_ type of payment system is highly useful to those customers who would like to control overspending.
- (A) Prepaid. (B) Post paid.  
(C) Both of these. (D) None of these.
20. \_\_\_\_\_ is the system of purchasing cash credits in relatively small amounts, storing the credits in our computer, and then spending them, when making electronic purchases over the internet.
- (A) E-cash. (B) Digicash.  
(C) Cyber cash. (D) Any of these.

**FIFTH SEMESTER U.G. DEGREE (SPECIAL) EXAMINATION  
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VD 01—E-COMMERCE

Time : Two Hours

Maximum : 40 Marks

**Part A**

*All questions to be attended.  
Answer all the questions.  
Each question carries 1 mark.*

1. The availability of E- commerce is \_\_\_\_\_ hours per day.
2. SCM stands for \_\_\_\_\_.
3. B2C sells :
  - (a) Products or services directly to consumer.
  - (b) Product or services directly to companies.
  - (c) Product or services directly to Government.
  - (d) None of these.
4. EFT stands for :
  - (a) Emergency Fund Transfer.
  - (b) Electronic Fund Transfer.
  - (c) Effective Fund Transfer.
  - (d) None of these.

(4 × 1 = 4 marks)

**Part B**

*All questions can be attended and overall ceiling.  
Answer any five questions.  
Each question carries 2 marks.*

5. What is E-Business ?
6. Define EDI.

Turn over

7. What is B2B e-commerce ?
8. What are e-cheques ?
9. What is Electronic Purse ?
10. What is Credit Card ?
11. What is Sniffing ?

(5 × 2 = 10 marks)

### Part C

*All questions can be attended and overall ceiling.*

*Answer any **four** questions.*

*Each question carries 4 marks.*

12. What are the features of traditional commerce ?
13. What are the limitations of E-Commerce to society ?
14. What are the difference between e-business and e-commerce ?
15. What are the factors to be considered for making e-commerce successful ?
16. Explain the features of Post-Paid system.
17. What are the disadvantages of E-Cash ?

(4 × 4 = 16 marks)

### Part D

*All questions can be attended and overall ceiling.*

*Answer any **one** question.*

*Each question carries 10 marks.*

18. Explain the business models of E-Commerce.
19. What are the types of Biometrics ? Explain.

(1 × 10 = 10 marks)



**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION  
NOVEMBER 2020**

**(CUCBCSS—UG)**

**B.B.A.**

**BBA VB 11—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—II  
PERFORMANCE MANAGEMENT**

**(Multiple Choice Questions for SDE Candidates)**

**Time : 15 Minutes**

**Total No. of Questions : 20**

**Maximum : 20 Marks**

**INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
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BBA VB 11—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—II  
PERFORMANCE MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Vijay was employed in the production department of a firm manufacturing textiles. He was well behaved and agreed to the norms of the organization. Vijay who accepts all the organizational norms is a :
  - (A) Assertive.
  - (B) Conformist.
  - (C) Rebel.
  - (D) Perfectionist.
2. Of the four approaches adopted by international operations, which approach tries to create value by emphasizing on local responsiveness.
  - (A) The multi domestic
  - (B) The international.
  - (C) The global
  - (D) The translational.
3. A statement containing the details of works to be performed and responsibilities involved is known as :
  - (A) Job analysis.
  - (B) Job evaluation.
  - (C) Job specification.
  - (D) Job description.
4. Man to Man comparison is one of the methods of :
  - (A) Selection.
  - (B) Grading.
  - (C) Performance appraisal.
  - (D) Merit rating.
5. Job satisfaction is high when there is :
  - (A) Low morale.
  - (B) High wage.
  - (C) Low wage.
  - (D) High Morale.
6. \_\_\_\_\_ is the ideal or target to achieve through higher productivity.
  - (A) Fair wages.
  - (B) Minimum wages.
  - (C) Living wages.
  - (D) Normal wages.
7. \_\_\_\_\_ are the rules of pattern and behaviour that are expected from all team members.
  - (A) Norms.
  - (B) Policies.
  - (C) Procedures.
  - (D) Role.

8. The ability and willingness of group members to set goals and work towards their accomplishment is known as \_\_\_\_\_.
- (A) Group Maturity (B) Team Spirit.  
(C) MBO. (D) Participation.
9. Recruitment and selection must be effective to ensure it.
- (A) Offsets high labour turnover.  
(B) Delivers the highest caliber of individuals at optimum most.  
(C) To have a surprise in case of sickness and absence.  
(D) Encourages new blood into the organization.
10. What will make some organizations more successful and there more likely to survive and prosper then others ?
- (A) Creating cultures and system in which staff can use their talents.  
(B) Creating management system to ensure high performance from everyone  
(C) Creating superior organizations.  
(D) Only recruiting talented people.
11. A performance rating system is :
- (A) A grade or score relating to overall performance.  
(B) Details of the extent to which work objectives were met.  
(C) Last year objectives.  
(D) Achievements during the year.
12. The role in which a manager led his subordinates and motivating them for willing cooperation is called as :
- (A) Monitoring role. (B) Disseminator role.  
(C) Entrepreneur role. (D) Leader role.
13. Man specification is called :
- (A) Job description. (B) Job specification.  
(C) Job evaluation. (D) Job analysis.

**Turn over**

14. Sources of recruitment & methods, procedures, techniques for :.
- (A) Selection. (B) Promotion.  
(C) Transfer. (D) Training
15. Problems of unemployment & wage fixation had their direct link with the :
- (A) Population. (B) Value of labour.  
(C) Attitude of management (D) Co-ordination
16. This should cover responsibility for the maintenance of children during the entire period of contingency.
- (A) Medical benefit. (B) Family benefit.  
(C) Old age benefit. (D) Survivors benefit.
17. The modern term for “personnel management” is :
- (A) HRD. (B) HRP.  
(C) HRM. (D) HSM.
18. A mode of thinking that people engage in when they are deeply involved cohesive in group, when the members’ strivings for unanimity override their motivation to realistically appraise alternative courses of action.
- (A) Group Think. (B) Group Process.  
(C) Group Shift. (D) Group Loafing.
19. A technique for stimulating imaginative and novel ideas.
- (A) Nominal group techniques. (B) Delphi technique.  
(C) Brain storming. (D) Dialectic decision method.
20. The overall feeling of exhaustion a persons feels when simultaneously experiencing too much pressure is called.
- (A) Job dissatisfaction. (B) Burnout.  
(C) Absenteeism. (D) Role conflict.

**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION  
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VB 11—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—II  
PERFORMANCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Section A (Objective Questions)**

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

Choose the correct answer :

1. A statement containing the details of works to be performed and responsibilities involved is known as :
  - A Job analysis.
  - B Job evaluation.
  - C Job specification.
  - D Job description.
2. Direct compensation towards the contribution of labour is :
  - A Money.
  - B Pay.
  - C Reward.
  - D Wages.
3. The role in which a manager led his subordinates and motivating them for willing co-operation is called as :
  - A Monitoring role.
  - B Disseminator role.
  - C Entrepreneur role.
  - D Leader role.
4. Who is in the best position to observe and evaluate an employee's performance for the purposes of a performance appraisal ?
  - A Peers.
  - B Customers.
  - C Top management.
  - D Immediate supervisor.

**Turn over**

5. Organizational commitment is :
- A Employee's involvement in the organization.
  - B Employee's Involvement in the Job.
  - C Employee's performance in the organization.
  - D Employee's continuity in the job.

Fill in the Blanks :

6. The study of human behaviour in organizational setting, the interface between human behaviour and the organizational context is \_\_\_\_\_.
7. \_\_\_\_\_ refers to the full range of activities involved in securing and utilizing employees including hiring, promoting, compensating, disciplining and retiring workers.
8. Organizations put maximum effort in measuring performance of organizational people because of \_\_\_\_\_.
9. The \_\_\_\_\_ problems occurs when supervisors tend to rate all their sub-ordinates consistently high.
10. \_\_\_\_\_ refers to training workers to be able to undertake a wide range of different jobs. instead of just one.

10 × 1 = 10 marks

### Section B (Short Answer Question)

*Answer at least five questions.*

*Each question carries 4 marks.*

*All questions can be attended.*

*Overall Ceiling 20.*

- 11. What is performance management ?
- 12. What is team management ?
- 13. What do you mean by 360 degree appraisal method ?
- 14. What is task oriented leadership ?
- 15. Define reward system.
- 16. Explain importance of managerial communication ?
- 17. What are the critical factors required for successful managerial performances ?

18. What do you mean by performance related rewards ?
19. What is organizational culture ?
20. What do you mean a Key performance Indicator ?

(5 × 4 = 20 marks)

### Section C (Short Essay Questions)

*Answer at least **four** questions.*

*Each question carries 8 marks.*

*All questions can be attended.*

*Overall Ceiling 32.*

21. Explain Maslow's Hierarchy of needs theory.
22. What are the characteristics of mission statement ?
23. Explain different style of communication ?
24. What are the indicators of performance for different levels of management ?
25. Explain the criteria for evaluating performance of top levels managers.
26. What are the competencies and behaviours required for effective performance ?
27. What are the different leadership styles ?
28. Explain different methods used for performance appraisal.

(4 × 8 = 32 marks)

### Section D (Essay Questions)

*Answer any **one** questions.*

*The question carries 18 marks.*

29. What are the advantages and disadvantages of performance related rewards ?
30. Explain management styles and performance.
31. What are the components of an effective performance management system ?

(1 × 18 = 18 marks)

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]  
EXAMINATION, NOVEMBER 2020****B.B.A.****BBA VB 10—HUMAN RESOURCE MANAGEMENT SPECIALIZATION–I HUMAN  
RESOURCE PLANNING AND DEVELOPMENT****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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BBA VB 10—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—I HUMAN  
RESOURCE PLANNING AND DEVELOPMENT

(Multiple Choice Questions for SDE Candidates)

1. HRM is associated with the management of :
  - (A) General people.
  - (B) Financial resources.
  - (C) Organizational people.
  - (D) Community members.
2. Organizational goals should be :
  - (A) Achievable.
  - (B) Ambiguous.
  - (C) Random
  - (D) Vague.
3. A system used to acquire, store, manipulate, analyze, retrieve, and distributed information 'related to the company's human resources is called a (n) \_\_\_\_\_.
  - (A) HRIS.
  - (B) Progressive discipline system.
  - (C) IRS.
  - (D) Contingent workforce system.
4. Which of these is defined as any practice or activity carried on by the organization with the primary purpose of identifying and attracting potential employees ?.
  - (A) A leading indicator analysis.
  - (B) Recruitment.
  - (C) Personnel policies.
  - (D) Selection.
5. Playing the role of \_\_\_\_\_ requires designing and delivering efficient and effective HR systems, processes, and practices.
  - (A) Administrative Agent.
  - (B) Change Agent.
  - (C) Strategic Partner.
  - (D) Employee Advocate.
6. The method that uses the organizations current level of employment as the starting point for determining future staffing needs is :
  - (A) Zero Based Forecasting.
  - (B) Bottom-Up Approach.
  - (C) Forecasting Human Resource Availability.
  - (D) None of the given options.
7. An employee evaluation appears on your desk that includes the following descriptions: skilled, specialty focused, strong technical background, filtered listener, limited experience in interfacing, avoids conflict, good at developing techniques and operates well in the management hierarchy. Your first thought is to consider this person for a position as a :
  - (A) Project Coordinator.
  - (B) Project Manager.
  - (C) Task Force Leader.
  - (D) Project Specialist.

8. The project manager is the leader of the project team and needs to be forward-reaching in obtaining a consensus on an issue. However, it would be counterproductive to an attempted resolution of an issue if the project manager said, “\_\_\_\_\_”.
- (A) Lets do this ....
  - (B) Do we have some better information. .
  - (C) I believe we are saying.
  - (D) I have another subject to address if this is too difficult to solve now.
9. \_\_\_\_\_ in India led to the move from Personnel administration to HRM in Indian setup.
- (A) Globalisation.
  - (B) Industrialization.
  - (C) Independence.
  - (D) None of the above.
10. \_\_\_\_\_ is the process by which the knowledge of an employee, his skills, abilities and motives to perform a job must match the requirements of the job.
- (A) Recruitment.
  - (B) Job analysis.
  - (C) Selection
  - (D) Placement.
11. Which of the following is NOT a key characteristic of a successful quality improvement program ?
- (A) Education and training.
  - (B) Team work.
  - (C) Total systems approach.
  - (D) Short term goal perspective.
12. \_\_\_\_\_ helps the organization in achieving short term and long term goals by effective utilization of human resources. It involves the development of HR objectives and their alignment with organizational objectives.
- (A) Employee relations management.
  - (B) Strategic human resource management.
  - (C) Compensation management.
  - (D) Human relations management.
13. Which of the following is not a characteristic of a flat organization structure.
- (A) Wide span of control
  - (B) Fewer hierarchical levels.
  - (C) More people under the control of one manager.
  - (D) Close supervision.

**Turn over**

14. The process of determining and recording all the information about a specific job, including the tasks involved, the knowledge and skill sets required to perform the job is termed as :
- (A) Job evaluation (B) Job description.  
(C) Job Analysis. (D) Job Design.
15. Which of the following is the first step in the process of job analysis ?
- (A) Developing a job description.  
(B) Job specific competency determination.  
(C) Information gathering.  
(D) Developing a job specification.
16. Motion and time studies are examples of which method of job analysis.
- (A) Observation method. (B) Group interview method.  
(C) Technical conference method. (D) Questionnaire method.
17. Working conditions, organizational policies, interpersonal relations all of these come under which factors of job satisfaction as proposed by Herzberg.
- (A) Motivators. (B) Organizers.  
(C) Providers. (D) Hygiene factors.
18. \_\_\_\_\_ helps in developing management generalists at higher organizational levels as it exposes them to several different operations.
- (A) Job Analysis. (B) Job rotation.  
(C) Job enrichment. (D) Job enlargement.
19. A software firm allowed its employees to choose their working hours but within some specified limits. This is an example of :
- (A) Job sharing. (B) Flexitime.  
(C) Condensed work. (D) Job enlargement.
20. A good recruitment policy :
- (A) Is flexible enough to accommodate changes in the organization.  
(B) Has its own policies and does not comply with government policy on hiring.  
(C) Requires more investment for the organization.  
(D) Ensures short term employment opportunities for its employees.

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]  
EXAMINATION, NOVEMBER 2020**

B.B.A.

BBA VB 10—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—I HUMAN  
RESOURCE PLANNING AND DEVELOPMENT

Time : Three Hours

Maximum : 80 Marks

**Section A**

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

Choose the correct answer :

1. The analysis that predicts the demand for labour based on projections of past relationship patterns over a number of years :
  - a) Regression Analysis.
  - b) Trend Analysis.
  - c) Ratio Analysis.
  - d) Financial Analysis.
2. System an employee performance is evaluated by its colleagues, peers and the Manager and will rate the employee performance :
  - a) HR Evaluation.
  - b) 360 degree appraisal.
  - c) 720 degree appraisal.
  - d) None of these.
3. Process involves a panel of experts using their judgements to make estimates of short-term future demand :
  - a) Skill inventory.
  - b) Human resource audit.
  - c) Succession planning.
  - d) None of these.
4. The determination of the tasks, which comprise the job, and of the skills, knowledge, abilities and responsibilities required of the worker for a successful performance and which differentiate one job from all others :
  - a) Job Analysis.
  - b) Recruitment.
  - c) Job description.
  - d) Job specification.
5. Who introduced the concept of MBO ?
  - a) F.W. Taylor.
  - b) Henry Fayol.
  - c) Peter F Drucker.
  - d) Elton Mayo.

Fill in the blanks :

6. The rating scales whose scale points statements to determine the effective and ineffective behaviour is \_\_\_\_\_.

**Turn over**

7. \_\_\_\_\_ is the degrees to which members of a work organization are able to satisfy important personal needs through their experience in the organization.
8. A small group activity where in a small group of employees on voluntary basis meet periodically to discuss work-related problem are called as \_\_\_\_\_.
9. Method of evaluating the behaviour of employees in a work place, normally including both the quantitative and qualitative aspect of job performance are called as \_\_\_\_\_.
10. A deliberate and systematic attempt to structure the technical and social aspects of work so as to improve technical efficiency and job satisfaction is called as \_\_\_\_\_.

(10 × 1 = 10 marks)

### Section B (Short Answer Questions)

*Answer at least five questions.*

*Each question carries 4 marks.*

*All questions can be attended.*

*Overall Ceiling 20.*

11. What is human resource forecasting ?
12. What do you mean by human resource audit ?
13. What is competency mapping ?
14. What is Human Resource Information Systems ?
15. What are the functions of human resource department ?
16. Describe the non-monetary measurement of human resource accounting.
17. What is "The plan-do-study-actcycle" ?
18. What is job Enrichment ?
19. Explain the grading method of performance appraisal.
20. Explain the Halo effect in appraisal.

(5 × 4 = 20 marks)

### Section C (Short Essay Questions)

*Answer at least four questions.*

*Each question carries 8 marks.*

*All questions can be attended.*

*Overall Ceiling 32.*

21. What is the importance of Human Resource Planning ?
22. What are the steps in Performance appraisal ?
23. What are the quantitative techniques for forecasting human resource demand ?
24. Describe the process of "management of change".
25. Explain the concept of "Total Quality Management".

26. Describe the modern methods of performance appraisal.
27. Distinction between job description and job specification.
28. Discuss the importance of competency mapping.

(4 × 8 = 32 marks)

**Section D (Essay Questions)**

*Answer any one question.  
The question carries 18 marks.*

29. What is succession planning ? Explain the process and factors influencing effective succession planning.
30. Explain the process of career management.
31. Explain the uses and applications of Job Analysis.

(1 × 18 = 18 marks)

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**FIFTH SEMESTER U.G. DEGREE (SPECIAL) EXAMINATION  
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VB 11—MARKETING SPECIALIZATION—II E-COMMERCE

Time : Three Hours

Maximum : 80 Marks

**Section A**

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

Choose the correct answer :

1. All electronically mediated information exchanges are known as :
  - (a) E-Business.
  - (b) Digital business.
  - (c) E-Commerce.
  - (d) M.Commerce.
2. Which segment is Meesho, an example ?
  - (a) B2Bs.
  - (b) B2Cs.
  - (c) C2Bs.
  - (d) C2Cs.
3. \_\_\_\_\_ is NOT an example of E-Commerce Platform.
  - (a) Amazon Pantry.
  - (b) Reliance Smart.
  - (c) Flipkart Plus.
  - (d) DMart Ready.
4. The E-payment mechanism widely used in B2B is :
  - (a) Credit Card.
  - (b) Debit Card.
  - (c) Master Card.
  - (d) E-Cheque.
5. Which of the following is a useful security mechanism when considering business strategy and IT ?
  - (a) Encryption.
  - (b) Decryption.
  - (c) Firewall.
  - (d) All the above.

**Turn over**

6. Which type of add appears on a web page ?
- (a) Pop-under ad. (b) Pop-up ad.  
(c) Banner ad. (d) Discount ad.
7. Who protects system from external threats ?
- (a) Firewall. (b) EDI.  
(c) ERP. (d) Script kiddies.
8. Which one of the following not considered as biometrics ?
- (a) Fingerprint. (b) Retina.  
(c) Password. (d) Voice.
9. A Smart card is better protected than other cards because of using :
- (a) Encryption. (b) Firewall.  
(c) Hub. (d) Electric Chips.
10. A combination of software and information designed to provide security and information for payment ts called :
- (a) Digital wallet. (b) Pop up Ad.  
(c) Shopping Cart. (d) Encryption.

(10 × 1 = 10 marks)

**Section B (Short Answer Questions)**

*Answer at least five questions.*

*Each question carries 4 marks.*

*All questions can be attended.*

*Overall Ceiling 20.*

11. What is a Portal ?
12. Define m-Commerce.
13. What is web browsing ?
14. What is e-wallet ?
15. What does EDI Architecture mean ?
16. What is Cryptography ?



17. What is CPA ?
18. What do you mean by private key ?
19. Define digital signature.
20. What is Phishing ?

(5 × 4 = 20 marks)

### **Section C (Short Essays)**

*Answer at least **four** questions.*

*Each question carries 8 marks.*

*All questions can be attended.*

*Overall Ceiling 32.*

21. Write a note on e-payment systems.
22. State the advantages of B2B Model.
23. Explain the different types of biometrics.
24. What is EDI ? What are the components of it ?
25. Explain the laws governing e-commerce.
26. Explain the recent trends in supply chain management.
27. Write up the different types of web pages.
28. Describe the properties of e-cash.

(4 × 8 = 32 marks)

### **Section D (Long Essays)**

*Answer any **one** question.*

*The question carries 18 marks.*

29. What is a Website ? Discuss the design criteria of a website.
30. Explain the security issues in electronic payment system.
31. Illustrate how supply chain management is related with e-commerce.

(1 × 18 = 18 marks)

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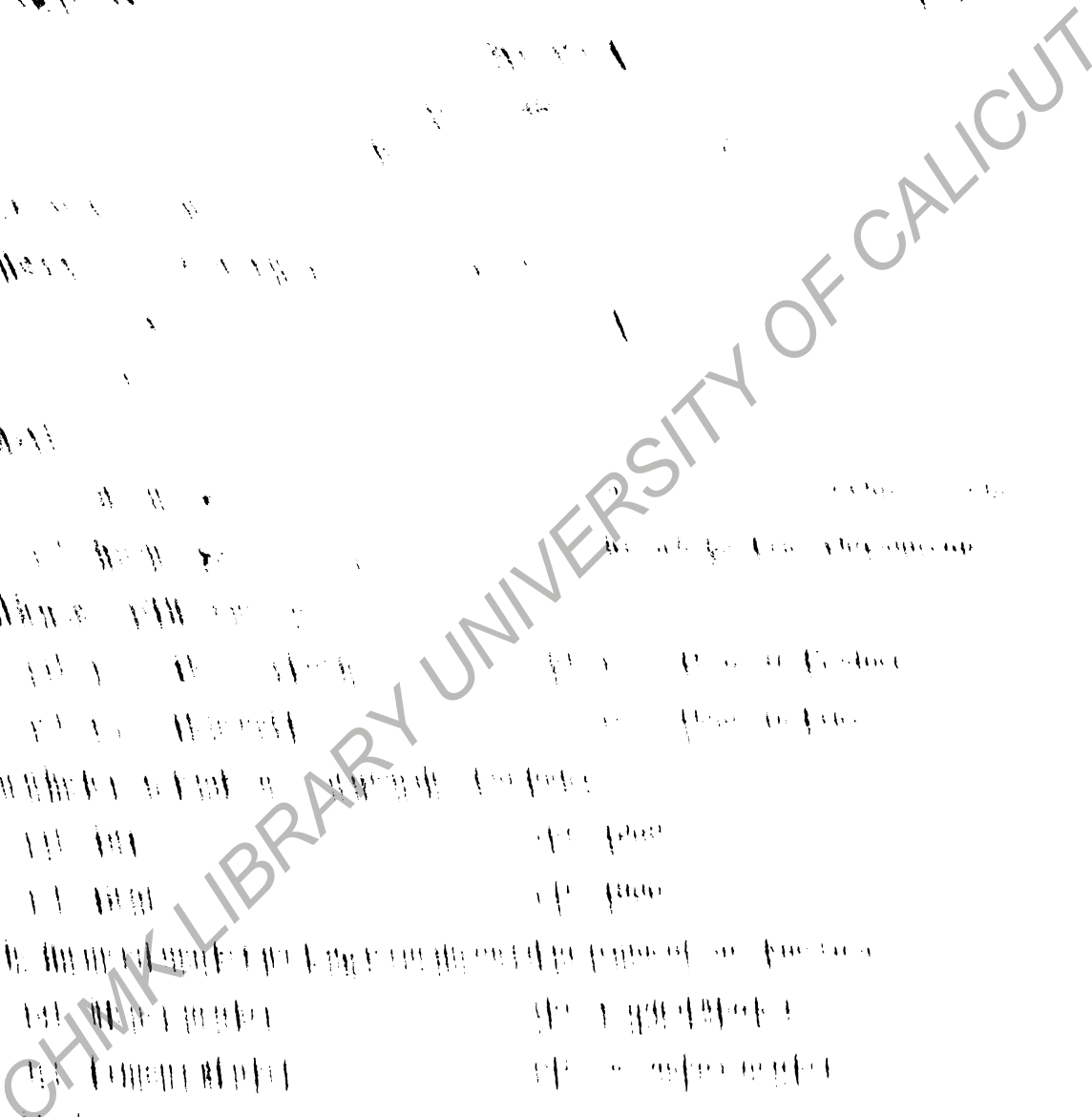
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9. Word Of Mouth (WOM) communication is used in \_\_\_\_\_ marketing.
10. RBI was set up in the year \_\_\_\_\_.

(10 × 1 = 10 marks)

### Section B

*Answer at least five questions.*

*Each question carries 4 marks.*

*All questions can be attended.*

*Overall Ceiling 20.*

11. What do you mean by external marketing ?
12. What is meant by penetration pricing ?
13. What do you mean by consumer behavior ?
14. What is meant by pricing ?
15. What is life insurance ?
16. Mention any four problems in service marketing.
17. What do you mean by ULIPs ?
18. What do you mean by insurance repository ?
19. What is Business Process Outsourcing ?
20. Mention any four characteristics of services.

(5 × 4 = 20 marks)

### Section C

*Answer at least four questions.*

*Each question carries 8 marks.*

*All questions can be attended.*

*Overall Ceiling 32.*

21. Differentiate between BPO and KPO.
22. What are the mission and objectives of IRDA ?
23. What are the promotion methods of banking products and services ?
24. Explain the economic, social, cultural and environmental impact of tourism.
25. Explain the objectives of advertising.
26. Explain the pricing strategies adopted for service sector.
27. Briefly explain the reforms in the banking sector.
28. What are the various types of financial services ?

(4 × 8 = 32 marks)

**Section D**

*Answer any one question.  
The question carries 18 marks.*

29. What is market segmentation ? Explain the bases of market segmentation.
30. What is marketing mix ? Explain the various elements in service marketing mix
31. What do you mean by Insurance ? What are the various types of insurance services ?

(1 × 18 = 18 marks)

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**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]  
EXAMINATION, NOVEMBER 2020**

**B.B.A.**

**BBA VB 11—FINANCE SPECIALIZATION-II-INVESTMENT MANAGEMENT**

**(Multiple Choice Questions for SDE Candidates)**

**Time : 15 Minutes**

**Total No. of Questions : 20**

**Maximum : 20 Marks**

**INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA VB 11—FINANCE SPECIALIZATION-II-INVESTMENT MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Equity share holders rights are listed below one of the rights is incorrect :
  - (A) Right to have claims in the case of winding up of the company.
  - (B) Right to vote at the general body meeting of the company.
  - (C) Right to share profits in the form of dividends.
  - (D) Right to receive a copy of the statutory report.
  
2. In a limited company :
  - (A) The share holders have to divided the debt of the company and pay.
  - (B) The share holders are not liable to pay the debt.
  - (C) The share holders have to pay the debt to the extent of their shares in the capital.
  - (D) Common stock and preference shareholders have to pay the debt.
  
3. In case of non-voting shares :
  - (A) The rights of voting stocks and non-voting stocks are similar.
  - (B) Rights and bonus issues for non-voting shares can be issued in the form of voting shares.
  - (C) The non-voting shares would become voting shares after a particular period of time.
  - (D) Non-voting shares carry higher dividends instead of voting rights.
  
4. Mumbai stock exchange was recognized on a permanent basis in :
  - (A) 1956.
  - (B) 1957.
  - (C) 1950.
  - (D) 1958.
  
5. The VASAT which connects the main central computer means :
  - (A) Videsh Sanchar Automated Trading.
  - (B) Videsh Sanchar Aperture Terminal.
  - (C) Very Special Aperture Terminal.
  - (D) Very Small Aperture Terminal.

6. Inter connected stock exchange is to interlink :
- (A) The BSE, NSE, OTCEI. (B) All the stock exchanges.  
(C) Fifteen regional stock exchanges. (D) Fourteen regional stock exchanges.
7. This pools money from investors and invest in different securities information technology.
- (A) Debts. (B) Equities.  
(C) Mutual Funds. (D) Virtual Office.
8. The variability in a security's return resulting from changes in the level of interest rates is referred to as :
- (A) Market Risk. (B) Interest Rate Risk.  
(C) Purchasing Power Risk. (D) Regulation Risk.
9. Inflation risk is also known as :
- (A) Market Risk. (B) Interest Rate Risk.  
(C) Purchasing Power. (D) Regulation Risk.
10. This is a market for short-term funds.
- (A) Money Market. (B) Capital Market.  
(C) Commodity Market. (D) None of these.
11. These are short-term securities issued by the RBI on behalf of the Government of India.
- (A) Trade Bill. (B) Hundis.  
(C) Treasury Bills. (D) None of these.
12. This is a document which either creates a debt or acknowledges it. These are short-term securities issued by the RBI on behalf of the Government of India.
- (A) Trade bills. (B) Debentures.  
(C) Treasury bill. (D) None of the above.
13. This fund is one that is available for subscription all through the year.
- (A) Open end fund. (B) Closed end fund.  
(C) Growth fund. (D) Income fund.

**Turn over**

14. The aim of this fund is to provide regular and steady income to investors :
- (A) Open end fund. (B) Closed end fund.  
(C) Growth fund. (D) Income fund.
15. These are instruments, which give a fixed rate of interest for a fixed period of maturity.
- (A) Debts. (B) Equities.  
(C) Mutual funds. (D) Virtual office.
16. Find the odd one from the following :
- (A) NASDAQ. (B) Dow Jones.  
(C) NYSE. (D) Nifty.
17. These bonds are issued at a discount and repaid at a face value :
- (A) Zero Coupon Bond. (B) Debentures.  
(C) Equity share. (D) None of the above.
18. \_\_\_\_\_ is the aggregate value of goods and services produced in the economy :
- (A) GDP. (B) National Income.  
(C) Income of an individual. (D) NNP.
19. ROE stands for \_\_\_\_\_.
- (A) Rate Of Equity. (B) Rate Of Earning.  
(C) Return On Equity. (D) None of these.
20. Defective practice is one of the \_\_\_\_\_ fundamental of analysis :
- (A) Tool. (B) Criticism.  
(C) Advantages. (D) None of these.



**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION  
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VB 11—FINANCE SPECIALIZATION—II—INVESTMENT MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Section A**

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

Choose the correct answer :

1. \_\_\_\_\_ has lower risk but requires more capital.  
(a) Investment. (b) Gambling.  
(c) Speculation. (d) Money laundering.
2. The difference between expected return and actual return is called \_\_\_\_\_.  
(a) Risk. (b) Trade off.  
(c) Pay-off. (d) Round off.
3. Company specific risk are \_\_\_\_\_.  
(a) Symmetric. (b) Unsymmetric.  
(c) Systematic. (d) Unsystematic.
4. \_\_\_\_\_ has moderate risk.  
(a) Investment. (b) Gambling.  
(c) Speculation. (d) Money laundering.
5. The process of holding the entire supply of a particular security with a view to dictating terms is called \_\_\_\_\_.  
(a) Wash sales. (b) Arbitrage.  
(c) Rigging the market. (d) Cornering.

**Turn over**

Fill in the blanks :

6. In option contracts, the seller is referred to as \_\_\_\_\_.
7. The company which setup mutual fund is called \_\_\_\_\_.
8. Rights shares are offered to \_\_\_\_\_ shareholder.
9. The facility to carry forward a transaction from one settlement period to another is known as \_\_\_\_\_ transaction.
10. The market for new issues are called \_\_\_\_\_ market.

(10 × 1 = 10 marks)

**Section B (Short Answer Questions)**

*Answer at least **five** questions.*

*Each question carries 4 marks.*

*All questions can be attended.*

*Overall Ceiling 20.*

11. What are the types of risk ?
12. What is portfolio analysis ?
13. What is unsystematic risk ?
14. What is economic analysis ?
15. Who is a forward contract ?
16. What are the money market instruments ?
17. What are the two advantages of depositories ?
18. What are the different types of options ?
19. What is capital market ?
20. What is Banker's Acceptance ?

(5 × 4 = 20 marks)

**Section C (Short Essay Questions)**

*Answer at least **four** questions.*

*Each question carries 8 marks.*

*All questions can be attended.*

*Overall Ceiling 32.*

21. Explain the NSE's online trading system.
22. Differentiate between money market and capital market.
23. What are the limitations of mutual funds ?
24. Differentiate between technical analysis and fundamental analysis.
25. What are the instruments traded in Indian capital market ?
26. What are the components of fundamental analysis ?
27. Differentiate between open ended scheme and closed ended scheme.
28. Differentiate between futures and forwards.

(4 × 8 = 32 marks)

**Section D (Essay Questions)**

*Answer any **one** question.*

*The question carries 18 marks.*

29. Explain the different investment avenues.
30. Explain the different types of derivatives in India.
31. Briefly explain about merits of mutual funds.

(1 × 18 = 18 marks)

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]  
EXAMINATION, NOVEMBER 2020****B.B.A.****BBA VB 10—FINANCE SPECIALIZATION-I—INDIAN FINANCIAL SYSTEM****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA VB 10—FINANCE SPECIALIZATION-I—INDIAN FINANCIAL SYSTEM

(Multiple Choice Questions for SDE Candidates)

1. \_\_\_\_\_ is regarded as a queen of Indian Financial System.  
(A) SEBI. (B) Finance Ministry.  
(C) RBI. (D) BSE.
2. SEBI was established in \_\_\_\_\_.  
(A) 1988. (B) 1991.  
(C) 1985. (D) 1990.
3. The bill which doesn't require acceptance is called \_\_\_\_\_.  
(A) Treasury Bills. (B) Bill of lading.  
(C) Supply Bill. (D) Documentary Bill.
4. \_\_\_\_\_ is a market for bankers' acceptances.  
(A) Discount Market. (B) Interbank Participation Market.  
(C) CDs Market. (D) Acceptance Market.
5. \_\_\_\_\_ is an unsecured short term promissory note issued by credit worthy companies.  
(A) Commercial Paper.  
(B) Repo.  
(C) Interbank Participation Certificate.  
(D) Certificate of Deposit.
6. World Bank is also known as \_\_\_\_\_.  
(A) IMF. (B) IBRD.  
(C) ADB. (D) UNICEF.
7. Which of the following gives long term finance ?  
(A) IDBI. (B) IFCI.  
(C) ICICI. (D) All the above.

8. The process of managing the sales ledger of a client by a financial service company is called :
- (A) Forfaiting. (B) Leasing.  
(C) Factoring. (D) None of these.
9. The first Indian equity index is \_\_\_\_\_.
- (A) Nifty. (B) Dollex.  
(C) Sensex. (D) Defty.
10. BOLT stands for :
- (A) Borrowing or Lending Trade. (B) Bond or Loan Transaction.  
(C) Bombay Online Trading. (D) None of these.
11. Perpetual bond is also known as :
- (A) Deep Discount Bond. (B) Bearer Bond.  
(C) Irredeemable Bond. (D) Zero Interest Bond.
12. \_\_\_\_\_ bonds permit the bond holder to invest the interest income again in host bonds.
- (A) Deep Discount Bond. (B) Bearer Bond.  
(C) Junk Bonds. (D) Bunny Bonds.
13. What you mean by "STRIPS" ?
- (A) Separate Trade Register of Initial Public Securities offer.  
(B) Stock Trading Register of Interest and Principal Securities.  
(C) Separate Trading of Registered Interest and Principal of Securities.  
(D) Share Transfer and Registrar of Indian Public Securities issues.
14. The small investors' gateway to enter into big companies is \_\_\_\_\_.
- (A) Equity Shares. (B) Bonds.  
(C) Preference Shares. (D) Mutual Fund.
15. The idea of providing factoring services in India was first thought by \_\_\_\_\_.
- (A) Vaghul Committee. (B) Tanden Committee.  
(C) Malhotra Committee. (D) None of these.

16. \_\_\_\_\_ bills are drawn by contractors on the Government departments for the goods supplied by them.
- (A) Usance Bills. (B) Clean Bills.  
(C) T-bills. (D) Supply Bills.
17. Rolling Settlement system was introduced by SEBI in the year :
- (A) 1994. (B) 1996.  
(C) 1998. (D) 1999.
18. \_\_\_\_\_ is also known as Remisiers and Half-commission man :
- (A) Sub-broker. (B) Authorised Clert.  
(C) Commission Broker. (D) Jobbers.
19. The group of shares which are not permitted for short selling are :
- (A) A group. (B) T group.  
(C) B group. (D) None of these.
20. Shares of well established and financially sound companies, with very little investment risk and good history of earnings is known as :
- (A) Alpha Shares. (B) Star Stock.  
(C) Blue Chip Shares. (D) Beta Stock.

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**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]  
EXAMINATION, NOVEMBER 2020**

B.B.A.

BBA VB 10—FINANCE SPECIALIZATION-I-INDIAN FINANCIAL SYSTEM

Time : Three Hours

Maximum : 80 Marks

**Section A (Objective Questions)**

*Answer all questions.*

*Each question carries 1 mark.*

Choose the correct answer :

1. Which is the suitable method to raise capital for small companies ?
  - a) Public issue.
  - b) Placement.
  - c) Offer for sale.
  - d) None of these.
2. Financial service engaged in pooling the small savings of people is called \_\_\_\_\_.
  - a) Mutual fund.
  - b) Venture capital.
  - c) Insurance.
  - d) All of these.
3. Central location for keeping securities in electronic form is called \_\_\_\_\_.
  - a) Stock exchange.
  - b) Merchant Bank.
  - c) Investment bank.
  - d) Depository.
4. Investment Information and Credit Rating Agency is a :
  - a) Private company.
  - b) Public company.
  - c) Government company.
  - d) Statutory company.
5. LIC established in :
  - a) 1956.
  - b) 1964.
  - c) 1989.
  - d) 1935.

Fill in the blanks :

6. When money lent for more than a day but up to a fortnight is called \_\_\_\_\_.
7. \_\_\_\_\_ is an optimistic speculator.
8. SENSEX is the index of \_\_\_\_\_ stock exchange.



9. In \_\_\_\_\_ leasing the risk of obsolescence is assumed by lessee.
10. \_\_\_\_\_ regulate insurance business in India.

(10 × 1 = 10 marks)

**Section B (Short Answer Questions)**

*Answer at least five questions.  
Each question carries 4 marks.  
All questions can be attended.  
Overall Ceiling 20.*

11. What do you mean by hybrid instruments ?
12. What is financial system ?
13. What do you understand by forfeiting ?
14. What is financial lease ?
15. What is understood by closed ended mutual funds ?
16. Write any two functions performed by venture capitalists.
17. What is cross-border lease ?
18. What is an offshore fund ?
19. What do you mean by reinsurance ?
20. State the meaning of listing of securities.

(5 × 4 = 20 marks)

**Section C (Short Essay Questions)**

*Answer at least four questions.  
Each question carries 8 marks.  
All questions can be attended.  
Overall Ceiling 32.*

21. What is Financial Market ? Explain its types.
22. Explain the role of financial services in the economic development of a country.
23. What are the different types of factoring ?
24. Explain the methodology adopted by credit rating agencies to rate an instrument.
25. Write a short note on major stock exchanges in India.

26. List out the advantages of factoring.
27. What is money market ? Explain its features.
28. State the meaning of fee based financial services.

(4 × 8 = 32 marks)

**Section D (Essay Questions)**

*Answer any **one** question.  
The question carries 18 marks.*

29. What is merchant banking ? What are the services rendered by merchant bankers ?
30. Define Leasing. What are the different types of leasing ?
31. What is Insurance ? What are the different kinds of insurance ?

(1 × 18 = 18 marks)

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**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION****NOVEMBER 2020****(CUCBCSS—UG)****B.B.A.****BBA VB 09—EMERGING TRENDS IN MANAGEMENT****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

**BBA VB 09—EMERGING TRENDS IN MANAGEMENT****(Multiple Choice Questions for SDE Candidates)**

1. When suppliers, distributors, and customers partner with each other to improve performance of the entire system, they are participating in a \_\_\_\_\_.  
(A) Supply and demand chain.            (B) Supply chain.  
(C) Channel of distribution.            (D) Value delivery network.
2. From the economic system's point of view, the role of marketing intermediaries is to transform the assortment of products made by producers in to the assortment of products wanted by \_\_\_\_\_.  
(A) Consumers.            (B) Distributors.  
(C) Marketers.            (D) Manufacturers.
3. Which type of product might require a more direct marketing channel to avoid delays and too much handling ?  
(A) Products in their maturity stage.    (B) Perishable products.  
(C) High-priced products.            (D) Lower-priced products.
4. Channel members should be evaluated using all of the following criteria except which one ?  
(A) Control.            (B) Economic factors.  
(C) Adaptive criteria.            (D) Channel leadership.
5. \_\_\_\_\_ analysis relates to what processes, activities, and decisions actually create costs in your supply chain.  
(A) Cost driver.            (B) Value proposition.  
(C) Cost reduction.            (D) Target costing.
6. The \_\_\_\_\_ has made it possible for other companies to eliminate intermediaries and sell directly to the end consumer.  
(A) SCM.            (B) Internet.  
(C) Competition.            (D) Global sourcing.
7. The Global Supply Chain Form identified \_\_\_\_\_ key process that make up the core of supply chain management.  
(A) Five.            (B) Six.  
(C) Seven.            (D) Eight.

8. In supply chain process \_\_\_\_\_ is defined as “the act of buying all those activities necessary to acquire goods and services consistent with user requirements.
- (A) Collection. (B) Buying.  
(C) Procurement. (D) Assembling.
9. The activities in supply chain process reside inside a \_\_\_\_\_, but an entire process will not be contained with in one function.
- (A) Process. (B) Activity.  
(C) Functional silo. (D) Objective.
10. Time to market is a critical objective of \_\_\_\_\_ process in supply chain.
- (A) Product development and commercialization.  
(B) Demand management.  
(C) Manufacturing flow management.  
(D) Order fulfillment
11. \_\_\_\_\_ management should know much additional revenue would be generated through incremental improvements in the quality of customer service provided.
- (A) Logistic. (B) Customer relationship.  
(C) Customer service. (D) Demand.
12. Which is not a part of basic systems of codifications ?
- (A) Alphabetical System. (B) Numerical System.  
(C) Colour Coding System. (D) None of the above.
13. All of the following costs are likely to decrease as a result of better quality except :
- (A) Customer dissatisfaction costs. (B) Inspection costs.  
(C) Scrap costs. (D) Warranty and service costs.  
(E) Maintenance costs.
14. ISO 9000 seeks standardization in terms of :
- (A) Products. (B) Production procedures.  
(C) Suppliers' specifications. (D) Procedures to manage quality.

Turn over

15. Total Quality Management emphasizes :
- (A) The responsibility of the Quality Control staff to identify and solve all quality-related problems
  - (B) A commitment to quality that goes beyond internal company issues to suppliers and customers.
  - (C) A system where strong managers are the only decision makers.
  - (D) A process where mostly statisticians get involved.
16. Pareto charts are used to :
- (A) Identify inspection points in a process.
  - (B) Organize errors, problems or defects.
  - (C) Outline production schedules.
  - (D) Show an assembly sequence.
  - (E) Provide guidelines for quality training.
17. A fishbone diagram is also known as a :
- (A) Cause-and-effect diagram.
  - (B) Poka-yoke diagram.
  - (C) Kaizen diagram.
  - (D) Taguchi diagram.
18. A quality circle holds a brainstorming session and attempts to identify the factors responsible for flaws in a product. Which tool do you suggest they use to organize their findings ?
- (A) Ishikawa diagram.
  - (B) Pareto chart.
  - (C) Process chart.
  - (D) Control charts.
19. "Poka-yoke is the Japanese term for :
- (A) Card.
  - (B) Foolproof.
  - (C) Continuous improvement.
  - (D) Fishbone diagram.
  - (E) Just-in-time production.
20. A worker operates a shear press. She notices that the metal sheets she is cutting have curled edges. Who should get the first "shot" at solving the problem ?
- (A) The foreman.
  - (B) A member of the Quality Control Department.
  - (C) The operator herself.
  - (D) An engineer.
  - (E) The employee's supervisor.

**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION  
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Section A (Objective Questions)**

*Answer all questions.*

*Each question carries 1 mark.*

1. Which of the following is not an area of responsibility for a logistics manager ?
  - (a) Warehousing.
  - (b) Inventory.
  - (c) Information systems.
  - (d) Marketing.
2. A supply chain is made up of a series of processes that involve an input, a \_\_\_\_\_, and an output.
  - (a) Shipment.
  - (b) Supplier.
  - (c) Customer.
  - (d) Transformation.
3. The fundamental objective of supply chain management is \_\_\_\_\_
  - (a) Supply goods.
  - (b) Create goods.
  - (c) Add value.
  - (d) Identify supplier.
4. The \_\_\_\_\_ process is the firms face to the customer.
  - (a) Customer relationship management.
  - (b) Demand management.
  - (c) Procurement management.
  - (d) Customer service management.
5. A successful TQM program incorporates all of the following except :
  - (a) Continuous improvement.
  - (b) Employment involvement.
  - (c) Benchmarking.
  - (d) Centralized decision making authority.

**Turn over**

Fill in the blanks :

6. Material management function in logistics management known as \_\_\_\_\_.
7. The five pillars of TQM include product, process, system, people, and \_\_\_\_\_.
8. \_\_\_\_\_ is a short declaration of what an organisation aspires to be tomorrow.
9. Demand planning is a component of \_\_\_\_\_ planning
10. Physical distribution is also known as \_\_\_\_\_ logistics.

(10 × 1 = 10 marks)

**Section B (Short Answer Questions)**

*Answer at least five questions.*

*Each question carries 4 marks.*

*All questions can be attended.*

*Overall Ceiling 20.*

11. What is production logistics ?
12. What is Logistics Management Information System ?
13. What is Logistics Management ?
14. What is CRM ?
15. What are the six Rights of Logistics ?
16. What is Direct Shipping ?
17. What is Total Quality Management ?
18. What is Vision Statement ?
19. What is Vendor Management Information system ?
20. What is Quality Planning ?

(5 × 4 = 20 marks)



**Section C (Short Essay Questions)**

*Answer at least four questions.  
Each question carries 8 marks.  
All questions can be attended.  
Overall Ceiling 32.*

21. What is Mission Statement ? What are its characteristics ?
22. What are the duties of Quality Council ?
23. What are the objectives of Supply Chain Management ?
24. What are the features of Logistics Management ?
25. What are the activities related to Integrated Logistics ?
26. Explain any four tools used for total quality management.
27. What are the Drivers of quality ?
28. What are the benefits of Total Quality Management ?

(4 × 8 = 32 marks)

**Section D (Essay Questions)**

*Answer any one question.  
The question carries 18 marks.*

29. Briefly explain the different supply chain management process.
30. What are the scope of Logistics Management ?
31. What are the Elements of Total Quality Management ?

(1 × 18 = 18 marks)

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]  
EXAMINATION, NOVEMBER 2020**

**B.B.A.**

**BBA VB 08—BUSINESS RESEARCH METHODS**

**(2017 Admissions)**

**(Multiple Choice Questions for SDE Candidates)**

**Time : 15 Minutes**

**Total No. of Questions : 20**

**Maximum : 20 Marks**

**INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA VB 08—BUSINESS RESEARCH METHODS

(Multiple Choice Questions for SDE Candidates)

1. A theory explains and predict about a \_\_\_\_\_.
  - (A) Phenomenon.
  - (B) Principles.
  - (C) Conclusion.
  - (D) None of these.
2. \_\_\_\_\_ theory represents the common view of the nature of the relationship between theory and research.
  - (A) Induction.
  - (B) Deduction.
  - (C) Rational.
  - (D) None of these.
3. A \_\_\_\_\_ is an abstraction formed by generalizations from particulars.
  - (A) Constructs.
  - (B) Concept.
  - (C) Induction.
  - (D) Deduction.
4. A hypothesis is a \_\_\_\_\_ about the predicted relationships among events or variables.
  - (A) Statement.
  - (B) Conclusion.
  - (C) Prediction.
  - (D) None of these.
5. \_\_\_\_\_ research is mainly concerned with generalizations and with the formulation of a theory.
  - (A) Basic.
  - (B) Exploratory.
  - (C) Applied.
  - (D) Experimental.
6. The \_\_\_\_\_ research leads to discovery of new theories and development of existing theories.
  - (A) Pure.
  - (B) Exploratory.
  - (C) Applied.
  - (D) Experimental.
7. \_\_\_\_\_ often is used to measure causality.
  - (A) Experiment.
  - (B) Survey.
  - (C) Research design.
  - (D) None of these.

8. \_\_\_\_\_ data can be obtained by communication or by observation.
- (A) Secondary. (B) Primary.  
(C) Sample. (D) None of these.
9. \_\_\_\_\_ research seeks to find cause and affect relationships between variables.
- (A) Causal. (B) Descriptive.  
(C) Analytical. (D) None of these.
10. The survey is a \_\_\_\_\_ descriptive research method.
- (A) Experimental. (B) Non- experimental.  
(C) Both (A) & (B) (D) None of these.
11. \_\_\_\_\_ surveys are used to gather information on a population at a single point in time.
- (A) Cross-sectional. (B) Historical.  
(C) Longitudinal. (D) None of these.
12. \_\_\_\_\_ error is known as non- cumulative error.
- (A) Unbiased. (B) Biased.  
(C) Technical. (D) None of these.
13. Which of the statistics is not permissible with nominally scaled data ?
- (A) Chi square. (B) Median.  
(C) Range. (D) Both (B) and (C) are not permissible.
14. Which of the following scale is not a type of comparative scale ?
- (A) Semantic differential. (B) Constant sum.  
(C) Likert. (D) Both (A) and (C).
15. \_\_\_\_\_ scale is used to draw out a yes or no answer.
- (A) Lickert. (B) Rating.  
(C) Dichotomous. (D) Category.

**Turn over**

16. \_\_\_\_\_ questionnaires contain definite, concrete and direct questions.
- (A) Unstructured. (B) Structured.  
(C) Closed form. (D) None of these.
17. \_\_\_\_\_ helps to become the data accurate, consistent with the intent of the question and other information in the survey, and to see the data is complete in all respects.
- (A) Coding. (B) Tabulation.  
(C) Editing. (D) Classification.
18. Data classified on the basis of some attributes are known as \_\_\_\_\_ classification.
- (A) Qualitative. (B) Quantitative.  
(C) Geographical. (D) Chronological.
19. In statistics, a \_\_\_\_\_ is a graphical display of tabulated frequencies.
- (A) Histiogram. (B) Bar diagram.  
(C) Histogram. (D) None of these.
20. \_\_\_\_\_ is the middle value in the distribution when it is arranged in descending or ascending order.
- (A) Mode. (B) Mean.  
(C) Median (D) Range.

**KUNER SEMESTER U.G. (CUCROSS—UG) DEGREE [SPECIAL]  
EXAMINATION, NOVEMBER 2020**

B.B.A.

**RELATION OF BUSINESS RESEARCH METHODS**

Time : 1 Hour

Maximum : 80 Marks

**Section A (Objective Questions)**

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

1. Quantitative research is

- a) Variable based.
- b) Attributes.
- c) Intuition
- d) None of these.

2. Business research is research undertaken in the field of \_\_\_\_\_.

- a) Management
- b) Administration.
- c) Business
- d) Natural science.

3. A research work is conducted to test the \_\_\_\_\_ of the hypothesis.

- a) Truth
- b) Position.
- c) Narration
- d) None of these.

4. A hypothesis is a \_\_\_\_\_ about the predicted relationships among events or variables.

- a) Statement
- b) Conclusion.
- c) Observation
- d) Study.

5. A good research design must be \_\_\_\_\_.

- a) Appropriate
- b) Adequate.
- c) Flexible
- d) All of the above.

6. Fill in the blanks

a) Plan of study of a researcher is called the \_\_\_\_\_.

7) In business research, attitudinal data obtained from rating scales are often termed as \_\_\_\_\_ data

8) \_\_\_\_\_ questionnaires contain definite, concrete and direct questions.

**Turn**

9. Data processing consists of \_\_\_\_\_ coding and tabulation.
10. \_\_\_\_\_ is the middle value in the distribution when it is arranged in descending or ascending order.

(10 × 1 = 10 marks)

### Section B (Short Answer Questions)

*Answer at least five questions.  
Each question carries 4 marks.  
All questions can be attended.  
Overall Ceiling 20.*

11. Define business research.
12. What is primary data ?
13. Define hypothesis.
14. What is research design ?
15. What is census method ?
16. What is stratified sampling ?
17. What is measurement ?
18. What is an ordinal scale ?
19. What is coding ?
20. What is median ?

(5 × 4 = 20 marks)

### Section C (Short Essay Questions)

*Answer at least four questions.  
Each question carries 8 marks.  
All questions can be attended.  
Overall Ceiling 32.*

21. What are the different types of variables ?
22. What are the objectives of exploratory research ?
23. Explain the features of focus group interviews.
24. What are the qualities of good hypothesis ?
25. What are the features of observation ?
26. What are the sources of case study ?
27. What are the factors affecting the research design ?
28. What are the advantages of secondary data ?

(4 × 8 = 32 marks)

**Section D (Essay Questions)**

*Answer any **one** question.*

*The question carries 18 marks.*

29. What is business research ? Explain the features of business research.
30. Explain the format of a report.
31. What is research design ? Explain the phases and components of research design.

(1 × 18 = 18 marks)

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**FIFTH SEMESTER U.G DEGREE (SPECIAL) EXAMINATION  
NOVEMBER 2020****(CUCBCSS- UG)****B.B.A****BBA VB 07--ACCOUNTING FOR MANAGEMENT****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA VB 07—ACCOUNTING FOR MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. \_\_\_\_\_ is concerned with recording transactions and preparing financial reports for the external and internal users of accounting.
  - (A) Management Accounting.
  - (B) Financial Accounting.
  - (C) Cost Accounting.
  - (D) All of these.
2. \_\_\_\_\_ is the art of recording, classifying and summarizing in a significant manner and in terms of money, transactions and events, which are in part, at least of financial character and interpreting the results there of :
  - (A) Management Accounting.
  - (B) Accounting.
  - (C) Cost Accounting.
  - (D) All of these.
3. Which among the following do not belong to the category of Accounting ?
  - (A) Management Accounting.
  - (B) Financial Accounting.
  - (C) Cost Accounting.
  - (D) None of these.
4. The objective of financial accounting is to find out \_\_\_\_\_.
  - (A) Profitability and financial position.
  - (B) Liquidity.
  - (C) Solvency.
  - (D) None.
5. Management accounting has a \_\_\_\_\_ scope than cost accounting.
  - (A) Wider.
  - (B) Narrow.
  - (C) No.
  - (D) None of these.
6. \_\_\_\_\_ is the amount of expenditure [actual or notional] incurred on or attributable to a given thing.
  - (A) Expenses.
  - (B) Costing.
  - (C) Cost.
  - (D) None of these.
7. \_\_\_\_\_ is the process of accounting for cost which includes the application of cost control methods and ascertainment of profitability of activities.
  - (A) Cost.
  - (B) Costing.
  - (C) Cost Accounting.
  - (D) None of these.

8. Which among the following is not a management accounting technique ?
- (A) Standard Costing. (B) Marginal Costing.  
(C) Project Appraisal. (D) None.
9. In \_\_\_\_\_ type of analysis, financial statements for a number of years are reviewed and analyzed.
- (A) Internal Analysis. (B) Horizontal Analysis.  
(C) External Analysis. (D) None of these.
10. \_\_\_\_\_ type of analysis is based on the data from year to year rather than on one date, and also termed as dynamic analysis.
- (A) Internal Analysis. (B) Horizontal Analysis.  
(C) External Analysis. (D) None of these.
11. \_\_\_\_\_ are prepared so as to provide time perspective to the consideration of various elements of financial position embodied in such statements.
- (A) Comparative Statements. (B) Common Size Statements.  
(C) Both of these. (D) None.
12. The term fixed assets includes :
- (A) Stock in Trade. (B) Furniture.  
(C) Payments in Advance. (D) All of these.
13. In case of a limited company, the term financial statements includes \_\_\_\_\_.
- (A) Profit and Loss Account.  
(B) Profit and Loss Account, Profit and Loss appropriation account and Balance Sheet.  
(C) Balance Sheet.  
(D) None.
14. Income statement matches the \_\_\_\_\_ incurred in the accounting year.
- (A) Revenue and Costs. (B) Incomes and Expenses.  
(C) Both of these. (D) None of these.

15. If the Gross sales of a concern is Rs. 2,00,000 and sales return is 20,000, Gross Profit is 1,50,000. Cost of goods sold is \_\_\_\_\_.
- (A) 1,50,000. (B) 30,000.  
(C) 50,000. (D) None of these.
16. The overall net increase or decrease in working capital is found out by preparing \_\_\_\_\_.
- (A) Fund Flow Statement.  
(B) Cash Flow Statement.  
(C) Statement Showing changes in working capital.  
(D) None of these.
17. Which among the following is a source of fund ?
- (A) Sale Proceeds of Fixed Assets.  
(B) Sale proceeds of Long Term Investment.  
(C) Non-operating Incomes.  
(D) All of these.
18. \_\_\_\_\_ means excess of current assets over current liabilities.
- (A) Working Capital. (B) Gross Working Capital.  
(C) Net Working Capital. (D) All of these.
19. There will be flow of funds, if a transaction involves \_\_\_\_\_.
- (A) Current Assets and Fixed Assets.  
(B) Current Assets and Capital.  
(C) Current Assets and Fixed Liabilities.  
(D) All of these.
20. While preparing \_\_\_\_\_ statement, both capital and revenue items are considered.
- (A) Fund Flow Statement. (B) Income Statement.  
(C) Both of these. (D) None of these.

**FIFTH SEMESTER U.G. DEGREE (SPECIAL) EXAMINATION  
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VB 07—ACCOUNTING FOR MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Section A (Objective Questions)**

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

Choose the correct answer :

1. The objective of management accounting is :
  - (a) Assist management in discharging its functions.
  - (b) Recording of financial information.
  - (c) Reporting information to outsiders.
  - (d) None of these.
2. Turnover ratios indicate.
  - (a) Liquidity.
  - (b) Profitability.
  - (c) Efficiency in the use of resources.
  - (d) None of these.
3. A fund flow statement is prepared to disclose :
  - (a) The result of operation.
  - (b) The change in the financial position.
  - (c) The financial position.
  - (d) None of these.
4. Management accounting uses :
  - (a) Past data only.
  - (b) Past and present data.
  - (c) Present and future data.
  - (d) Past, present and future data.

**Turn over**

5. Contribution is the excess of sales over \_\_\_\_\_.
- (a) Total cost. (b) Variable cost.  
(c) Fixed cost. (d) Profit.

Fill in the blanks :

6. Management accounting is a branch of \_\_\_\_\_.
7. \_\_\_\_\_ are the final products of accounting.
8. Current ratio is the ratio of current assets to \_\_\_\_\_.
9. Marginal cost is the \_\_\_\_\_ cost of producing an additional unit of the output.
10. A cost centre is a segment of the organisation where the manager is responsible for \_\_\_\_\_.
- (10 × 1 = 10 marks)

### Section B (Short Answer Questions)

*Answer at least five questions.  
Each question carries 4 marks.  
All questions can be attended.  
Overall Ceiling 20.*

11. Calculate Contribution from the following data.  
Sales Rs. 30,000  
Profit Volume ratio 20 %.
12. Explain the meaning of financial statements.
13. Define marginal costing.
14. What is margin of safety ?
15. Define Responsibility accounting.
16. Current ratio 2.5 ; Working capital Rs. 63,000. Calculate current assets and current liabilities.
17. What do you mean by cash flow statement ?
18. From the following data calculate :
- (a) PV ratio.  
(b) Profit when sales are Rs. 20,000.  
Fixed expenses Rs. 4,000.  
Break even sales Rs. 10,000.
19. From the following details determine the value of debtors :
- Total sales Rs. 5,00,000  
Cash sales Rs. 2,00,000  
Debtor's velocity 30 days  
Bills receivable Rs. 5,000.

20. Calculate fixed cost from the following data :

Break Even Point Rs. 40,000.

Profit Volume ratio 20 %.

(5 × 4 = 20 marks)

**Section C (Short Essay Questions)**

*Answer at least four questions.*

*Each question carries 8 marks.*

*All questions can be attended.*

*Overall Ceiling 32.*

21. The following information relating to a company is given.

Current Liabilities Rs. 3,00,000

Current ratio 2.5 : 1

Liquid ratio 1.25 : 1

Calculate :

(a) Current assets.

(b) Liquid assets.

(c) Working capital.

(d) Stock.

22. From the following particulars, calculate stock turnover ratio.

Opening stock Rs. 80,000

Purchases Rs. 2,40,000

Carriage on purchases Rs. 20,000

Sales Rs. 4,00,000

Closing stock Rs. 60,000.

23. Find out the value of creditors from the following :

Sales Rs. 50,000

Opening Stock Rs. 5,000

Gross Profit on sales 10 %

Closing stock Rs. 10,000

Creditor's velocity 73 Days

Bills Payable Rs. 3,000.

24. Calculate Break Even point from the following :

Fixed Expenses Rs. 1,50,000

Variable per unit Rs. 10

Selling Price Rs. 15.

25. State the objectives of financial statements.

26. Mention the limitations of financial statements.

**Turn over**

27. Calculate working capital turnover ratio from the following information :

Sales Rs. 11,50,000

Sales returns Rs. 30,000

Current assets Rs. 4,00,000

Current liabilities Rs. 2,40,000.

28. From the following balances extracted from BC Co. Ltd. as on 31-12-2014 and 2015, you are required to prepare a schedule of changes in working capital.

<i>Liabilities</i>	<i>As on 31<sup>st</sup> December</i>		<i>Assets</i>	<i>As on 31<sup>st</sup> December</i>	
	2014	2015		2014	2015
Share Capital	5,00,000	6,00,000	Fixed Assets	6,30,000	6,60,000
General reserve	1,50,000	1,80,000	Stock	2,40,000	3,70,000
Profit and Loss Account	40,000	65,000	Debtors	2,50,000	2,30,000
Debentures	3,00,000	2,50,000	Cash at bank	80,000	60,000
Creditors	1,70,000	1,60,000	Preliminary Expenses	20,000	15,000
Provision for tax	60,000	80,000			
	12,20,000	13,35,000		12,20,000	13,35,000

(4 × 8 = 32 marks)

#### Section IV (Essay Questions)

Answer any **one** question.

The question carries 18 marks.

29. Assuming that the cost structure and selling prices remain the same in periods I and II find out :

- PV ratio.
- Break even sales.
- Profit when sales are Rs. 1,00,000.
- Sales required to earn a profit of Rs. 20,000.
- Margin of safety in 2nd period.

<i>Period</i>	<i>Sales</i>	<i>Profit</i>
	Rs.	Rs.
I	1,20,000	9,000
II	1,40,000	13,000

30. Ratio analysis is a tool of management for measuring efficiency and guiding business policies- Discuss.

31. Explain the advantages of management accounting.

(1 × 18 = 18 marks)



**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CBCSS—UG)

B.B.A.

BBA 5D 03—BUSINESS ORGANISATION AND COMMUNICATION

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A***Answer at least **eight** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. What is formal communication ?
2. What is importance of business communication ?
3. What is a business letter ?
4. What is insurance correspondence ?
5. What is mean by agency correspondence ?
6. What is mean by business organisation ?
7. What is mean by effective communication ?
8. What is mean by grapevine communication ?
9. What is mean by quotations ?
10. What is mean by sale letter ?
11. What is sole proprietorship ?
12. What is non-verbal communication ?

(8 × 3 = 24 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 5 marks.*

*All questions can be attended.*

*Overall Ceiling 25.*

13. What are the functions of business organizations ?
14. What are the merits and demerits of partnership business ?
15. What are the needs and significance of cooperative organization ?
16. What are the objectives of written communication ?
17. Explain the rules for writing an effective e-mail.
18. What do you understand by Multi National Corporation ?
19. What is a joint stock company; explain the features of a company ?

(5 × 5 = 25 marks)

**Section C**

*Answer any one question.*

*The question carries 11 marks.*

20. What is communication ; what are the barriers to communications ?
21. What do you mean by business correspondence ; explain different types of business correspondence.

(1 × 11 = 11 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CBCSS—UG)****B.B.A.****BBA 5D 02—E-COMMERCE****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 15****Maximum : 15 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA 5D 02—E-COMMERCE

(Multiple Choice Questions for SDE Candidates)

1. \_\_\_\_\_ is concerned with the buying and selling information, products and services over computer communication networks.
  - (A) Commerce.
  - (B) E-Commerce.
  - (C) E-Business.
  - (D) None of these.
2. Electronic Exchange of business documents in a standard format is known as \_\_\_\_\_.
  - (A) E-commerce.
  - (B) E-Business.
  - (C) EDI.
  - (D) None of these.
3. \_\_\_\_\_ is a commercial process that includes production, distribution, sales or delivery of goods and services through electronic means.
  - (A) E-commerce.
  - (B) SCM.
  - (C) EDI.
  - (D) None of these.
4. \_\_\_\_\_ always operate on intranet
  - (A) E-commerce.
  - (B) E-Business.
  - (C) EDI.
  - (D) None of these.
5. \_\_\_\_\_ e-commerce transaction has the advantage of eliminating middlemen.
  - (A) B2G.
  - (B) B2E.
  - (C) B2B.
  - (D) B2C.
6. Which among the following is an example of C2C ?
  - (A) e-Bay.
  - (B) Amazon.com
  - (C) Rentalic.com.
  - (D) All of these.

7. Monster.com is an example of \_\_\_\_\_ website.
- (A) C2C. (B) B2E.  
(C) B2B. (D) B2C.
8. \_\_\_\_\_ is an unsolicited e-mail sent to every e-mail address that a business can find.
- (A) Advertorials. (B) pop-up ads.  
(C) Spam e-mail. (D) None of these.
9. \_\_\_\_\_ is the most common way for purchasing an online advertising.
- (A) CPM. (B) CPC.  
(C) Any of these. (D) None of these.
10. \_\_\_\_\_ facilitates transactions between buyer and sellers by providing comprehensive information and ancillary services, without being involved in the actual exchange of goods and services between the parties.
- (A) Metamediary. (B) Intermediary.  
(C) Middlemen. (D) All of these.
11. To accept a credit card for payment, we have to open a \_\_\_\_\_ account with our bank.
- (A) Savings Bank. (B) Current account.  
(C) Merchant account. (D) Any of these.
12. \_\_\_\_\_ is a kind of payment card that transfers fund directly from the consumer's bank account to the merchants account.
- (A) Debit Card. (B) Electronic purse.  
(C) Credit card. (D) Any of these.
13. \_\_\_\_\_ is basically a secure gate between our organization data and internet.
- (A) Network firewall. (B) Antivirus.  
(C) Both of these. (D) None of these.

Turn over

14. \_\_\_\_\_ attacks are difficult and are only successful if the attacker knows something about the shopper.
- (A) Spoofing. (B) Snooping.  
(C) Sniffing. (D) Guessing passwords.
15. A \_\_\_\_\_ is an electronic file that uniquely identifies individuals and websites on the internet and enables secure confidential communications.
- (A) Digital signature. (B) Digital certificates.  
(C) SSL. (D) None of these.

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**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CBCSS—UG)

B.B.A.

BBA 5D 02—E-COMMERCE

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A***Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. What is EPOS ?
2. What do you mean by e-cash ?
3. What do you mean by E-Procurement ?
4. What is B2B ?
5. What is E- Retailing ?
6. What is business to employee model ?
7. What do you mean by smart card ?
8. Define E-Commerce.
9. What is meant by websites ?
10. What do you mean by EDI ?
11. What is ethics in E-Commerce ?
12. What do you mean by E-Purse ?

(8 × 3 = 24 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 5 marks.*

*All questions can be attended.*

*Overall Ceiling 25.*

13. Explain the concept of SCM.
14. Differentiate between E-business and E-Commerce.
15. What are the security issues in electronic payment system ?
16. What are the benefits of E-Commerce ?
17. Explain the need for EDI.
18. Explain the components of electronic payment system.
19. What are the major difference between debit card and credit card ?

(5 × 5 = 25 marks)

**Section C**

*Answer any one question.*

*The question carries 11 marks.*

20. What is E-Payment system ? What are the different types of E-Payment system ?
21. Discuss any *five* E-Business models used by an E-Commerce firm.

(1 × 11 = 11 marks)



**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CBCSS—UG)

B.B.A.

BBA 5D 01—TOURISM MANAGEMENT

Time : Two Hours

Maximum : 60 Marks

**Section A***Answer at least **eight** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Domestic tourist.
2. Excursionist.
3. Restaurant.
4. Wildlife tourism.
5. Tour operator.
6. Kathak is a dance form of which Indian state ?
7. Sun temple is situated in which state ?
8. Monsoon tourism.
9. Give 3 examples of hill stations in India.
10. Which place in India is popularly known for dark tourism ?
11. Paying guest accommodation.
12. First eco-tourism destination in India.

(8 × 3 = 24 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 5 marks.*

*All questions can be attended.*

*Overall Ceiling 25.*

13. Explain the role of transportation in tourism.
14. What are the major characteristics of tourism ?
15. What is the importance of star ratings of hotels ?
16. What are the travel regulations for out bound tourism ?
17. How does tour operator differ from travel agency ?
18. Explain any *three* art forms of Tamil Nadu.
19. Explain any *three* major tourist attractions in Kerala.

(5 × 5 = 25 marks)

**Section C**

*Answer any one question.*

*The question carries 11 marks.*

20. Elaborately explain the different categories of tourism and the classification of tourists.
21. Explain the term ticketing. What are the major airlines in India that supports the tourism sector ?

(1 × 11 = 11 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CBCSS—UG)****B.B.A.****BBA 5B 11—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—II—INDUSTRIAL  
RELATIONS****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA 5B 11—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—II—INDUSTRIAL  
RELATIONS

(Multiple Choice Questions for SDE Candidates)

1. The conflict-handling intention of accommodating is \_\_\_\_\_.  
(A) Assertive and unco-operative. (B) Assertive and co-operative.  
(C) Unassertive and unco-operative. (D) Unassertive and co-operative.
2. A process that significantly affects organizational success by having managers and employees work together to set expectations, review results, and reward performance.  
(A) Management by Objectives. (B) Performance Appraisal.  
(C) Performance Management. (D) Organizational Planning.
3. The purpose of overtime is to :  
(A) Restrict recruiting. (B) Increase working hours.  
(C) Reduce variable cost. (D) Provide contingent workers.
4. The 360 degree appraisal :  
(A) Works best in large organizations.  
(B) Provides feedback from a verity of individuals.  
(C) Aids in developing competitive intelligence.  
(D) Diminishes the effect of development in the appraisal process.
5. \_\_\_\_\_ exists when individuals performing similar jobs for the same firm are paid according to factors unique to the employee.  
(A) Employee Equity. (B) Team Equity.  
(C) Internal Equity. (D) All of the given options.
6. A large organization is an EEO employer with an affirmative action plan. Which of these activities is performed as part of the plan :  
(A) All job applicants must have a recommendation from current or past employee.  
(B) Insurance premiums from former employers of all applicants are analyzed.  
(C) Job requirements are determined based on skills, knowledge and abilities.  
(D) Job announcements are posted on the company bulletin board.
7. Wal-Mart differentiates its business by offering the lowest prices. Offering the lowest prices is Wal-Mart's \_\_\_\_\_.  
(A) Functional strategy. (B) Competitive advantage.  
(C) Distinctive competence. (D) Corporate strategy.

8. In most large facilities, who is responsible for reducing unsafe working conditions and reducing unsafe acts by employees ?
- (A) Chief executive officer.
  - (B) Chief safety officer.
  - (C) Occupational safety and health officer.
  - (D) Chief operations officer.
9. Protection from discrimination, safe working conditions and union formulation are \_\_\_\_\_ rights, provided to employees.
- (A) Contractual.
  - (B) Individual.
  - (C) Statutory.
  - (D) Organizational.
10. The \_\_\_\_\_ leadership is a set of abilities that allows the leader to recognize the need for change, to create a vision to guide that change, and to execute that change effectively.
- (A) Transformational.
  - (B) Charismatic.
  - (C) Autocratic.
  - (D) Transactional.
11. To build human capital in organizations, managers should rely upon staffing programs that focus on :
- (A) Identifying cheap sources of qualified labour.
  - (B) Identifying and hiring the best and brightest talent available.
  - (C) Identifying college graduates with the requisite skills.
  - (D) Identifying individuals with highly specialized skills.
12. The project manager's leadership style should be matched to the corresponding developmental level of the project team and should move through successive steps in the following order.
- (A) Disciplinary, autocratic, participative.
  - (B) Staff planning, team training, performance monitoring.
  - (C) Team building, team development, responsibility assignment.
  - (D) Directing, coaching, supporting, delegating.
13. A technique for resolving conflict in which the parties agree to have a neutral third party hear the dispute and make a decision is called :
- (A) Negotiation.
  - (B) Arbitration.
  - (C) Smoothing.
  - (D) Forcing.

Turn over

14. The key to achieving and maintaining success in the role of a project manager is the use of :
- (A) Formal authority. (B) Reward power.  
(C) Expert power. (D) Referent power.
15. Team building, with all of its success orientation, may have some limitations under certain identified conditions. Two such conditions are \_\_\_\_\_.
- (A) Poor project tools and lack of project planning.  
(B) Lack of top management support and too much supervision by top management.  
(C) Lack of top management support and an inept project manager.  
(D) Unproductive people on the project team and an inept project manager.
16. Pay-For-Performance System :
- (A) Seeks to acknowledge differences in employee or group contributions.  
(B) Responds to the fact that organizational performance is a function of individual or group performance.  
(C) Uses pay to attract, retain and motivate employees relative to their performance and contribution.  
(D) All of the Above.
17. A cultural dimension that affects the success of HRM practices in most countries where relative emphasis is on hierarchical status is called :
- (A) Individualism. (B) Power Distance.  
(C) Uncertainly. (D) Avoidance.
18. Jamal Enterprises' top management refused to consider its female marketing manager for the post of Vice President. This action of the company is representing which of the following :
- (A) Gender discrimination. (B) Legal consideration.  
(C) Repeat discrimination. (D) Glass ceiling effect.
19. Labor union might affect the \_\_\_\_\_ by stressing seniority as the basis for promotions and pay increases.
- (A) Training. (B) Appraisal process.  
(C) Allotment. (D) Amendment.
20. Virtual teams can contribute to better co-ordination among the team members because :
- (A) Technology brings them together on a forum.  
(B) Team members meet physically with each other.  
(C) Team members share views among themselves via communication links.  
(D) Team members have the real time environment for interaction.

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CBCSS—UG)

B.B.A.

**BBA 5B 11—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—II—INDUSTRIAL  
RELATIONS**

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Explain Labour Administration ?
2. What is Hunger Strike ?
3. Name any *two* Trade Union in India.
4. Explain Team Dynamics.
5. What is Johari Window ?
6. Explain Employees' State Insurance Fund.
7. Define Industrial Dispute
8. What is Industrial Relation ?
9. What is Conciliation ?
10. What is MGNREGA ?
11. Explain works committee.
12. What is Labor Turnover ?
13. Define Discipline.
14. Explain the structure of ILO.
15. What do you mean by CBWE ?

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Explain the factors of Industrial Relations
17. Explain the important structure of Trade Unions.
18. What are the causes of industrial conflicts ?
19. Explain the four quadrants of Johari window.
20. Explain Hot-stove Rule.
21. Explain the different measures of Industrial Conflicts.
22. What is collective bargaining ?
23. Explain the contrast between HRM and Industrial relations.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Explain Trade Union. Briefly explain the recommendation of the National Commission on Labour for strengthening trade unions.
25. Briefly explain the essentials of a good disciplinary system, what are the different types of punishment ?
26. Explain in detail the term Workers Participation in Management and its importance in an organization.
27. Explain Collective bargaining, why has collective bargaining not flourished in India ?

(2 × 10 = 20 marks)



**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CBCSS—UG)****B.B.A.****BBA 5B 10—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—I—HUMAN  
RESOURCE PLANNING AND DEVELOPMENT****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA 5B 10—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—I—HUMAN  
RESOURCE PLANNING AND DEVELOPMENT

(Multiple Choice Questions for SDE Candidates)

1. Effective SHRM leads to :
  - (A) Organizational success.
  - (B) Organizational failure.
  - (C) Organizational complexity.
  - (D) Organizational inefficiency.
2. Customers of an organization fall under which of the following category ?
  - (A) Shareholders.
  - (B) Staff.
  - (C) Partners.
  - (D) Stakeholders.
3. Which of these is a major dimension of HRM practices contributing to company competitiveness ?
  - (A) Compensating human resources.
  - (B) Acquiring and preparing human resources.
  - (C) Managing the human resource environment.
  - (D) All of the given options.
4. Which of these is defined as any practice or activity carried on by the organization with the primary purpose of identifying and attracting potential employees ?
  - (A) A leading indicator analysis
  - (B) Recruitment.
  - (C) Personnel policies.
  - (D) Selection.
5. An HR Manager in a large multinational firm is involved in establishing an international structure of roles for people and assigning responsibilities. What is the managerial function that the HR manager is performing :
  - (A) Organizing.
  - (B) Staffing.
  - (C) Directing.
  - (D) Controlling.
6. A control technique that helps in measuring the cost and value of people for an organization and helps management to value human resources is :
  - (A) Human resource accounting.
  - (B) Employee control systems.
  - (C) Organizational control systems.
  - (D) Value based accounting.

7. The process of structuring work and designating the specific activities at the individual or group level is called as :
- (A) Job design. (B) Job description.  
(C) Job analysis. (D) Job specification.
8. Human Resource Accounting concept was developed by :
- (A) S K Chakraborty. (B) Flamhoitz.  
(C) Stephen Knauf. (D) Rensis Likert.
9. \_\_\_\_\_ helps in developing management generalists at higher organizational levels as it exposes them to several different operations.
- (A) Job analysis. (B) Job rotation.  
(C) Job enrichment. (D) Job enlargement.
10. Which of the following steps should be adhered to, when interviewing ?
- (A) Ask demanding and leading questions.  
(B) Get too engrossed in the interview to follow the plan.  
(C) Interrupt the candidate frequently.  
(D) Make the candidate feel comfortable and relaxed.
11. In an application form design, questions on all the following are ethical except :
- (A) The educational qualification of the employee.  
(B) The name and addresses of individuals who can be contacted for reference checks.  
(C) Salary drawn by the candidate in the last job.  
(D) Issues that concern the privacy of the applicant.
12. Quality Circle is a part of \_\_\_\_\_ ?
- (A) TQM. (B) HIRS.  
(C) SHRM. (D) None of them.
13. Which of the following is NOT a basic objective of a quality circle ?
- (A) To enhance, develop and utilize human resource effectively.  
(B) To develop quality of products as well as productivity.  
(C) To improve quality of work life.  
(D) To increase employee benefits and incentives.

14. Understanding the career aspirations of an employee, determining his capabilities and competencies and identifying the gaps is termed :
- (A) Need analysis. (B) Gap analysis.  
(C) Opportunity analysis. (D) Employee analysis.
15. Reassignment of an employee to a higher level job that involves greater responsibility or status or pay is termed :
- (A) Transfer. (B) Cross functional transfer.  
(C) Demotion. (D) Promotion.
16. Adding more responsibility, providing wider scope, greater sequencing and minimizing controls, all constitute :
- (A) Job enlargement. (B) Job expansion.  
(C) Job design. (D) Job enrichment.
17. An interview where the interviewer does not chart out the formal structure of the interview but lets it take a natural course is called a :
- (A) Formal interview. (B) Unstructured interview.  
(C) Group interview. (D) Stress interview.
18. Soman, the Marketing Manager in a large firm meets the Production Manager, Senior Manager HR and the VP- Operations almost every day in the Officers club. Some topic or the other, related to their organization and business comes up for discussion. This is an example of :
- (A) Formal organization. (B) Informal Organization.  
(C) Conference. (D) Rumors.
19. Adult learning Principles applied in T and D activities was developed by :
- (A) Malcolm Knowles. (B) Peter Drucker.  
(C) Steve Jobs. (D) Kirk Patrick.
20. What was the traditional term used for HRP and the one often associated with personnel management ?
- (A) Gap analysis. (B) Human resource planning.  
(C) Employee planning. (D) Manpower planning.

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CBCSS—UG)

B.B.A.

**BBA 5B 10—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—I—HUMAN  
RESOURCE PLANNING AND DEVELOPMENT**

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Define Job analysis.
2. Explain Work force flow mapping.
3. What is HRD climate ?
4. What is work culture ?
5. What is Human Resource Accounting ?
6. What is Talent management ?
7. What is management of change ?
8. What is job specification ?
9. What is succession planning ?
10. What do you mean by manpower planning ?
11. What is demand forecasting ?
12. What is selection ?
13. What is man power planning ?
14. What is Career planning ?
15. What is labor market analysis ?

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Describe objectives of HRP.
17. What are the requirements Quality of work life in an organization?
18. Explain problems of HRP.
19. Explain HR demand forecasting technique.
20. Discuss Macro level manpower planning.
21. Discuss the difference between job description and job specifications.
22. What are the benefits of HRP ?
23. Discuss the importance of Career management policies.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Explain the Need, Significance, Objectives of Human Resource Accounting.
25. Discuss meaning and importance of career planning.
26. Explain steps in job analysis.
27. Explain methods of collecting job data.

(2 × 10 = 20 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CBCSS-UG)****B.B.A.****BBA 5B 11—Marketing Elective II—PRODUCT AND BRAND MANAGEMENT****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA 5B 11—Marketing Elective II—PRODUCT AND BRAND MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Bread and milk are which kind of products ?
  - (A) Specialty Products.
  - (B) Convenience products.
  - (C) Shopping products.
  - (D) Unsought products.
2. Products that are usually purchased due to adversity and high promotional back up rather than desire are called :
  - (A) Sought goods.
  - (B) Unique goods.
  - (C) Unsought goods.
  - (D) Preferred goods.
3. Which product is MOST likely to be purchased through routine decision-making ?
  - (A) Television set.
  - (B) Soft drink.
  - (C) Shirt.
  - (D) Car.
4. Which of the following is a name, term, sign, symbol, design or a combination of these, that identifies that maker or seller of a product or service ?
  - (A) Label.
  - (B) Co-brand.
  - (C) Brand.
  - (D) Product.
5. The consumer's estimate of the product's overall capacity to satisfy his or her needs is called :
  - (A) Product cost.
  - (B) Product value.
  - (C) Product need.
  - (D) Product satisfaction.
6. Original products, product improvements, product modifications, and new brands that a firm develops through its own research and development efforts are called :
  - (A) New products.
  - (B) Concept products.
  - (C) Altered products.
  - (D) Supplemental products.
7. To create successful new products, a company must understand consumers, markets and competitors and :
  - (A) Develop a great advertising campaign.
  - (B) Have a strong Web site to push the product.
  - (C) Adopt a push rather than pull promotional concept.
  - (D) Develop products that deliver superior value to consumers.



8. \_\_\_\_\_ is a detailed version of the idea stated in meaningful consumer terms.
- (A) Product idea. (B) Product image.  
(C) Product concept. (D) Product feature.
9. With respect to the product life cycle, the \_\_\_\_\_ begins when the company finds and develops a new-product idea.
- (A) Product development stage. (B) Introduction stage.  
(C) Growth stage. (D) Maturity stage.
10. With respect to the product life cycle, the \_\_\_\_\_ is a period of slowdown in sales growth because the product has achieved acceptance by most potential buyers.
- (A) Product development stage. (B) Introduction stage.  
(C) Growth stage. (D) Maturity stage.
11. A concentration on producing a basic version of a product by a firm and its competitors is typical of which stage in the product life cycle ?
- (A) Product development stage. (B) Introduction stage.  
(C) Growth stage. (D) Maturity stage.
12. The stage in the product life cycle where the strategic focus is on market penetration and building intensive distribution is the :
- (A) Decline stage.. (B) Introduction stage.  
(C) Growth stage. (D) Maturity stage.
13. \_\_\_\_\_ defines what the brand thinks about the consumer, as per the consumer.
- (A) Brand attitude. (B) Brand positioning.  
(C) Brand relationship. (D) Brand manage.
14. Labeling, packaging are associated with :
- (A) Price mix. (B) Product mix.  
(C) Place mix. (D) Promotion mix.

15. Introducing the new product into the market takes place in which stage of the new product development process ?
- (A) Commercialization. (B) Test marketing.  
(C) Marketing strategy. (D) Product development.
16. \_\_\_\_\_ can be defined as the way by which organizations attempt to inform, convince and remind customers indirectly or directly about the brands and products they offer.
- (A) Marketing communications. (B) Marketing plans.  
(C) Marketing strategies. (D) None of the above.
17. A \_\_\_\_\_ is a graphic mark, emblem or symbol commonly used by commercial enterprises, organisations and even individuals to aid and promote instant public recognition.
- (A) Logo. (B) Slogam.  
(C) Tag line. (D) Symbols.
18. The customer mindset affects how \_\_\_\_\_ react in the market place in six main ways.
- (A) Values. (B) Market values.  
(C) Brand values. (D) Organisational values.
19. Brand feelings are customers' emotional responses and \_\_\_\_\_ with respect to the brand.
- (A) Actions. (B) Interaction.  
(C) Reactions. (D) All of the above.
20. For communication to be effective it should be :
- (A) Repetitive. (B) Reinforcing.  
(C) Both of the given options. (D) None of the given options.

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CBCSS-UG)

B.B.A.

BBA 5B 11—Marketing Elective II—PRODUCT AND BRAND MANAGEMENT

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What is market penetration ?
2. What do you mean by brand positioning ?
3. Explain market segmentation.
4. What is product labeling ?
5. Explain Brand Crisis.
6. What is the Depth of a Product Mix ?
7. Explain Brand Audit.
8. What is a tagline in branding ?
9. (a) "Do what you can't."  
(b) "There are some things money can't buy. For everything else, there's" Name the brands of the captions.
10. What is a product warranty ?
11. What is brand cannibalization ?
12. What is E-Commerce ?
13. Differentiate between brand extension and line extension.
14. Explain the concept Co-Brand.
15. Explain Cash Cow in BCG matrix.

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least five questions.  
Each question carries 6 marks.  
All questions can be attended.  
Overall Ceiling 30.*

16. Explain the functions of packaging.
17. Explain the stages of new product development.
18. What are the different attributes of a strong brand ?
19. Difference between Branding and Packaging.
20. Why new product fail ?
21. What are the main responsibility of a Brand Manager ?
22. What is Franchising ? Explain the benefits of Franchising.
23. Explain Brand Equity, what are the different elements of brand equity.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.  
Each question carries 10 marks.*

24. What is a product ? What are the different levels of a product ?
25. Why packaging is important for a product ? Explain the legal and ethical aspects of Packaging?
26. What is the product mix ? Explain product mix strategies.
27. Explain Turbo marketing, how it can apply in an organization ?

(2 × 10 = 20 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CBCSS—UG)****B.B.A.****BBA 5B 10—MARKETING ELECTIVE—I—CONSUMER BEHAVIOUR****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA 5B 10—MARKETING ELECTIVE—I—CONSUMER BEHAVIOUR

(Multiple Choice Questions for SDE Candidates)

1. \_\_\_\_\_ emphasize(s) that profitable marketing begins with the discovery and understanding of consumer needs and then develops a marketing mix to satisfy these needs.
  - (A) The marketing concept.
  - (B) The strategic plan.
  - (C) The product influences.
  - (D) The price influences.
2. \_\_\_\_\_ are based on such things as geographic areas, religions, nationalities, ethnic groups, and age.
  - (A) Multilingual needs.
  - (B) Cultures.
  - (C) Subcultures.
  - (D) Product adaptation requirements.
3. Which of the following is the most valuable piece of information for determining the social class of your best friend's parents ?
  - (A) The number of years schooling that they had.
  - (B) Their ethnic backgrounds.
  - (C) Their combined annual income.
  - (D) Their occupations.
4. The greatest barrier to effectively marketing to the Asian American market is thought to be :
  - (A) Reluctance to grant credit to this group.
  - (B) Language and cultural traditions.
  - (C) The urban nature of their neighbourhoods.
  - (D) Lack of a mass media that reaches this group.
5. Even though buying roles in the family change constantly, the \_\_\_\_\_ has traditionally been the main purchasing agent for the family.
  - (A) Wife.
  - (B) Husband.
  - (C) Teenage children.
  - (D) Grandparent.
6. The \_\_\_\_\_ is the mental process through which an individual passes from first hearing about an innovation to final adoption.
  - (A) Adoption process.
  - (B) Consumption process.
  - (C) Innovation process.
  - (D) New product development process.

7. If a company makes products and services for the purpose of reselling or renting them to others at a profit or for use in the production of other products and services, then the company is selling to the :
- (A) Business market. (B) International market.  
(C) Consumer market. (D) Private sector market.
8. The business marketer normally deals with \_\_\_\_\_ than the consumer marketer does.
- (A) Far greater but smaller buyers. (B) Far greater and larger buyers.  
(C) Far fewer but far larger buyers. (D) Far fewer and smaller buyers.
9. The \_\_\_\_\_ may lead the buyer to continue, modify, or drop the arrangement that has been entered into by the buyer and seller.
- (A) Performance review. (B) Order-routine specification.  
(C) Supplier selection. (D) General need description.
10. \_\_\_\_\_ are factors that have been shown to affect consumer behaviour.
- (A) Brand name, quality, newness and complexity.  
(B) Advertising, marketing, product and price.  
(C) Outlets, strategies, concept and brand name.  
(D) Quality, advertising, product positioning and strategy.
11. Product involvement refers to \_\_\_\_\_ or personal relevance of an item.
- (A) A consumer's perception of the importance.  
(B) The need of the product.  
(C) The price the product.  
(D) The amount of people who bought the product.
12. \_\_\_\_\_ constitutes moderate consumer behaviour, but still involves time and effort searching for and comparing alternatives.
- (A) Limited decision-making. (B) Need recognition.  
(C) Routine decision-making. (D) Post purchase evaluation.

13. Group, marketing and \_\_\_\_\_ determine the initial level of product knowledge as well as change in it.
- (A) Consumer feedback. (B) Situational influences.  
(C) Information available. (D) Consumers perceptions.
14. Psycho-Analytical theory of consumer behaviour was developed by :
- (A) Alphred Marshall. (B) Festinger.  
(C) B. F. Skinner. (D) Sigmund Freud.
15. The concept of market segmentation was introduced by :
- (A) Philip Kotler. (B) Veblen.  
(C) Marshall. (D) W. R. Smith.
16. \_\_\_\_\_ is a social movement to increase the right and powers of consumer.
- (A) Consumer behaviour. (B) Consumerism.  
(C) Collusion. (D) Segmentation.
17. Obtaining satisfaction through fulfilling one's potential is called :
- (A) Esteem. (B) Self-actualisation.  
(C) Perception. (D) Self concept.
18. Which of the following is NOT part of the family decision-making unit ?
- (A) Solitary survivor. (B) Initiator.  
(C) Purchaser. (D) None of these.
19. Learning occurs through the interplay of all of the following except \_\_\_\_\_.
- (A) Drives. (B) Stimuli.  
(C) Cues. (D) Dissonance behaviour.
20. A \_\_\_\_\_ is a descriptive thought that a person has about something.
- (A) Lifestyle. (B) Motive.  
(C) Belief. (D) Habitual behaviour.



**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CBCSS—UG)****B.B.A.****BBA 5B 10—MARKETING ELECTIVE—I—CONSUMER BEHAVIOUR****(2019 Admissions)****Time : Two Hours and a Half****Maximum : 80 Marks****Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Define Consumer Behaviour.
2. Who is seasonal consumer ?
3. What is consumer loyalty ?
4. What is consumer decision-making ?
5. What is Personality ?
6. Explain consumer perception.
7. What is consumer credit ?
8. What is consumer satisfaction ?
9. What is Learning ?
10. What do you mean by Leadership ?
11. What is post purchase behaviour ?
12. What is Locus of control ?
13. What is consumer involvement ?
14. What is Attitude ?
15. What is Motivation ?

**(10 × 3 = 30 marks)****Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Describe the importance of buyer decision-making process.
17. What are the factors influencing personality ?
18. Explain the types of Market segmentation.
19. Discuss the Benefits of Market Segmentation.
20. Describe types of applications of Consumer Behaviour.
21. Discuss the nature of Consumer Behaviour.
22. What is purchase process and post purchase behaviour ?
23. Discuss the Social class concept and measurement.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Explain Types of Consumer Behaviour.
25. What are the Levels of consumer decision-making ?
26. Explain Buyer decision-making process.
27. Explain Attitude Function and Characteristics of Attitude.

(2 × 10 = 20 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CBCSS—UG)****B.B.A.****BBA 5B 11—FINANCE ELECTIVE-II—FINANCIAL MARKET AND INSTITUTIONS****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA 5B 11—FINANCE ELECTIVE-II—FINANCIAL MARKET AND INSTITUTIONS

(Multiple Choice Questions for SDE Candidates)

1. Which of the following is not a regulatory institutions in Indian financial system ?
  - (A) RBI.
  - (B) CIBIL.
  - (C) SEBI.
  - (D) IRDA
2. SEBI was established in \_\_\_\_\_.
  - (A) 1988.
  - (B) 1985.
  - (C) 1991.
  - (D) 1990.
3. \_\_\_\_\_ Committee was constituted by SEBI for deciding about derivatives trading.
  - (A) L.C. Gupta.
  - (B) R. L. Gupta.
  - (C) Vaghul.
  - (D) Malhotra.
4. Which of the following is a financial asset ?
  - (A) Gold.
  - (B) Silver.
  - (C) Share.
  - (D) Land.
5. \_\_\_\_\_ is a preferential independent broker who deals in securities on his own behalf.
  - (A) Jobber.
  - (B) Sub-broker.
  - (C) Remisiers.
  - (D) Arbitragers.
6. The central depository \_\_\_\_\_ the security on behalf of the investors :
  - (A) Hold.
  - (B) Transfer.
  - (C) Both (a) and (b) above.
  - (D) None of these.
7. \_\_\_\_\_ issues does not bring in any fresh capital :
  - (A) Equity.
  - (B) Preference.
  - (C) Debenture.
  - (D) Bonus.

8. Futures markets have grown rapidly because futures :
- (A) Are Standardized. (B) Have lower default risk.  
(C) Are Liquid. (D) All of the above.
9. In India, the company which actually deals with the corpus of the mutual fund is called :
- (A) Sponsor Company. (B) Trustee Company.  
(C) Asset Management Company. (D) Mutual Fund Company.
10. BOLT stands for :
- (A) Borrowing or Lending Trade. (B) Bombay Online Trading.  
(C) Bond or Loan Transaction. (D) None of these.
11. Zero Coupon Bond is also known as :
- (A) Deep discount bond. (B) Irredeemable bond.  
(C) Bearer bond. (D) Zero Interest bond.
12. \_\_\_\_\_ bonds permit the bond holder to invest the interest income again in host bonds.
- (A) Deep discount bond. (B) Junk bonds.  
(C) Bearer bond. (D) Bunny bonds.
13. An option allowing the owner to sell an asset at a future date is a :
- (A) Put Option. (B) Call Option.  
(C) Swap. (D) Forward contract.
14. The certificate which evidences an unsecured corporate debt of short term maturity :
- (A) Certificate of Deposit. (B) Commercial Paper.  
(C) Secured Premium Notes. (D) Interbank participation Certificate.

15. \_\_\_\_\_ is the suitable method where small companies issue shares.
- (A) Offer for sale. (B) Private placement.  
(C) Issue by prospectus. (D) All the above.
16. The group of shares which are not permitted for short selling are :
- (A) A Group. (B) B Group.  
(C) T Group. (D) None of these.
17. In listed scrips, \_\_\_\_\_ group includes small cap stocks.
- (A) S group. (B) TS group.  
(C) T group. (D) Z group.
18. In the index "CNX Nifty", C stands for :
- (A) Central. (B) Credit.  
(C) CRISIL. (D) Cumulative.
19. In settlement T+2, "T" stands for :
- (A) Trade Time. (B) Trade Day.  
(C) Trade Terms. (D) Time for settlement.
20. In security market, "ASBA" stands for :
- (A) Application Supported by Blocked Amount.  
(B) Automated Security Borrowing Arrangement.  
(C) Active Securities Buying Agreement.  
(D) Automatic Security Buying Assistance.

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CBCSS—UG)

B.B.A.

BBA 5B 11—FINANCE ELECTIVE-II—FINANCIAL MARKET AND INSTITUTIONS

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A (Short Answers)**

*Answer atleast ten questions.  
Each question carries 3 marks.  
All questions can be attended.  
Overall Ceiling 30.*

1. Define Financial System.
2. What is Capital Market ?
3. What is Book Building ?
4. What is Call Money Market ?
5. What is SPN ?
6. Write short note on Origination ?
7. What is meant by NSDL ?
8. Define Forward Contract.
9. Distinguish between a Discount Market and Acceptance Market.
10. Explain CRISIL.
11. What is BADLA ?
12. What is Wash Sales ?
13. What do you mean by Listing of Stock Exchanges ?
14. What is ITM ?
15. What is Basis Swap ?

(10 × 3 = 30 marks)

**Turn over**

**Section B (Short Essays)**

*Answer atleast five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. What are the differences between Investment and Speculation ?
17. What is Future ? Explain its features.
18. Explain the benefits of Depository System.
19. Explain the features of NSE.
20. Explain various functions of SEBI.
21. What is Certificate of Deposits ? Explain its features.
22. Distinguish between a Money Market and a Capital Market.
23. What is Financial Market and explain its classification ?

(5 × 6 = 30 marks)

**Section C (Essay Type Questions)**

*Answer any two questions.*

*Each question carries 10 marks.*

24. What is a Secondary Market ? Explain the various developments taken place Secondary Market.
25. What is New Issue Market ? Explain various methods used for the floatation of securities in New Issue Market.
26. What is Listing of Securities ? Explain its advantages and disadvantages.
27. Discuss the various kinds of Financial Derivatives and bring out their features.

(2 × 10 = 20 marks)



**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CBCSS—UG)****B.B.A.****BBA 5B 10—FINANCE ELECTIVE—I—INCOME TAX****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

**BBA 5B 10—FINANCE ELECTIVE—I—INCOME TAX**

**(Multiple Choice Questions for SDE Candidates)**

1. Income which accrues or arise outside India from a business controlled from India is taxable in case of \_\_\_\_\_ .
    - (A) Resident only.
    - (B) Not Ordinarily Resident only.
    - (C) Both Ordinarily Resident and NOR.
    - (D) Non-Resident.
  2. Income from business which is situated outside India but controlled from India is taxable for :
    - (A) Non-Resident.
    - (B) Resident and Ordinary Resident.
    - (C) Resident and Not Ordinary Resident.
    - (D) Both (B) and (C).
  3. Agricultural income includes :
 

(A) Cultivation.	(B) Farm house building.
(C) Agricultural activities.	(D) All of these.
  4. Profit from tea manufacturing has been divided as :
    - (A) 40 % as agricultural income and 60 % as business income.
    - (B) 80 % as agricultural income and 40 % as business income.
    - (C) 75 % as agricultural income and 25 % as business income.
    - (D) None of the above.
  5. Salary is taxable on :
    - (A) Receipt basis.
    - (B) Due basis.
    - (C) Due or receipt basis whichever is earlier.
    - (D) Due or receipt basis whichever is later.
  6. Interest credited to Recognized Provident Fund is \_\_\_\_\_.
 

(A) Fully Taxable.	(B) Fully Exempt.
(C) Exempt upto 12 % of Salary.	(D) Exempt upto 9.5 % p.a.
- The basis of chargeability of Income under the head Income from House Property is \_\_\_\_\_.
- |                                    |                        |
|------------------------------------|------------------------|
| (A) Rental Value.                  | (B) Annual Value.      |
| (C) Value fixed by the Government. | (D) None of the above. |

8. In a case where letting out of building and letting out of other assets are separable, rent of building will be charged to tax under the head \_\_\_\_\_ and rent of other assets will be charged to tax under the head \_\_\_\_\_.
- Income from House Property, Income from House Property.
  - Profits and gains of business Income from House Property.
  - Income from House Property, Profits and gains of business and profession" or "Income from other sources" (as the case may be).
  - Profits and gains of business or profession, Income from other sources.
9. STCG is a gain arising from the transfer of an asset which is held by the assessee for not more than \_\_\_\_\_.
- 36 months from the date of its acquisition.
  - 12 months from the date of its acquisition.
  - 12 months from the date of its acquisition in case of listed shares, units, Zero coupon Bonds and any other listed securities, 24 Months in case of Unlisted shares, land and Building and not more than 36 months in case of other assets.
  - None of the above.
10. Period of holding of Right Shares or any other security shall be reckoned from \_\_\_\_\_.
- The date on which the right shares / any other securities are offered.
  - The date on which the right shares/such securities are applied by the assessee.
  - The date of allotment of right shares / such securities.
  - None of the above.
11. Dividend declared by a Domestic Company \_\_\_\_\_.
- Is fully exempt subject to Section 115BBDA.
  - Fully taxable.
  - Taxable but a deduction is allowed under Section 80L on account of such dividend.
  - Partially taxable.
12. Income from Lottery, Crossword Puzzle, Races, Card Games etc. are taxable at :
- Normal Slab Rate of Income Tax like any other income.
  - Flat Rate of 20 %.
  - Flat Rate of 30 % plus Surcharge, if applicable.
  - Flat Rate of 30 % plus Surcharge of 10 %.
13. Gift of Rs. 5,00,000 received on 10th July 2020 through Account Payee Cheque from a non-relative regularly assessed to income-tax, is \_\_\_\_\_.
- A Capital Receipt not chargeable to tax.
  - Chargeable to tax as Income from Other Sources.
  - Chargeable to tax as Business Income.
  - Exempt up to Rs. 50,000 and balance chargeable to tax under Other Sources.

Turn over

14. Where an individual has substantial interest in a concern, there shall be included in his Total Income any remuneration paid by such concern to \_\_\_\_\_.
- (A) The wife of such individual. (B) The husband of such individual.  
(C) The spouse of such individual. (D) None of these.
15. As per Sec. 64(i)(iv), there shall be included in the income of an individual, any income arising from the gift to the spouse of \_\_\_\_\_.
- (A) Any Capital Asset.  
(B) Any Asset.  
(C) Any Asset other than House Property.  
(D) None of these.
16. Loss from a speculation business of a particular A.Y. can be set-off in the same A.Y. from \_\_\_\_\_.
- (A) Profits and gains from any business.  
(B) Profits and gains from any business other than speculation business.  
(C) Income of speculation business.  
(D) None of the above.
17. Short-Term Capital Loss of particular asst. year can be set-off in the same assessment year from \_\_\_\_\_.
- (A) Short-Term Capital Gain only.  
(B) Long-Term Capital Gain only.  
(C) Short-Term or Long-Term Capital Gain only.  
(D) Any business income.
18. The first item in the order of priority of set-off as between current year capital expenditure on Scientific Research, current year depreciation and brought forward business loss is :
- (A) Current year Depreciation.  
(B) Brought Forward Business Loss.  
(C) Current year Capital Expenditure on Scientific Research.  
(D) None of the Above.
19. For claiming deduction u/s 80C, Life Insurance Premium may be paid by the assessee for \_\_\_\_\_.
- (A) Himself only.  
(B) Himself or the spouse.  
(C) Himself, spouse and minor children.  
(D) Himself, spouse and children.
20. Deduction under Section 80D in respect of Medical Insurance Premium is allowed to \_\_\_\_\_.
- (A) Any Assessee.  
(B) An Individual or HUF.  
(C) Individual or HUF who is resident in India.  
(D) Individual only.

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CBCSS—UG)

B.B.A.

BBA 5B 10—FINANCE ELECTIVE—I—INCOME TAX

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What is Gross Total Income ?
2. Who is Assessee in Default ?
3. A Ltd. is a foreign company. In the previous year 2020-21, its place of effective management is in India. Determine the residential status of A Ltd for the AY 2021-22.
4. What is Transferred Balance ?
5. What are the deductions allowed from the annual value of house property while computing income from house property ?
6. What is unabsorbed depreciation ?
7. Mr. B purchased a building on 10<sup>th</sup> August, 2018 for Rs. 3,00,000 and let out for business purposes @ Rs. 4,000 p.m. On 1<sup>st</sup> April 2020, he took possession of the building from the tenant and used the same for his own business purposes. Find out the actual cost for depreciation for the previous year 2020-21. Admissible rate of depreciation.
8. From the following compute taxable capital gain for the previous year 2020-21 :-
  - (a) Indexed cost of residential house Rs. 2.5 crore.
  - (b) House sold in previous year 2020-21 Rs. 4.5 crore.
  - (c) Two new residential house purchased in previous year 2020-21 Rs. 0.75 crore.

9. What is STCG ?
10. Define Casual income.
11. What is TAN ?
12. What is Tax holiday ?
13. What is Gratuity ?
14. How to calculate LTCG ?
15. Define Business.

(10 × 3 = 30 marks)

### Section B

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. After serving 33 years and 9 months in Bharat Chemicals Ltd, Mr. X who is covered under the payment of Gratuity Act retires from services on 30<sup>th</sup> November 2020. The employer pays him a gratuity of Rs. 9,00,000. His monthly basic salary at the time of retirement was Rs. 30,000 and HRA Rs. 4,500.

You are required to determine the amount of gratuity exempt under section 10(10) of the Income Tax Act

17. Compute the income from house property from the following information :

Fair rent — Rs. 72,000

Let out — Rs. 7,000 p.m.

Standard rent — Rs. 60,000

Municipal tax paid @ 20 % of MV

Previous year 2019-20 Rs. 10,000

Previous year 2020-21 Rs. 10,000

Other information :

- (a) House remained vacant for two months during the previous year.
- (b) Unrealised rent allowed as deduction in the Assessment Year 2019-20 but received during the Previous Year 2020-21.
- (c) Expenditure incurred on collecting unrealized rent.
- (d) Arrears of rent received during the previous year.

18. Ram purchased a capital asset on September 10<sup>th</sup>, 2018 for Rs. 3,00,000. He converted this capital asset into stock in trade as on August 8<sup>th</sup>, 2020, the fair market value of the asset was Rs. 4,50,000. He sold this stock on January 5<sup>th</sup> 2021 for Rs. 5,50,000. Calculate total taxable Income.
19. What are the differences between GTI and TI ?
20. Income tax is charged on the income of the previous year. Do you fully agree with this statement? If not, what are the exceptions ?
21. Explain the capital assets exempt from tax ?
22. Mr. Shankar Lal's particulars of income are as under :
- He took a house on the rent of Rs. 1,000 per month and let it out again for Rs. 1,600 per month. Besides it, he received Rs. 5,000 rent from his ownership house.
  - Dividend from Indian Company Rs. 4,000 (Gross).
  - Speculation business profit Rs. 6,000 and Rs. 500 from cricket gambling.
  - Agricultural income from Pakistan Rs. 10,000 was not brought in India., Rs. 18,000 income from agricultural land situated in Kanpur.
  - Salary as an MLA Rs. 30,000 and daily allowances Rs. 4,000.
  - Share in HUF income Rs. 8,500.
  - Dividend received from co-operative society Rs. 6,000 Compute income from other sources.
23. What are the deduction allowable under section 57 ?

(5 × 6 = 30 marks)

### Section C

*Answer any two questions.*

*Each question carries 10 marks.*

24. From the following information compute tax liability of Mr. Ram for the Assessment Year 2021-22.

	Rs.
(a) Income from house property (Computed) ...	80,000
(b) Interest on Government securities ...	10,000
(c) LTCG u/s 112 ...	50,000
(d) Income from business ...	10,55,000
(e) Agricultural income ...	1,00,000
(f) Amount withdrawn from PPF ...	50,000
(g) Purchased N.S.C VIII Issue ...	30,000
(h) Deposited in PPF ...	60,000
(i) Subscription to eligible issue of capital ...	35,000

**Turn over**

25. X is employed in Bharatpur Company Ltd. The population of the city is 7 lakh. The following information are available in connection with his income for the year ending 31<sup>st</sup> March 2021 :
- (a) Salary Rs. 10,000 p.m.
  - (b) CCA @Rs 1,000 p.m.
  - (c) Bonus @8% of basic pay.
  - (d) Employer contributes 15 % of his basic salary to RPF. X contributes an equal amount.
  - (e) A rent free accommodation equipped with furniture has also been provided. The cost of furniture is Rs. 80,000 (depreciation value being Rs. 64,800).
  - (f) An employer company gifted him Rs. 15,000 on his marriage anniversary during the previous year.
  - (g) The employer has appointed a gardener and a watchman. They are paid by the company at Rs. 1,000 p.m and Rs. 800 p.m respectively.
  - (h) He is also getting an education allowance for his two children @ Rs. 450 p.m for each.
  - (i) He paid Rs. 4,000 as professional tax for two years during the previous year.

Ascertain taxable salaries of X for the Assessment Year 2021 -22.

26. In what circumstances is the income of one person treated as the income of another ?
27. Describe any *ten* items of income which can be included under the head Income from Other Sources.

(2 × 10 = 20 marks)



**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CBCSS—UG)****B.B.A.****BBA 5B 09—OPERATIONS MANAGEMENT****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA 5B 09—OPERATIONS MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Preventive maintenance is useful in reducing :
  - (A) Inspection Cost.
  - (B) Cost of premature replacement.
  - (C) Shutdown Cost.
  - (D) Set-up Cost of machine.
2. In the case of \_\_\_\_\_ type of maintenance, no actions or efforts are taken to maintain the equipment as the designer originally intended to ensure design life is reached.
  - (A) Break down maintenance.
  - (B) Preventive maintenance.
  - (C) (A) and (B).
  - (D) None of these.
3. \_\_\_\_\_ is the highest reasonable output rate which can be achieved with the current product specifications, product mix, work force, plant and equipment.
  - (A) Publicity.
  - (B) Capacity.
  - (C) (A) and (B).
  - (D) None of these.
4. \_\_\_\_\_ is used to monitor characteristics that have discrete values and can be counted.
  - (A) Control chart of attributes.
  - (B) Control chart for variables.
  - (C) (A) and (B).
  - (D) None of these.
5. \_\_\_\_\_ is a process used to determine the maintenance requirements of any physical asset in its operating context ?
  - (A) Reliability Centered Maintenance.
  - (B) Preventive cost.
  - (C) Unavoidable cost.
  - (D) None of these.
6. Which one of the following is not a part of production planning and control ?
  - (A) Follow-up.
  - (B) Financial leverage.
  - (C) Routing.
  - (D) Scheduling.
7. \_\_\_\_\_ refers to the development of the concept or idea of a product in terms of specifications which are required for transforming the idea into product.
  - (A) Product design.
  - (B) Product development.
  - (C) (A) and (B).
  - (D) None of these.

8. Which of the following technique is employed for measuring work ?
- (A) Time study.
  - (B) Work sampling.
  - (C) Predetermined motion time studies.
  - (D) All of these.
9. Which of the following factor affects the choice of the plant location selection decision ?
- (A) Capital requirement.
  - (B) Government policy.
  - (C) Climate conditions.
  - (D) All of these.
10. Which of the following is the objective of plant layout ?
- (A) Streamline the flow of materials through the plant.
  - (B) Facilitate the manufacturing process.
  - (C) Minimise materials handling cost.
  - (D) All of these.
11. Which of the following is not an objective of good plant layout ?
- (A) To improve productivity.
  - (B) To provide safety to employees.
  - (C) To increase the number of accidents.
  - (D) To provide easy supervision.
12. Which of the following is not a Rule for material handling ?
- (A) Make handling distances as short as possible.
  - (B) Use right method and proper material handling.
  - (C) Promote wasteful material handling methods.
  - (D) Use mechanical equipment's wherever it is useful.
13. The advantage of locating a plant in urban (city) side is \_\_\_\_\_.
- (A) Availability of land.
  - (B) Disposal of waste is easy.
  - (C) Cost of operation is low.
  - (D) Large markets for finished products.
14. The objective of good layout is to \_\_\_\_\_.
- (A) Reduce production.
  - (B) Reduce wastages.
  - (C) Reduce productivity.
  - (D) Reduce labour.

Turn over

15. In \_\_\_\_\_ layout machines are grouped into cells and the cells function somewhat like a product layout in larger shop or process layout.
- (A) Functional. (B) Fixed.  
(C) Matrix. (D) Cellular.
16. Building construction and maintenance, maintaining service facilities such as water, gas, steam, compressed air, heating and ventilating, air conditioning, painting, plumbing and carpentry work includes \_\_\_\_\_ type of maintenance.
- (A) Electric maintenance. (B) Civil maintenance.  
(C) Corrective maintenance. (D) Preventive maintenance.
17. Which of the following aggregate planning strategies is likely to have the least impact on quality ?
- (A) Varying production rates through overtime or idle time.  
(B) Subcontracting.  
(C) Changing inventory level.  
(D) Using part-time workers.
18. Which of the following is NOT a demand option of aggregate planning ?
- (A) Counter seasonal product and service mixing.  
(B) Back ordering during high-demand periods.  
(C) Using part-time workers.  
(D) Influencing demand.
19. MPS stands for :
- (A) Master production schedule. (B) Master planning schedule.  
(C) Master Pre-Schedule. (D) Master Post-schedule.
20. A master production schedule specifies :
- (A) The Financial resources required for production.  
(B) What component is to be made, and when.  
(C) What product is to be made, and when.  
(D) The labour hours required for production.

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CBCSS—UG)

B.B.A.

BBA 5B 09—OPERATIONS MANAGEMENT

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What do you mean by production manager ?
2. What is Product ?
3. What is JIT ?
4. Write a note on B2G ?
5. What is standard time ?
6. What is lead time ?
7. What is recovery logistics ?
8. What are the objectives of ERP ?
9. Write a short note on Fatigue study ?
10. What is Facility layout ?
11. What is EBQ ?
12. What do you mean by IRR ?
13. What you meant by learning curve ?
14. Give a brief note on the aggregate planning ?
15. What is Lean production ?

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. What are the Objectives of Plant layouts ?
17. Explain the functions of Inventory ?
18. What are the aggregate planning strategies ?
19. Discuss the benefits of material handling ?
20. Distinguish between NPV and IRR method ?
21. What are the features of product design ?
22. What are the objectives of Production control ?
23. Write a short note about Pareto analysis ?

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. What are the challenges of International production and operations management ?
25. What are the ways of Plant Maintenance ?
26. What are the Different Techniques of Scientific Management ?
27. What are the advantages and disadvantages of Material requirements planning ?

(2 × 10 = 20 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CBCSS—UG)****B.B.A.****BBA 5B 08—BUSINESS RESEARCH METHODS****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 15****Maximum : 15 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA 5B 08—BUSINESS RESEARCH METHODS

(Multiple Choice Questions for SDE Candidates)

1. Business research means the discovery of new knowledge in the field of \_\_\_\_\_.  
(A) Management. (B) Administration.  
(C) Business. (D) None of these.
2. \_\_\_\_\_ is regarded as reasoning from the general to particular.  
(A) Induction. (B) Deduction.  
(C) Rational. (D) None of these.
3. A hypothesis is a \_\_\_\_\_ about the predicted relationships among events or variables.  
(A) Statement. (B) Conclusion.  
(C) Prediction. (D) None of these.
4. \_\_\_\_\_ is a preliminary study conducted on a limited scale before the original studies are carried out in order to gain some primary information.  
(A) Case study. (B) Pilot study.  
(C) Descriptive study. (D) Diagnostic study.
5. Plan of study of a researcher is called the \_\_\_\_\_.  
(A) Research design. (B) Research method.  
(C) Research procedure. (D) Research problem.
6. \_\_\_\_\_ Are the variables that may have some affects upon a dependent variable but yet are not independent variables.  
(A) Dependent variables. (B) Independent variables.  
(C) Extraneous variables. (D) None of these.



7. Probability sampling is also known as \_\_\_\_\_ Sampling.
- (A) Chance. (B) Non-random.  
(C) Restricted. (D) None of these.
8. If the independent variable is not manipulated, is called \_\_\_\_\_ hypothesis testing research.
- (A) Non-experimental. (B) Experimental.  
(C) Working. (D) None of these.
9. \_\_\_\_\_ helps to become the data accurate, consistent with the intent of the question and other information in the survey, and to see the data is complete in all respects.
- (A) Coding. (B) Tabulation.  
(C) Editing. (D) Classification.
10. \_\_\_\_\_ is the process of summarizing raw data and displaying it in a compact form for further analysis.
- (A) Classification. (B) Coding.  
(C) Tabulation. (D) Editing.
11. \_\_\_\_\_ Measurement has the characteristics of rank order and equal intervals.
- (A) Ordinal. (B) Ratio.  
(C) Ranking. (D) Interval.
12. Measures of the dispersion are a \_\_\_\_\_ of the entire group or data.
- (A) Typical value. (B) Central value.  
(C) Positional average. (D) None of these.
13. The greater the sample size, the smaller the \_\_\_\_\_.
- (A) Standard error. (B) Mean.  
(C) Median. (D) Mode.

14. Social status of the respondent is measured on the basis of \_\_\_\_\_ scale.

(A) Nominal.

(B) Ordinal.

(C) Interval.

(D) Ratio.

15. \_\_\_\_\_ is a measure of central tendency ?

(A) Mean.

(B) Standard deviation.

(C) Mean deviation.

(D) Range.

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**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CBCSS—UG)

B.B.A.

BBA 5B 08—BUSINESS RESEARCH METHODS

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A**

*Answer at least eight questions.  
Each question carries 3 marks.  
All questions can be attended.  
Overall Ceiling 24.*

1. What is a Deduction Approach in research ?
2. What is a Research Gap ?
3. What is a Level of significance ?
4. What is Sample ?
5. Explain Cluster sampling.
6. What is Primary Data ?
7. What is Sampling Errors ?
8. What is your idea about Nominal scale ?
9. Explain about Pilot Study.
10. What is Contingency Table ?
11. What is Variable ?
12. What is Index Number ?

(8 × 3 = 24 marks)

**Section B**

*Answer at least five questions.  
Each question carries 5 marks.  
All questions can be attended.  
Overall Ceiling 25.*

13. What are the various types of research ?
14. How do you identify Research Problem ?

**Turn over**

15. What is your idea about Reliability and Validity ?
16. Briefly explain the different types of Measurements.
17. What do you mean by analysis of data ? Examine its various types.
18. What is the difference between Questionnaire and Schedule ?
19. What is the importance of Research report ?

(5 × 5 = 25 marks)

### Section C

*Answer any one question.*

*The question carries 11 marks.*

20. Explain the following terms : 1. Documentation ; 2. Citation ; 3. Footnotes ; 4. Reference ; 5. Bibliography ; and 6. APA and MLA style of format.
21. What are the different steps involved in writing a good research report ?

(1 × 11 = 11 marks)

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**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CBCSS—UG)****B.B.A.****BBA 5B 07—HUMAN RESOURCES MANAGEMENT****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA 5B 07—HUMAN RESOURCES MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Quality-oriented organization primary concern centers around :
  - (A) Coordination.
  - (B) Communication.
  - (C) Human Resources.
  - (D) Discipline.
2. Organizational goals should be :
  - (A) Achievable.
  - (B) Ambiguous.
  - (C) Random.
  - (D) Vague.
3. A system used to acquire, store, manipulate, analyze, retrieve, and distributed information related to the company's human resources is called a(n) \_\_\_\_\_.
  - (A) HRIS.
  - (B) Progressive discipline system.
  - (C) IRS.
  - (D) Contingent workforce system.
4. In which of these steps, the HR manager attempts to ascertain the supply of and demand for various types of human resources ?
  - (A) Forecasting.
  - (B) Program implementation.
  - (C) Evaluation.
  - (D) Goal setting.
5. Playing the role of \_\_\_\_\_ requires designing and delivering efficient and effective HR systems, processes, and practices.
  - (A) Administrative Agent.
  - (B) Change Agent.
  - (C) Strategic Partner
  - (D) Employee Advocate.
6. \_\_\_\_\_ in India led to the move from Personnel administration to HRM in Indian setup.
  - (A) Globalisation.
  - (B) Industrialization.
  - (C) Independence.
  - (D) None of the above.
7. A control technique that helps in measuring the cost and value of people helps management to value human resources is :
  - (A) Human resource accounting.
  - (B) Employee control sy
  - (C) Organizational control systems.
  - (D) Value bas

8. The process of determining and recording all the pertinent information about a specific job, including the tasks involved, the knowledge and skill sets required to perform the job is termed as :
- (A) Job evaluation. (B) Job description.  
(C) Job Analysis. (D) Job design.
9. Which of the following is the first step in the process of job analysis :
- (A) Developing a job description. (B) Job specific competency determination.  
(C) Information gathering. (D) Developing a job specification.
10. A good recruitment policy :
- (A) Is flexible enough to accommodate changes in the organization.  
(B) Has its own policies and does not comply with government policy on hiring.  
(C) Requires more investment for the organization.  
(D) Ensures short term employment opportunities for its employees.
11. The important information that has to be furnished in an advertisement includes :
- (A) Location or place of work. (B) Nature of job.  
(C) Tasks and responsibilities. (D) All of the above.
12. Which of the following steps should be adhered to, when interviewing ?
- (A) Ask demanding and leading questions.  
(B) Get too engrossed in the interview to follow the plan.  
(C) Interrupt the candidate frequently.  
(D) Make the candidate feel comfortable and relaxed.
13. Which of the following options is not one of the approaches to HRM ?
- (A) Human Resource approach. (B) Systems approach.  
(C) Contingent approach. (D) Statistical approach.
14. Which approach states that no one particular management action or design will be suitable for all situations ?
- (A) Human behavior approach. (B) Role approach.  
(C) Systems approach. (D) Contingent approach.

Turn over

15. All of the following are innovative methods to improve the quality of worklife except :
- (A) Flexi time. (B) Job enrichment.  
(C) Job rotation. (D) Demotion.
16. Job sharing, work sharing, phased retirement, all these are examples of :
- (A) Part time employment. (B) Full time employment.  
(C) Compressed work week. (D) Alternative work schedules.
17. \_\_\_\_\_ helps in improving the communication, people management and relationship management skills of the trainees.
- (A) Computer modeling. (B) Role playing.  
(C) Class room lectures. (D) Vestibule training.
18. \_\_\_\_\_ is the systematic process of analyzing and evaluating jobs to determine their relative worth in an organization.
- (A) Job analysis. (B) Job design.  
(C) Job evaluation. (D) Job enrichment.
19. If a selection method produces consistent results across different situations and times, it is termed to be :
- (A) Reliable. (B) Valid.  
(C) Legal. (D) None of the above.
20. The employee of ABC Corp lose a half days leave if they are late to work even by 15 mins. This is an example of :
- (A) Punitive discipline. (B) Preventive discipline.  
(C) Positive discipline. (D) Precautionary discipline.



**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CBCSS—UG)

B.B.A.

BBA 5B 07—HUMAN RESOURCES MANAGEMENT

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer at least ten questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. Define HRM.
2. Explain the term selection.
3. What is training ?
4. What is performance appraisal ?
5. What is compensation ?
6. Explain case study method.
7. What is green HRM ?
8. What is HR audit ?
9. What is sensitivity training ?
10. What you mean by in basket training ?
11. What is placement ?
12. What is Laborlocalization ?
13. What is Employee Compensation ?
14. What is case study method ?
15. What is work life balance ?

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Describe the importance of HRM.
17. What are the methods of job analysis ?
18. What is Human Resource Information System ?
19. Explain the principles of Performance appraisal.
20. Describe types of Management Development Programs.
21. Discuss the difference between recruitment and selection.
22. What is Strategic HRM ?
23. Discuss the difference between Personal management and Human Resource Management.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Explain methods of Training and development methods.
25. What are the methods of Performance appraisal ?
26. Explain the process of Selection.
27. Explain the need of placement, induction and socialization in HRM.

(2 × 10 = 20 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CUCBCSS—UG)****B.B.A.****BBA VD 01—E-COMMERCE****(2014–2018 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 10****Maximum : 10 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 10.
2. The candidate should check that the question paper supplied to him/her contains all the 10 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA VD 01—E-COMMERCE

(Multiple Choice Questions for SDE Candidates)

1. \_\_\_\_\_ is an early form of E-commerce.  
(A) SCM. (B) EDI.  
(C) Both of these. (D) None of these.
2. Which of the following is not a party of SCM ?  
(A) Suppliers. (B) Manufacturers.  
(C) Distributors. (D) Customers.
3. Which of the following is not suitable for a B2C transaction ?  
(A) Clothes. (B) Flowers.  
(C) Airline reservation. (D) None.
4. Which among the following is an example of C2C ?  
(A) e-Bay. (B) Amazon.com.  
(C) Rentalic.com. (D) All of these.
5. A \_\_\_\_\_ portal is a specialized entry point to a specific market place or industry niche.  
(A) Vertical portal. (B) Horizontal portal.  
(C) Both of these. (D) None of these.
6. \_\_\_\_\_ is the buying and selling of goods and services through wireless handled devices such as cellular phone and Personal Digital Assistants.  
(A) Mobile Commerce. (B) e-commerce.  
(C) Both of these. (D) None of these.
7. \_\_\_\_\_ are interactive online ads that require the user to respond intermittently in order to wade through the message before reaching the intended content.  
(A) Ultramercials. (B) Pop-up ads.  
(C) Spam e-mail. (D) Malware.

8. \_\_\_\_\_ encrypts payment card transaction data and verifies that both parties in the transaction are genuine.
- (A) SSL. (B) SET.  
(C) Both of these. (D) None of these.
9. \_\_\_\_\_ is the process of making information unintelligible to the unauthorised user.
- (A) Spoofing. (B) Snooping.  
(C) Sniffing. (D) Cryptography.
10. The Information Technology Act [IT ACT] came into effect on :
- (A) 16<sup>th</sup> November 2000. (B) 15<sup>th</sup> December 2000.  
(C) 17<sup>th</sup> October 2000. (D) None of these.

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**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VD 01—E-COMMERCE

(2014—2018 Admissions)

Time : Two Hours

Maximum : 40 Marks

**Part A**

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

1. E-cash is known as \_\_\_\_\_.
2. The study of encryption is called \_\_\_\_\_.
3. Which of the following is a feature of E-Commerce ?
  - (a) XXX.
  - (b) YYY.
  - (c) WWW.
  - (d) None of these.
4. Inventor of Digital Cash :
  - (a) Michael Aldrich.
  - (b) Dr. David Chaum.
  - (c) Taher Elgamal.
  - (d) None of these.

(4 × 1 = 4 marks)

**Part B**

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

5. What is E-Business ?
6. What are Click-and-Mortar Companies ?
7. Define EDI.
8. What is C2C E-Commerce ?
9. What is Electronic Purse ?

**Turn over**

10. What is Debit Card ?
11. What is E-Commerce threat ?

(5 × 2 = 10 marks)

### Part C

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

12. Explain the stages of transaction cycle of E-commerce.
13. Explain the characteristics of Supply Chain Management.
14. What are the challenges of E-Commerce ?
15. What are the categories of payments accepted in Indian e-commerce ?
16. Explain the different types of Biometrics.
17. Explain the benefits of cyber cash to merchant.

(4 × 4 = 16 marks)

### Part D

*Answer any one question.  
The question carries 10 marks.*

18. Explain the Infrastructure requirements for an E-Commerce Business.
19. Compare B2B with B2C E-Commerce.

(1 × 10 = 10 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CUCBCSS—UG)****B.B.A.****BBA VB 11—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—II  
PERFORMANCE MANAGEMENT****(2014—2018 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.



BBA VB 11—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—II  
PERFORMANCE MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Appraisal of an employee by supervisor, self, peers, subordinates and customers is termed as :
  - (A) Team appraisal.
  - (B) Balanced scorecard method.
  - (C) 360 degree appraisal.
  - (D) Critical incident method.
2. Hitesh is a good salesman and works for an IT company. But, his performance in 2001-02 was affected because of the slump in the IT market. However, his boss fails to acknowledge it and rates his performance as poor. This is an example of :
  - (A) Stereotyping.
  - (B) Primacy effect.
  - (C) Fundamental attribution error.
  - (D) Halo effect.
3. One of the main reasons for the negative attitude of employees towards performance appraisal is :
  - (A) It is associated with pay.
  - (B) It gives away how bad they are.
  - (C) It tends to become subjective because of poor implementation.
  - (D) It is not useful for any other organizational activity.
4. What will make some organizations more successful and there more likely to survive and prosper than others ?
  - (A) Creating cultures and system in which staff can use their talents.
  - (B) Creating management system to ensure high performance from everyone.
  - (C) Creating superior organizations.
  - (D) Only recruiting talented people.
5. 360 % feedback involves appraisals by :
  - (A) Line managers.
  - (B) Subordinates.
  - (C) Superiors.
  - (D) Superiors.
6. Manager serves as a connecting link between his organization and outsiders is called as :
  - (A) Spokes person role.
  - (B) Liaison role.
  - (C) Disseminator role.
  - (D) Entrepreneur role.

7. What deals with the contents and characteristics of each job ?
- (A) Job analysis. (B) Job rating.  
(C) Job evaluation. (D) Job description.
8. Employees general attitude is referred to as :
- (A) Job satisfaction. (B) Job analysis.  
(C) Job description. (D) Job evaluation.
9. Co -operation is the key of all successes through.
- (A) Principle of effective communication.  
(B) Principle of team spirit.  
(C) Principle of pair reward.  
(D) Principle of high morale.
10. Principle of participation in management to make them realize the responsibilities of the.
- (A) Organization. (B) Management.  
(C) Supervisor. (D) Worker.
11. Identify the personnel management functions from the following :
- (A) Advertisement. (B) Quality control.  
(C) Capital budgeting. (D) Compensation.
12. Performance appraisal refers to \_\_\_\_\_ of an employee.
- (A) Training. (B) Placement.  
(C) Assessment. (D) Induction.
13. \_\_\_\_\_ is defined as performing functions and producing desired results at the least possible cost to tax payers.
- (A) Effectiveness. (B) Productivity.  
(C) Efficiency. (D) Equity.

Turn over

14. A person's motivation to gain power and control the behaviour of others :
- (A) Authority. (B) Focus of control.  
(C) Machiavellianism. (D) Power.
15. Group established by the organisation to do its work and usually identifiable on an organisation chart :
- (A) Task Group. (B) Primary Group.  
(C) Formal group. (D) Informal Group.
16. Dialectic decision method :
- (A) Organisational stressors. (B) Individual stressor.  
(C) Group stressor. (D) Role stressor.
17. The physical or psychological demands from the environments that cause stress are known as :
- (A) Burnout. (B) Emotional intelligent.  
(C) Negative attitude. (D) Stressors.
18. A group created by management to accomplish certain organizational goal is called as :
- (A) Performance group. (B) Task group.  
(C) Prime group. (D) Internal group.
19. Organization Moral :
- (A) Belief. (B) Norms.  
(C) Tradition. (D) Values.
20. \_\_\_\_\_ is a formal and detailed study of jobs.
- (A) Job enrichment. (B) Job evaluation.  
(C) Job classification. (D) Job analysis.

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

**BBA VB 11—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—II  
PERFORMANCE MANAGEMENT**

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I (Objective Questions)***Answer all ten questions.**Each question carries 1 mark.*

Choose the correct answer :

1. Group established by the organization to do its work and usually identifiable on an organization chart.
  - (a) Task Group.
  - (b) Primary Group.
  - (c) Formal group.
  - (d) Informal Group.
2. A performance appraisal is a process of evaluating employees.
  - (a) Behaviour at job.
  - (b) Contribution towards job.
  - (c) Character.
  - (d) Quantity of work done.
3. On-the-job management development techniques include.
  - (a) Job rotation.
  - (b) Sensitivity training.
  - (c) Coaching.
  - (d) Transactional analysis.
4. All managers at various levels in the organization perform is called.
  - (a) Personnel management.
  - (b) Specialized branch of management.
  - (c) Human Resource Development.
5. A person's motivation to gain power and control the behaviour of others.
  - (a) Authority.
  - (b) Focus of control.
  - (c) Machiavellianism.
  - (d) Power.

**Turn over**

**Fill in the Blanks :**

6. The performance appraisal method that channelizes employee efforts with organizational goals is \_\_\_\_\_.
7. Intelligence test is one type of \_\_\_\_\_.
8. \_\_\_\_\_ test measure whether or not an individual has the capacity to learn a job.
9. \_\_\_\_\_ is defined as a system in which selection & promotion depend on demonstrated performance.
10. Job \_\_\_\_\_ is a statement of the minimum acceptable human qualities necessary to perform a job satisfactorily.

(10 × 1 = 10 marks)

**Part II ( Short Answer Question)***Answer any eight out of the ten questions in two or three sentence.**Each question carries 2 marks.*

11. What is performance appraisal ?
12. What is team management ?
13. What do you mean by performance standards ?
14. What do you mean by critical incident appraisal method ?
15. Define mission.
16. What is grapevine communication ?
17. What do you mean by MBO ?
18. What are the different styles of communication ?
19. What do you mean by indicators of management performance ?
20. What is the difference between coaching and training ?

(8 × 2 = 16 marks)

**Part III (Short Essay Questions)**

*Answer any six out of the eight questions in about 200 words.*

*Each question carries 4 marks.*

21. What are the components of an effective performance management system ?
22. What are the factors affecting performance management ?
23. Explain Maslow's Hierarchy of needs theory.
24. Explain management styles and performance.
25. Explain the objectives of performance management systems ?
26. Explain feedback management for performance improvement ?
27. What are the different leadership styles ?
28. Explain the link between performance and rewards ?

(6 × 4 = 24 marks)

**Part IV ( Essay Questions)**

*Answer any two out of the three questions in about 800 words.*

*Each question carries 15 marks.*

29. Explain different methods for performance appraisal.
30. What do you mean by training ? What are the benefits of training ?
31. What is performance management system ? What are the benefits of a Performance Management System ?

(2 × 15 = 30 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CUCBCSS—UG)****B.B.A.****BBA VB 10—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—I HUMAN  
RESOURCE PLANNING AND DEVELOPMENT****(2014—2018 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
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BBA VB 10—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—I HUMAN  
RESOURCE PLANNING AND DEVELOPMENT

(Multiple Choice Questions for SDE Candidates)

1. HRM is associated with the management of :
  - (A) General people.
  - (B) Financial resources.
  - (C) Organizational people.
  - (D) Community members.
2. Customers of an organization fall under which of the following category?
  - (A) Shareholders.
  - (B) Staff.
  - (C) Partners.
  - (D) Stakeholders.
3. \_\_\_\_\_ is commonly used by IT companies to assign their costly activities to outside providers for the purpose of cost saving as well as using of HR expertise in other companies.
  - (A) Planning.
  - (B) Decentralization.
  - (C) Restructuring
  - (D) Outsourcing.
4. Which of these is a major dimension of HRM practices contributing to company competitiveness ?
  - (A) Compensating human resources.
  - (B) Acquiring and preparing human resources.
  - (C) Managing the human resource environment.
  - (D) All of the given options.
5. Which of these is defined as any practice or activity carried on by the organization with the primary purpose of identifying and attracting potential employees ?
  - (A) A leading indicator analysis.
  - (B) Recruitment.
  - (C) Personnel policies.
  - (D) Selection.
6. \_\_\_\_\_ in India led to the move from Personnel administration to HRM in Indian setup.
  - (A) Globalisation.
  - (B) Industrialization.
  - (C) Independence.
  - (D) None of the above.
7. A control technique that helps in measuring the cost and value of people for an organization and helps management to value human resources is :
  - (A) Human resource accounting.
  - (B) Employee control systems.
  - (C) Organizational control systems.
  - (D) Value based accounting.



8. \_\_\_\_\_ is the simplest unit of work that involves very elementary movement.
- (A) Position. (B) Task.  
(C) Job. (D) Micro motion.
9. Motion and time studies are examples of which method of job analysis :
- (A) Observation method. (B) Technical conference method.  
(C) Group interview method. (D) Questionnaire method.
10. Which of the following is not an external environmental factor that determines the effectiveness of an recruitment program ?
- (A) The situation in the labor market.  
(B) The stage of development of the industry.  
(C) Culture, social attitudes and beliefs.  
(D) Geographical location of the job.
11. Many HR professionals are now using the internet for recruitment. Which of the following is not true about online recruiting.
- (A) Its a time saving process.  
(B) Its cost effective.  
(C) It supplements rather than replaces the legwork associated with off-line recruitment.  
(D) It eliminates completely the work associated with recruitment on the part of the recruiter to his/her total convenience.
12. \_\_\_\_\_ is the determination of the job to which an accepted candidate is to be assigned. It is a matching of what the supervisor has reason to think he can do with the job demands.
- (A) Recruitment. (B) Placement.  
(C) Selection. (D) Training.
13. Identify the correct statement :
- (A) The time period for orientation is relatively long as compared to socialization.  
(B) The changes resulting out of orientation are more than those out of socialization.  
(C) Orientation is an event where as socialization is an ongoing process.  
(D) More organizational members are involved in the process of orientation as compared to socialization.

Turn over

14. HR department maintains a set of proposals and actions that act as reference points for managers in their dealings with employees. What is this called ?
- (A) HR Guide. (B) HR ethics.  
(C) HR policy. (D) Managerial policy.
15. In India workers participation has limited success because of the following factor :
- (A) The differing perceptions and attitudes between the workers and the management regarding degree of participation.  
(B) The trade unions are poorly fragmented and organized.  
(C) Inter union rivalry and influences of different political philosophies.  
(D) All of the above.
16. An employee in a textile manufacturing firm was given the freedom to opt for the start and quit time for a week. What is the type of flex time being following by the firm :
- (A) Glidingtime. (B) Flexi tour.  
(C) Variable day. (D) Maniflex.
17. Job sharing, work sharing, phased retirement, all these are examples of :
- (A) Part time employment. (B) Full time employment.  
(C) Compressed work week. (D) Alternative work schedules.
18. Virtuous Services Pvt Ltd. believes that it pays quite handsome salaries to its employees. However, the turnover rate has been quite high in the recent past and all the exit interviews point out one factor - compensation , as the culprit. The company failed to :
- (A) Meet the legal requirement. (B) Follow the principle of equanimity.  
(C) Match the employee expectations. (D) Match the pay scaled abroad.
19. An average sincere employee expects his boss or manager to have all the following characteristics except :
- (A) Be genuinely interested in the employee and the work.  
(B) Ignore all the employees mistakes.  
(C) Be fair and frank in his dealings with the employee.  
(D) Recognize and reward the employee and his contributions.
20. \_\_\_\_\_ organizations are characterised by rigid structures, directives and rules and are appropriate for static environments.
- (A) Mechanistic. (B) Organic.  
(C) Flat. (D) Decentralised.

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

**BBA VB 10—HUMAN RESOURCE MANAGEMENT SPECIALIZATION—I HUMAN  
RESOURCE PLANNING AND DEVELOPMENT**

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I (Objective Questions)***Answer all ten questions.*

Choose the correct answer :

1. \_\_\_\_\_ is a detailed and systematic study of jobs to know the nature and characteristics of the people to be employed in different kinds of jobs.
  - a) Job analysis.
  - b) Job description.
  - c) Job enrichment.
  - d) Job evaluation.
2. The primary responsibility for human resource planning lies with :
  - a) HR Manager.
  - b) General Manager.
  - c) Trade union leader.
  - d) Line manager.
3. Which of the following is/are the sub-system(s) of human resource information system ?
  - a) Position control and budgeting system.
  - b) Compensation management system.
  - c) Performance management system.
  - d) All of the above.
4. Which of the following is not an advantage of the Human Resource Information System ?
  - a) A reduction in the labour cost.
  - b) The ability to manage voluminous data.
  - c) The better supervision and control over human resources.
  - d) None of the above.

**Turn over**

5. Which of the following statements is not true about an HR audit ?
- It establishes a benchmark for measuring the performance of the HR department.
  - It is done by internal employees or external consultants.
  - It gathers data about people, processes, structures and policies.
  - It is a statutory requirement for an organisation.

Fill in the blanks :

- \_\_\_\_\_ is a statement which shows the maximum acceptable human qualities necessary to perform a job satisfactorily.
- \_\_\_\_\_ is the process of choosing the most suitable person from all the applicants.
- In career development, seeking out career resources is included in \_\_\_\_\_.
- \_\_\_\_\_ is the process of searching for prospective employees and stimulating them to apply for jobs in organisations.
- The opportunity cost approach in human resource accounting was introduced by \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

*Answer any eight out of the ten questions in two or three sentences.*

*Each question carries 2 marks.*

- What is job analysis ?
- Define man power planning.
- What is human resource information system ?
- What do you mean by replacement cost method of human resource accounting ?
- Define Selection.
- Define job specification.
- What is quality of work life ?
- What do you mean by questionnaire method ?
- Define job design.
- What is known as observation method ?

(8 × 2 = 16 marks)

**Part III (Short Essay Questions)**

*Answer any six out of the eight questions in about 200 words.*

*Each question carries 4 marks.*

21. Describe the significance of job analysis.
22. What are the characteristics of man power planning ?
23. What are the main features of total quality management ?
24. Information is required for various functions of human resource management. Why ?
25. Discuss the steps involved in the development of an effective human resource information system.
26. Explain the career models used by the organisation.
27. What are the contents of job description ?
28. What are the main aspects of quality of work life ?

(6 × 4 = 24 marks)

**Part IV (Essay Questions)**

*Answer any two out of the three questions in about 800 words.*

*Each question carries 15 marks.*

29. What is Human Resource Planning ? What are the limitations of Human Resource Planning ?
30. What do you mean by performance management ? What are the factors affecting performance management ?
31. What do you mean by career planning ? Explain the measures that can be taken to make career planning successful.

(2 × 15 = 30 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VB 11—MARKETING SPECIALIZATION—II E-COMMERCE

(Multiple Choice Questions for SDE Candidates)

**Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
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## BBA VB 11—MARKETING SPECIALIZATION—II E-COMMERCE

(Multiple Choice Questions for SDE Candidates)

1. \_\_\_\_\_ is an early form of E-commerce.  
(A) SCM. (B) EDI.  
(C) Both of these. (D) None of these.
2. \_\_\_\_\_ is a set of standards developed in the 1960s to exchange business information and to do electronic transactions.  
(A) EDI. (B) Protocols.  
(C) TCP/IP. (D) None of these.
3. \_\_\_\_\_ allows a business application on the computer of one organization to communicate directly with the business application on the computer of another company.  
(A) EDI. (B) Protocols.  
(C) Standards. (D) Business applications.
4. Which of the following is not a party of SCM ?  
(A) Suppliers. (B) Manufacturers.  
(C) Distributors. (D) Customers.
5. \_\_\_\_\_ is the exchange of goods or items or commodities and services or applications used for money and deals the money matters.  
(A) E-commerce (B) Commerce.  
(C) Both of these. (D) None.
6. Which among the following is not an example for E-commerce ?  
(A) Amazon.com. (B) Baazar.com.  
(C) E-trade.com. (D) None of these.
7. \_\_\_\_\_ refers to a kind of e-commerce which refers to a company selling or buying from other company.  
(A) B2G. (B) B2E.  
(C) B2B. (D) P2P.

8. \_\_\_\_\_ sites act as an intermediary between someone wanting a product or service and potential providers.
- (A) Brokering sites. (B) Information sites.  
(C) Industry portals. (D) None of these.
9. \_\_\_\_\_ e-commerce consists of the sale of products or services from a business to the general public.
- (A) B2G. (B) B2E.  
(C) B2B. (D) B2C.
10. \_\_\_\_\_ e-commerce transaction has the advantage of eliminating middlemen.
- (A) B2G. (B) B2E.  
(C) B2B. (D) B2C.
11. Which among the following is an example of C2C ?
- (A) e-Bay. (B) Amazon.com.  
(C) Rentalic.com. (D) All of these.
12. \_\_\_\_\_ is an internet network that allows users with the same network in software to connect to each other's hard disks and exchange files.
- (A) P2P. (B) B2E.  
(C) B2B. (D) B2C.
13. \_\_\_\_\_ facilitates transactions between buyer and sellers by providing comprehensive information and ancillary services, without being involved in the actual exchange of goods and services between the parties.
- (A) Metamediary. (B) Intermediary.  
(C) Middlemen. (D) All of these.
14. \_\_\_\_\_ in the e-commerce may be a holder of a payment card such as credit card or debit card from an issuer.
- (A) Customer. (B) Issuer.  
(C) Merchant. (D) Acquirer.



15. In \_\_\_\_\_ type of payment system customer is allowed to spend only up to the amount that have pre deposited into account.
- (A) Prepaid. (B) Post paid.  
(C) Both of these. (D) None of these.
16. \_\_\_\_\_ facility helps the customer to pay only a small amount of the total outstanding and revolve the rest of the payment to the next month.
- (A) Cash advance. (B) Revolver.  
(C) Tele draft. (D) None of these.
17. \_\_\_\_\_ is a financial instrument which can be used more than once to borrow money or buy products and services on credit.
- (A) Credit card. (B) E-Cheques.  
(C) E-cash. (D) None of these.
18. A \_\_\_\_\_ is a device that includes an embedded integrated circuit Chip [ICC] that can be either a secure micro controller or equivalent intelligence with internal memory or a memory chip alone.
- (A) Smart Cards. (B) E-Cheques.  
(C) E-cash. (D) None of these.
19. \_\_\_\_\_ is a card with a microchip that can be used instead of cash and coins for everything from vending machines to public transportation.
- (A) Debit Card. (B) Electronic purse.  
(C) Credit card. (D) Any of these.
20. In Biometrics, \_\_\_\_\_ ID system is designed to prevent more than one person from using a single identity.
- (A) Positive ID system. (B) Negative ID system.  
(C) Both of these. (D) None of these.

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VB 11—MARKETING SPECIALIZATION—II E-COMMERCE

Time : Three Hours

Maximum : 80 Marks

**Part I**

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

I. Choose the correct answer :

- 1 Who does break into other people's computer systems; steals and destroys information ?
  - (a) Hackers.
  - (b) Software.
  - (c) Hacktivists.
  - (d) Script kiddies.
- 2 Which of the following is an electronic representation of cash ?
  - (a) Digital cash.
  - (b) E-cash.
  - (c) E-wallet.
  - (d) All of the above.
- 3 What is the name of new anti-spam bill ?
  - (a) No Spam.
  - (b) CAN Spam.
  - (c) Spam away.
  - (d) Stop Spam.
- 4 Which of the following can be used to help identify people in a crowd ?
  - (a) Biochip.
  - (b) Implant chip.
  - (c) Facial recognition software.
  - (d) Vision chip.
- 5 Who does protect system from external threats ?
  - (a) Virus.
  - (b) Firewall.
  - (c) ERP.
  - (d) Script kiddies.

**Turn over**

## II. Fill in the blanks :

- 6 The key used to decrypt data is called \_\_\_\_\_.
- 7 The presence of \_\_\_\_\_ make the smart cards smart.
- 8 Static webpage is also known as \_\_\_\_\_.
- 9 The study of encryption is called \_\_\_\_\_.
- 10 An arrangement made between E-commerce sites that direct users from one site to another is called \_\_\_\_\_.

(10 × 1 = 10 marks)

**Part II (Short Answer Questions)**

Answer any **eight** questions in two or three sentences.

Each question carries 2 marks.

- 11 What is vertical portal ?
- 12 What is malware ?
- 13 What is Spider ?
- 14 What are Floating Ads?
- 15 What is a credit card ?
- 16 Write the uses of B2G Model.
- 17 What is meant by SSL ?
- 18 What is E tailing ?
- 19 What is Decryption ?
- 20 What is P2P Model ?

(8 × 2 = 16 marks)

**Part III (Short Essays)**

Answer any **six** questions in about 200 words.

Each question carries 4 marks.

- 21 Explain the different types of E-payment system.
- 22 State the limitations of B2B Model.
- 23 How will you set up a website ?

- 24 What are the different types of biometrics ?
- 25 State the importance of supply chain management in E-commerce.
- 26 Explain the different models of traditional commerce.
- 27 Write up the essentials for the successful E-payments.
- 28 Write a note on B2E model of E-commerce.

(6 × 4 = 24 marks)

#### Part IV (Long Essays)

*Answer any two questions in about 800 words.*

*Each question carries 15 marks.*

- 29 What is EDI ? Explain its benefits and limitations.
- 30 Discuss the factors influencing successful E-commerce.
- 31 Explain the security issues in E-commerce. How can be it cured ?

(2 × 15 = 30 marks)

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**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CUCBCSS—UG)****B.B.A.****BBA VB 10—MARKETING SPECIALIZATION—I SERVICES MANAGEMENT****(2014—2018 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
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## BBA VB 10—MARKETING SPECIALIZATION—I SERVICES MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Which of the following is not a tangible dominant ?
  - (A) Buildings.
  - (B) Automobiles.
  - (C) Investment Management.
  - (D) Computer.
2. Odd one out :
  - (A) Internal marketing.
  - (B) External Marketing.
  - (C) Interactive marketing.
  - (D) International Marketing.
3. Which of the following fields would be least likely to be described as intangible-dominant ?
  - (A) Manufacturing.
  - (B) Education.
  - (C) Insurance.
  - (D) Banking.
4. Ranking from highest to lowest, the countries with the largest service sector employment are :
  - (A) European Community, United States, Japan.
  - (B) United States, Japan, European Community.
  - (C) United States, European Community, Japan.
  - (D) United States, European Community, Japan.
5. The primary cost of producing a service is :
  - (A) Rent.
  - (B) Overhead.
  - (C) Cost of goods sold.
  - (D) Labour.
6. The unique service characteristic that reflects the interconnection between the service firm and its customer is called :
  - (A) Intangibility.
  - (B) Inseparability.
  - (C) Perishability.
  - (D) Heterogeneity.
7. Tourism is a major creator of jobs in the world. Approximately what percentage of global employment is represented by tourism ?
  - (A) 20 %.
  - (B) 50 %.
  - (C) 2 %.
  - (D) 8 %.

8. According to definitions of the tourist, what is the maximum allowable length of stay in a destination ?
- (A) One year. (B) 6 months.  
(C) One month. (D) One day.
9. What is domestic tourism ?
- (A) Travel for less than one day in your own country.  
(B) A business trip overseas.  
(C) Travel involving an international stay away from home.  
(D) Travel within your own country.
10. In which year banks were nationalized in India ?
- (A) 1947. (B) 1956.  
(C) 1969. (D) 2010.
11. A corporation in the U.S. estimates and pays its taxes \_\_\_\_\_.
- (A) Monthly. (B) Quarterly.  
(C) Semi-annually. (D) Annually.
12. Discuss the social purpose and organization of health care insurance. Moral hazard by insurance companies can result in :
- (A) Over utilization of health insurance.  
(B) Community rating.  
(C) Adverse selection.  
(D) Risk pooling.
13. A person injured in a motor vehicle accident will have health care expenses paid by :
- (A) Social insurance programs. (B) Auto insurance.  
(C) Employment - based insurance. (D) Workers compensation insurance.
14. Which of the following characteristics/situations qualifies a patient for benefits under a long term care insurance contract ?
- (A) Workplace injury. (B) Limitation in ADL function.  
(C) Recent hospitalization. (D) Motor vehicle accident.

Turn over

15. 'Reinsurance' refers to the practice by insurance companies of :
- (A) Terminating existing policies. (B) Buying insurance from another firm.  
(C) Issuing new policies. (D) Renewing existing policies.
16. Pension and life insurance funds hold few short-term assets because :
- (A) Their cash flows are predictable.  
(B) Short-term asset share too dear.  
(C) Long-term assets are more profitable.  
(D) Short-term assets are too risky.
17. What is the full form of BPO ?
- (A) Business Process Outsourcing. (B) Business Persons Outsourcing.  
(C) Business Production Outsourcing. (D) Business Price Outsourcing.
18. Outsourcing technically means :
- (A) Moving functions or activities out of an organizations.  
(B) The delegation of non-core operations from internal production to an external entity specializing in the management of that operation.  
(C) Buying resources from outside a company's main domestic market.  
(D) (A) & (B).
19. Which is the largest outsourcing country in the world ?
- (A) China. (B) America.  
(C) India. (D) Brazil.
20. Microsoft is an example of a :
- (A) Diagonally integrated multinational corporation.  
(B) Horizontally integrated multinational corporation.  
(C) Diversified multinational corporation.  
(D) Vertically integrated multinational corporation.



**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VB 10—MARKETING SPECIALIZATION—I SERVICES MANAGEMENT

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

Choose the correct answer :

1. Which one of the following is not an element of marketing mix ?
  - (a) Product.
  - (b) Price.
  - (c) Process.
  - (d) Promotion.
2. NPA stands for :
  - (a) Non-Performing Assets.
  - (b) Non-Performance Assets.
  - (c) Non-Performed Assets.
  - (d) Non-Perform Assets.
3. IRDA was constituted in the year :
  - (a) 2000.
  - (b) 2001.
  - (c) 2002.
  - (d) 2003.
4. What is domestic tourism ?
  - (a) Travel for less than one day in your own country.
  - (b) A business trip overseas.
  - (c) Travel involving an international stay away from home.
  - (d) Travel within your own country.
5. \_\_\_\_\_ is pricing and selling services as a group rather than individually.
  - (a) Price bundling.
  - (b) Price skimming.
  - (c) Penetration.
  - (d) Flexible pricing.

**Turn .**

Fill in the blanks :

6. FDI stands for \_\_\_\_\_.
7. \_\_\_\_\_ is the subdividing of markets in to homogeneous subsection of customers based on geographical area.
8. \_\_\_\_\_ is the contracting of a specific business task to a third party service provider.
9. \_\_\_\_\_ is the financial market for short term financial instruments
10. \_\_\_\_\_ is the unique service characteristic that reflect the interconnection between the service firm and its customer.

(10 × 1 = 10 marks)

### Part II

*Answer any eight out of ten questions in two or three sentences.*

*Each question carries 2 marks.*

11. What are the elements in service marketing triangle ?
12. What is meant by augmented product ?
13. What do you mean by wellness tourism ?
14. What is meant by leasing ?
15. What is KPO ?
16. What do you mean by reinsurance ?
17. What is E- banking ?
18. What do you mean by responsible tourism ?
19. What is primary health care ?
20. What is price skimming ?

(8 × 2 = 16 marks)

### Part III

*Answer any six out of the eight questions in about 200 words.*

*Each question carries 4 marks.*

21. Briefly explain the benefits of market segmentation.
22. What are the factors to be considered in deciding the distribution strategy involving intermediaries ?
23. What are the functions of agents and brokers in service marketing ?

24. What are the objectives of sales promotion ?
25. What are the bases of segmentation in the tourism market ?
26. Explain the advantages of branding of financial services.
27. Briefly explain the features of KPO.
28. What are the different types of BPO ?

(6 × 4 = 24 marks)

#### Part IV

*Answer any two out of the three questions in about 800 words.*

*Each question carries 15 marks.*

29. Explain the role of tourism, IT and healthcare in the development of an economy.
30. What is life insurance policy ? What are the types of life insurance policies ?
31. What do you mean by services ? Explain the role of service sector in the development of Indian economy.

(2 × 15 = 30 marks)

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CUCBCSS-UG)****B.B.A.****BBA VB 11—FINANCE SPECIALIZATION-II—INVESTMENT MANAGEMENT****(2014 – 2018 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
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## BBA VB 11—FINANCE SPECIALIZATION-II—INVESTMENT MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Equityshare holders rights are listed below one of the rights is incorrect :
  - (A) Right to have claims in the case of winding up of the company.
  - (B) Right to vote at the general body meeting of the company.
  - (C) Right to share profits in the form of dividends.
  - (D) Right to receive a copy of the statutory report.
2. In case of non-voting shares :
  - (A) The rights of voting stocks and non-voting stocks are similar.
  - (B) Rights and bonus issues for non-voting shares can be issued in the form of voting shares.
  - (C) The non-voting shares would become voting shares after a particular period of time.
  - (D) Non-voting shares carry higher dividends instead of voting rights.
3. Which one of the following is not a money market security ?
  - (A) Treasury bills.
  - (B) National saving certificate.
  - (C) Certificate of deposits.
  - (D) Commercial paper.
4. This particular schemes helps in deferring the tax payment :
  - (A) Public provident fund.
  - (B) National saving certificate.
  - (C) National saving scheme.
  - (D) Life insurance scheme.
5. This is a market for short-term funds :
  - (A) Money market.
  - (B) Capital market.
  - (C) Commodity market.
  - (D) None of these.
6. These are short-term securities issued by the RBI on behalf of the government of India :
  - (A) Trade bill.
  - (B) Hundis.
  - (C) Treasury bills.
  - (D) None of these.
7. Industrial growth is a type of \_\_\_\_\_.
  - (A) Economic analysis.
  - (B) Industrial analysis.
  - (C) Company analysis.
  - (D) None of these.

8. \_\_\_\_\_ is generally described as homogenous of companies.
- (A) Business. (B) Profession.  
(C) Industry. (D) Group of company.
9. ROE stands for \_\_\_\_\_.
- (A) Rate of equity. (B) Rate of earning.  
(C) Return on equity. (D) None of these.
10. Mutual fund schemes can be operated by :
- (A) Assets management company. (B) Public sector banks.  
(C) Financial institutions. (D) Any of these.
11. The securities contract (regulation) act came into force with effect from :
- (A) 1949. (B) 1954.  
(C) 1956. (D) 1957.
12. An order for the purchase of securities at fixed prices is known as :
- (A) Limit order. (B) Open order.  
(C) Discretionary order. (D) Stop loss order.
13. \_\_\_\_\_ is deemed to be the owners of the company and enjoy the power to control the activities of the business through the elected board of directors.
- (A) Shareholders. (B) Debenture holders.  
(C) All of these.
14. G-Secs are issued by the \_\_\_\_\_ on behalf of the Government of India.
- (A) Reserve Bank of India. (B) Securities and exchange board of India.  
(C) Ministry of commerce. (D) All of these.
15. This pattern occurs when a stock price drops to a similar price level twice within a few weeks or months :
- (A) Support level. (B) Cup ad handle.  
(C) Double bottom. (D) None of the above.

16. This portfolio invests in “expensive stocks” that offer big rewards but also carry big risks :
- (A) Patient portfolio. (B) Aggressive portfolio.  
(C) Efficient portfolio. (D) None of the above.
17. These contracts are standardized and hence trade in stock exchanges :
- (A) Forward Contract. (B) Future Contract.  
(C) Options. (D) None of the above.
18. ——— option gives the holder or buyer, the right to sell specified quantity of the underlying asset at a specified price on or before a specified time.
- (A) Call option. (B) Put option.  
(C) Main option. (D) None of the above.
19. The component of capital market is :
- (A) Treasury bill market. (B) Government securities market.  
(C) Commercial bill market. (D) (A) and (B).
20. Bills drawn and acceptance payable after three months are called :
- (A) Indigenous bills. (B) Usance bills.  
(C) Clean bills. (D) Supply bills.

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBOSS-UG)

B. B A.

BBA VB 11—FINANCE SPECIALIZATION-II—INVESTMENT MANAGEMENT

(2014 – 2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I***Answer all ten questions.*

1. CAGR means \_\_\_\_\_.  
(a) Compound annual growth rate. (b) Capital annual growth rate.  
(c) Current asset growth rate. (d) Current annual growth rate.
2. Uncontrollable risk are also called \_\_\_\_\_.  
(a) Symmetric. (b) Unsymmetric.  
(c) Systematic. (d) Unsystematic.
3. The price earning ratio of stock relates \_\_\_\_\_.  
(a) Debenture holders. (b) Bond.  
(c) Call money market. (d) Equity Shareholders.
4. \_\_\_\_\_ is the process of admitting securities for trading in a recognized stock exchange.  
(a) Index. (b) Cornering.  
(c) Arbitrage. (d) Listing.
5. Derivates which have no secondary market \_\_\_\_\_.  
(a) Forward. (b) Option.  
(c) Future. (d) Swaps.

Fill in the blanks :

6. An instrument which derives its value from an asset backing is called \_\_\_\_\_.
7. The NAV is the \_\_\_\_\_ value of each unit of a mutual fund.
8. New issue market deals with \_\_\_\_\_ securities.

**Turn over**



9. \_\_\_\_\_ is the artificial manipulation of prices of securities.
10. The SCHIL was set up in the year \_\_\_\_\_.

(10 × 1 = 10 marks)

**Part II (Short Answer Questions)**

*Answer any eight out of ten questions in two or three sentences.*

11. What is risk ?
12. What is investment analysis ?
13. What is systematic risk ?
14. What do you mean by futures ?
15. Who is a depository participant ?
16. What is commercial paper ?
17. What is treasury bills ?
18. What is REPO agreement ?
19. What is money market ?
20. What are the stages of portfolio management ?

(8 × 2 = 16 marks)

**Part III (Short Essay Questions)**

*Answer any six out of eight questions in about 200 words.*

21. Briefly explain the objectives of investment.
22. What are the basis assumptions of technical analysis ?
23. What are the functions of stock exchange ?
24. What are the features of Indian Money Market ?
25. Differentiate between options and swaps.
26. Differentiate between fundamental analysis and technical analysis.
27. Differentiate between open ended scheme and closed ended scheme.
28. What are the functions of SEBI ?

(6 × 4 = 24 marks)

**Part IV (Essay Questions)**

*Answer any two out of three questions in about 800 words.*

29. Explain the investment process.
30. What is fundamental analysis ? What are the steps in fundamental analysis ?
31. Briefly explain about participants in Indian Money Market.

(2 × 15 = 30 marks)

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**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CUCBCSS—UG)****B.B.A.****BBA VB 10—FINANCE SPECIALIZATION I—INDIAN FINANCIAL SYSTEM****(2014—2018 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

# FINANCIAL SPECIALIZATION I—INDIAN FINANCIAL SYSTEM

## (Multiple Choice Questions for SDE Candidates)

1. Which of the following is not a regulatory institutions in Indian financial system ?

(A) RBI

(B) CIBIL.

(C) SEBI

(D) IRDA.

2. Which year was established in \_\_\_\_\_

(A) 1980

(B) 1985.

(C) 1988

(D) 1990.

3. Which committee was constituted by SEBI for deciding about derivatives trading.

(A) R. L. Gupta

(B) R. L. Gupta.

(C) Malhotra

(D) Malhotra.

4. Which of the following is a financial asset ?

(A) Gold

(B) Silver.

(C) Shares

(D) Land.

5. Which of the following deal with \_\_\_\_\_ instruments.

(A) Long term.

(B) Short term.

(C) Medium term

(D) All of these.

6. Financial Institutions are also known as \_\_\_\_\_.

(A) Financial organisation

(B) Financial Intermediaries.

(C) Financial system

(D) Any of the above.

7. Which institution to co-ordinate, supplement and integrate the activities of all existing financial institutions.

(A) RBI

(B) IDBI.

(C) SEBI

(D) SEBI.

8. \_\_\_\_\_ assists mainly to industrial undertakings in the private sector.
- (A) IFCI. (B) IDBI.  
(C) ICICI. (D) SEBI.
9. \_\_\_\_\_ is a product whose value is derived from the value of underlying asset.
- (A) Repo. (B) G. sec.  
(C) T-bills. (D) Derivatives.
10. Perpetual bond is also known as :
- (A) Deep discount bond. (B) Irredeemable bond.  
(C) Bearer bond. (D) Registered bond.
11. \_\_\_\_\_ bonds permit the bond holder to invest the interest income again in host bonds.
- (A) Deep discount bond. (B) Junk bonds.  
(C) Bearer bond. (D) Bunny bonds.
12. In India, indigenous bills popularly known as :
- (A) Time bills. (B) Hundis.  
(C) Trade bills. (D) Sight bills.
13. Adhoc T-bills are always issued in favour of \_\_\_\_\_.
- (A) State government. (B) Commercial banks.  
(C) Treasuries. (D) RBI.
14. Zero interest bonds are always issued.
- (A) At premium. (B) At discount  
(C) With detachable warrant. (D) Any of the above.
15. In listed scrips, \_\_\_\_\_ group includes small cap stocks.
- (A) S group. (B) TS group.  
(C) T group. (D) Z group.

Turn over

16. In BSE, T + 2 rolling settlement began in the year :
- (A) 2002. (B) 2003.  
(C) 2001. (D) 1995.
17. The process in which illiquid assets are converted into marketable securities is known as :
- (A) Mutualisation. (B) Dematerialisation.  
(C) Rematerialisation. (D) Securitisation.
18. At present, how many non-scheduled banks are functioning in India.
- (A) 2. (B) 5.  
(C) 1. (D) 0.
19. The corpus of funds and its duration is fixed in case of \_\_\_\_\_ fund.
- (A) Open ended. (B) Balanced.  
(C) Close ended. (D) Income fund.
20. \_\_\_\_\_ is the venture capital assistance at the stage where the project started to fetch profit but not reached in its full efficiency.
- (A) Start up capital. (B) Mezzanine capital.  
(C) Bridge capital. (D) Seed capital.

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VB 10—FINANCE SPECIALIZATION I—INDIAN FINANCIAL SYSTEM

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I (Objective Questions)***Answer all ten questions.*

Choose the correct answer :

1. Money market consist of :

- a) Treasury bill market.                      c) Call money market.  
b) Commercial bill market.                      d) All of the above.

2. The process of managing the sales ledger of a client by a financial service company is called \_\_\_\_\_.

- a) Forfeiting.                                      c) Leasing  
b) Factoring.                                      d) None of these.

3. AMBI stands for :

- a) Association of Management of Bank in India.  
b) Association of Merchant Banks in India.  
c) Association of Modern Banks in India.  
d) Automated Mechanism for Borrowing and Investments.

4. Which of the following is a tripartite lease arrangement ?

- a) Financial lease.                                      c) Leverage lease.  
b) Operating lease.                                      d) Sale and lease back.

5. In life insurance, installment policy is also known as \_\_\_\_\_.

- a) Annuity policy.                                      c) Whole life policy.  
b) Endowment policy.                                      d) Lump sum policy.

**Turn over**

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24. Give a brief profile of CRISIL.
25. List out the functions performed by stock exchanges.
26. Explain the types of factoring.
27. What are the different methods of raising fund from primary market ?
28. Leasing is not suitable for all kinds of equipment's or industries. Explain.

(6 × 4 = 24 marks)

#### **Part IV (Essay Questions)**

*Answer any two out of the three questions in about 800 words.*

29. What is a financial service ? Discuss the various types of financial services.
30. Explain credit rating. Describe the credit rating agencies in India.
31. Discuss the reform that has taken place in Indian capital market since 1990.

(2 × 15 = 30 marks)

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**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CUCBCSS—UG)****B.B.A.****BBA VB 09—EMERGING TRENDS IN MANAGEMENT****(2014—2018 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C), (D) and (E) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA VB 09—EMERGING TRENDS IN MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. When suppliers, distributors, and customers partner with each other to improve performance of the entire system, they are participating in a \_\_\_\_\_.
  - (A) Supply and demand chain.
  - (B) Supply chain.
  - (C) Channel of distribution.
  - (D) Value delivery network.
2. From the economic system's point of view, the role of marketing intermediaries is to transform the assortment of products made by producers in to the assortment of products wanted by \_\_\_\_\_.
  - (A) Consumers.
  - (B) Distributors.
  - (C) Marketers.
  - (D) Manufacturers.
3. Historically, conventional channels have lacked the leadership to \_\_\_\_\_.
  - (A) Assign channel member roles and attain efficiency.
  - (B) Attain efficiency and assign member roles.
  - (C) Set standard pricing and promotions.
  - (D) Assign member roles and manage conflict.
4. A corporate VMS has the advantage of controlling the entire distribution chain under \_\_\_\_\_.
  - (A) Single ownership.
  - (B) A profit-maximizing strategic plan.
  - (C) A few intermediaries.
  - (D) Mass distribution.
5. Marketing logistics involves getting the right product to the right customer in the right place at the right time. Which one of the following is *not* included in this process ?
  - (A) Implementing the plan for the flow of goods and services.
  - (B) Gathering customer's ideas for new products.
  - (C) Planning the physical flow of goods and services.
  - (D) Controlling the physical flow of goods, services, and information.
6. To reduce inventory management costs, many companies use a system called \_\_\_\_\_, which involves carrying only small inventories of parts or merchandise, often only enough for a few days of operation.
  - (A) Limited inventory logistics.
  - (B) Supply chain management.
  - (C) Reduction-inventory management.
  - (D) Just-in-time logistics.

7. Companies manage their supply chains through \_\_\_\_\_.
- (A) Skilled operators. (B) Information.  
(C) Transportation modes. (D) The Internet.
8. \_\_\_\_\_ analysis relates to what processes, activities, and decisions actually create costs in your supply chain.
- (A) Cost driver. (B) Value proposition.  
(C) Cost reduction. (D) Target costing.
9. \_\_\_\_\_ considers how your organization competes and is an essential element of corporate strategy.
- (A) Value proposition analysis. (B) Leadership.  
(C) A consultant. (D) A competitor.
10. Integration of business economics and strategic planning has given rise to a new area of study called \_\_\_\_\_.
- (A) Micro Economics. (B) Corporate Economics.  
(C) Macro Economics. (D) Managerial Economics.
11. The \_\_\_\_\_ process is the firms face to the customer.
- (A) Customer relationship management.  
(B) Demand management.  
(C) Procurement management.  
(D) Customer service management.
12. VMI stands for \_\_\_\_\_.
- (A) Vendor Managed Inventory. (B) Value Managed Inventory.  
(C) Vendor Marketing Inventory. (D) Value marketing inventory.
13. Which of the following is not a component of 4PL ?
- (A) Control Room (Intelligence). (B) Resource Providers.  
(C) Information. (D) Recycling.
14. Buying according to the requirements is called \_\_\_\_\_.
- (A) Seasonal Buying. (B) Hand to mouth buying.  
(C) Scheduled Buying. (D) Tender Buying.  
(E) Speculative Buying.

Turn over

15. \_\_\_\_\_ is a small group of employees in the same work area or doing similar work who voluntarily meet regularly to identify, analyse and resolve work related problems leading to improvement in their total performance.
- (A) Quality council. (B) Quality method.  
(C) Quality system. (D) Quality circles.
16. The five pillars of TQM include-product, process, system, people, and \_\_\_\_\_.
- (A) Motivation. (B) Communication.  
(C) Leadership. (D) Supervision.
17. Broadly quality does not include :
- (A) Fitness for use. (B) Grade.  
(C) Degree of excellence. (D) Price.
18. According to the manufacturing-based definition of quality :
- (A) Quality is the degree of excellence at an acceptable price and the control of variability at an acceptable cost.  
(B) Quality depends on how well the product fits patterns of consumer preferences.  
(C) Even though quality cannot be defined, you know what it is.  
(D) Quality is the degree to which a specific product conforms to standards.
19. Inspection, scrap, and repair are examples of :
- (A) Internal costs. (B) External costs.  
(C) Costs of dissatisfaction. (D) Societal costs.
20. Total Quality Management emphasizes :
- (A) The responsibility of the Quality Control staff to identify and solve all quality-related problems.  
(B) A commitment to quality that goes beyond internal company issues to suppliers and customers.  
(C) A system where strong managers are the only decision makers.  
(D) A process where mostly statisticians get involved.

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I (Objective Questions)***Answer all ten questions.**Each question carries 1 mark.**Choose the Correct answer.*

1. Which of the following involves long term decisions ?
  - (a) Supply chain operations.
  - (b) Supply chain planning.
  - (c) Supply chain design.
  - (d) Supply chain administration.
2. Vendor Management is an important part of :
  - (a) Customer relationship Management.
  - (b) Supplier relationship management.
  - (c) Customer Service Management.
  - (d) Demand Management.
3. The investigation of level of quality being achieved is known as :
  - (a) Quality Control.
  - (b) Quality Management.
  - (c) Quality Assurance.
  - (d) Quality Circle.
4. A product characteristics that can be measured by rating of good or bad :
  - (a) Variable.
  - (b) Attribute.
  - (c) Sample.
  - (d) None of these.

**Turn over**

5. The process that plans for and controls the efficient and effective transportation and storage of suppliers from suppliers to customers is called
- Transportation.
  - Logic.
  - Logistics.
  - Transportation logic.

Fill in the Blanks :

- \_\_\_\_\_ plays a key role in supply chain management as it provides the basis for decision making.
- \_\_\_\_\_ refers to the backward flow of materials and products.
- \_\_\_\_\_ is a broader concept which involves several activities in addition to logistics.
- Q. C.C. is the short form of \_\_\_\_\_.
- 3PL providers are specialized service providers with core competency in managing \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part II (Short Answer Question)

*Answer any eight out of the ten questions in two or three sentences.*

*Each question carries 2 marks.*

- State any four features of Supply Chain.
- What is value flow of supply chain ?
- What is Fourth party logistics ?
- What is inbound logistics ?
- What is Total quality management planning ?
- What is 'Vision' and 'Mission' ?
- Give five barriers to TQM implementation.
- What is Quality Education ?
- What is Business Logistics ?
- What is Responsiveness ?

(8 × 2 = 16 marks)

**Part III (Short Essay Questions)**

*Answer any six out of the eight questions in 200 words.*

*Each question carries 4 marks.*

21. Explain the concepts of Supply Chain.
22. What is Customer Relationship Management ? What are the steps involved in Customer Relationship Management ?
23. What are the operations Integrated Logistics ?
24. What is Third Party Logistics ? State its advantages.
25. Differentiate between Efficiency Vs Effectiveness of Total Quality Management.
26. What are the steps in the implementation of Total Quality Management ?
27. What are the features of Logistics Management ?
28. What are the steps involved in Procurement Management ?

(6 × 4 = 24 marks)

**Part IV ( Essay Questions)**

*Answer any two out of the three questions in about 800 words.*

*Each question carries 15 marks.*

29. Define Supply Chain Management. Discuss the important components of Supply Chain Management.
30. Define Logistics. What are the important Logistics activities ?
31. Write the stages of Total Quality Management.

(2 × 15 = 30 marks)



**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CUCBCSS—UG)****B.B.A.****BBA VB 08—BUSINESS RESEARCH METHODS****(2014—2018 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA VB 08—BUSINESS RESEARCH METHODS

(Multiple Choice Questions for SDE Candidates)

1. Business research means the discovery of new knowledge in the field of \_\_\_\_\_.
  - (A) Management.
  - (B) Administration.
  - (C) Business.
  - (D) None of these.
2. A \_\_\_\_\_ is an abstraction formed by generalizations from particulars.
  - (A) Constructs.
  - (B) Concept.
  - (C) Induction.
  - (D) Deduction.
3. \_\_\_\_\_ research is mainly concerned with generalizations and with the formulation of a theory.
  - (A) Basic.
  - (B) Exploratory.
  - (C) Applied.
  - (D) Experimental.
4. \_\_\_\_\_ building broadly consists of observation, induction and deduction.
  - (A) Theory.
  - (B) Concept.
  - (C) Construct.
  - (D) Hypothesis.
5. \_\_\_\_\_ follows an approach which is “top-down”.
  - (A) Retroduction.
  - (B) Induction.
  - (C) Deduction.
  - (D) None of these.
6. A \_\_\_\_\_ is a concept that is not directly observable.
  - (A) Theory.
  - (B) Concept.
  - (C) Construct.
  - (D) Hypothesis.
7. Secondary data analysis is another form of \_\_\_\_\_ research.
  - (A) Situational.
  - (B) Causal.
  - (C) Descriptive.
  - (D) Exploratory.

8. \_\_\_\_\_ is a tentative explanation for an observation, phenomenon, or scientific problem that can be tested by further investigation.
- (A) Theory. (B) Concept.  
(C) Construct. (D) Hypothesis.
9. Research \_\_\_\_\_ is the blue print for the study.
- (A) Variable. (B) Problem.  
(C) Design. (D) None of these.
10. \_\_\_\_\_ variables are undesirable because they add error to an experiment.
- (A) Dependent. (B) Extraneous.  
(C) Independent. (D) None of these.
11. When a \_\_\_\_\_ scale is used for the purpose of the identification, there is strict one to one correspondence between the numbers and the objects.
- (A) Nominal. (B) Ordinal  
(C) Interval.. (D) Ratio.
12. Which of the following scale is not a type of comparative scale ?
- (A) Semantic differential. (B) Constant sum.  
(C) Likert. (D) Both (A) and (C).
13. \_\_\_\_\_ is the middle value in the distribution when it is arranged in descending or ascending order.
- (A) Mode. (B) Mean.  
(C) Median. (D) Range.
14. \_\_\_\_\_ is the most common measure of central tendency.
- (A) Mode. (B) Median.  
(C) Mean. (D) Range.

15. There are \_\_\_\_\_ primary scales of measurement.
- (A) One. (B) Two.  
(C) Three. (D) Four.
16. Nominal variables allow for \_\_\_\_\_ classification.
- (A) Quantitative. (B) Qualitative.  
(C) Both (A) and (B). (D) None of these.
17. A \_\_\_\_\_ is a set of questions which are asked and filled in by the interviewer in a face to face situation with another person.
- (A) Schedule. (B) Questionnaire.  
(C) Check-list. (D) None of these.
18. \_\_\_\_\_ Are specialized types of database.
- (A) Spreadsheets. (B) Microsoft word.  
(C) Microsoft office. (D) None of these.
19. The \_\_\_\_\_ is a line chart.
- (A) Lorenz curve. (B) Pie chart.  
(C) Bar. (D) Pictogram.
20. Mode is the \_\_\_\_\_ and it is not affected by the values of extreme items.
- (A) Positional average. (B) Typical value.  
(C) Central values. (D) None of these.

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VB 08—BUSINESS RESEARCH METHODS

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I***Answer all ten questions.*

Choose the correct answer :

1. Application of scientific method in finding for truth about business phenomenon is called :
  - a) Business research.
  - b) Hypothesis.
  - c) Conclusion.
  - d) Estimation.
2. A firm that prioritizes effectiveness and efficiency of production process in making decisions is called :
  - a) Marketing oriented.
  - b) Production oriented.
  - c) Profit oriented.
  - d) Product oriented.
3. Process of obtaining a numerical description of the extent to which a person or object possesses some characteristics :
  - a) Measurement.
  - b) Scaling.
  - c) Questionnaire.
  - d) Interview.
4. The most common scales used in research are :
  - a) Nominal.
  - b) Ratio.
  - c) Ordinal.
  - d) All of the above.
5. Original source from which researcher directly collects the data that has not been previously collected :
  - a) Primary data.
  - b) Secondary Data.
  - c) Tertiary Data.
  - d) None of these.

Fill in the blanks :

6. The process of selecting a number of participants for a study in such a way that they represent the larger group from which they were selected is known as \_\_\_\_\_.
7. If a group of N observations is arranged in ascending or descending order of magnitude, then the middle value is called \_\_\_\_\_.

**Turn over**

8. A bar chart or graph showing the frequency of occurrence of each value of the variable being analysed is called \_\_\_\_\_.
9. The procedure of classifying the answers to a question into meaningful categories is called \_\_\_\_\_.
10. Technique that allow several members of a hiring company to interview a job candidate at the same time is \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

Answer any **eight** out of ten questions in two or three sentences.

11. What is research ?
12. What is research report ?
13. What is simple index number ?
14. What is weighted index number ?
15. What is research design ?
16. What is research problem ?
17. What is independent variable ?
18. What is probability sampling ?
19. What is systematic sampling ?
20. What is sampling error ?

(8 × 2 = 16 marks)

### Part III (Short Essay Questions)

Answer any **six** out of eight questions in about 200 words.

21. Briefly narrate the need for research report.
22. What are the types of index numbers ?
23. What are the features of research ?
24. What are the qualities of a good research ?
25. Differentiate between descriptive research and analytical research.
26. What is the role of hypothesis ?
27. What are the essentials of a good research design ?
28. What are the steps in sampling design ?

(6 × 4 = 24 marks)

**Part IV (Essay Questions)**

*Answer any two out of three questions in about 800 words.*

29. Explain in detail the different components of research report.
30. What are the criteria used for selecting sampling techniques ?
31. Briefly explain about the methods of data collection.

(2 × 15 = 30 marks)

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**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021****(CUCBCSS—UG)****B.B.A.****BBA VB 07—ACCOUNTING FOR MANAGEMENT****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.



## BBA VB 07—ACCOUNTING FOR MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. \_\_\_\_\_ is concerned with recording transactions and preparing financial reports for the external and internal users of accounting.  
(A) Management Accounting. (B) Financial accounting.  
(C) Cost accounting. (D) All of these.
2. \_\_\_\_\_ is concerned with providing information to management for taking managerial decisions.  
(A) Management Accounting. (B) Financial accounting.  
(C) Cost accounting. (D) All of these.
3. Cost Accounting and Management Accounting are \_\_\_\_\_ in nature.  
(A) Complementary. (B) Contradictory.  
(C) Different. (D) Similar.
4. \_\_\_\_\_ explains what has happened to a business unit as a result of operations between two balance sheet dates.  
(A) Income statement. (B) Profit and Loss Account.  
(C) Both of these. (D) None.
5. In \_\_\_\_\_ type of analysis, financial statements for a number of years are reviewed and analyzed.  
(A) Internal analysis. (B) Horizontal analysis.  
(C) External analysis. (D) None of these.
6. If the Gross sales of a concern is Rs. 2,00,000 and sales return is 20,000, Gross profit is 1,50,000. cost of goods sold is \_\_\_\_\_.  
(A) 1,50,000. (B) 30,000.  
(C) 50,000. (D) None of these.
7. Observing changes in financial analysis across the years is \_\_\_\_\_.  
(A) Vertical analysis. (B) Horizontal analysis.  
(C) Inter firm comparison. (D) None of these.

8. \_\_\_\_\_ is a statement which lists all the sources of funds and applications of funds taken place in a business during a particular period.
- (A) Fund flow statement. (B) Cash flow statement.  
(C) Any of these. (D) None of these.
9. Which among the following is a sources of fund ?
- (A) Sale proceeds of fixed assets. (B) Sale proceeds of long term investments.  
(C) Non operating incomes. (D) All of these.
10. Which among the following do not result in the flow of fund ?
- (A) Depreciation of fixed assets. (B) Goodwill written off.  
(C) Transfer to general reserve. (D) All of these.
11. \_\_\_\_\_ means excess of current assets over current liabilities.
- (A) Working capital. (B) Gross working capital.  
(C) Net working capital. (D) All of these.
12. Increase in Accounts payable when compared to previous year results in \_\_\_\_\_ of working capital.
- (A) Increase. (B) Decrease.  
(C) No change. (D) None of these.
13. Which of the following results in Increase of working capital ?
- (A) Increase in current assets. (B) Decrease in current assets.  
(C) Increase in current liabilities. (D) All of these.
14. Cash, according to cash flow statement comprises of \_\_\_\_\_.
- (A) Liquid cash only.  
(B) Cash in hand.  
(C) Cash in hand and demand deposits with banks.  
(D) None of these.
15. Which among the following are examples of cash flow from operating activities ?
- (A) Cash receipts from sale of goods. (B) Cash receipts from royalties.  
(C) Cash payments to suppliers. (D) All of these.

Turn over

16. \_\_\_\_\_ cost represents the amount of any given volume of output by which aggregate costs are changed if the volume of output is increased by one unit.
- (A) Variable cost. (B) Marginal cost.  
(C) Fixed cost. (D) None of these.
17. Marginal costing is a \_\_\_\_\_ of costing.
- (A) System. (B) Method.  
(C) Technique. (D) All of these.
18. \_\_\_\_\_ cost remains constant per unit of output irrespective of the level of output and thus fluctuates directly in proportion to changes in the volume of output.
- (A) Variable costs. (B) Fixed costs.  
(C) Marginal cost. (D) None of these.
19. In absorption costing, managerial decision making is based upon \_\_\_\_\_.
- (A) Profit. (B) Contribution  
(C) Costs. (D) None of these.
20. Which of the following measures helps to increase the P/V Ratio ?
- (A) Increasing the selling price per unit.  
(B) Reducing the variable or marginal cost.  
(C) Changing the sales mixture.  
(D) All of these.

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS—UG)

B.B.A.

BBA VB 07—ACCOUNTING FOR MANAGEMENT

Time : Three Hours

Maximum 80 Marks

**Part I (Objective Questions)***Answer all ten questions. Each question carries 1 mark.*

Choose the correct answer :

1. The \_\_\_\_\_ management is mainly concerned with the policy decisions.  
(a) Top. (b) Middle.  
(c) Bottom. (d) All of these.
2. Cost Accounting and Management Accounting are \_\_\_\_\_ in nature.  
(a) Complementary. (b) Contrary.  
(c) Different. (d) Similar.
3. \_\_\_\_\_ analysis is also known as Dynamic analysis.  
(a) Internal. (b) Horizontal.  
(c) External. (d) Vertical.
4. Ratio of Net profit before interest and tax to sales is \_\_\_\_\_.  
(a) Operating profit ratio. (b) Operating ratio.  
(c) Capital gearing ratio. (d) Solvency ratio.
5. The overall increase/decrease in working capital is found out by preparing \_\_\_\_\_.  
(a) Fund Flow Statement.  
(b) Cash Flow Statement.  
(c) Statement showing changes in working capital.  
(d) None of these.

Fill in the blanks :

6. Direct costs are also known as \_\_\_\_\_.
7. The ratio of contribution to \_\_\_\_\_ is P/V ratio.
8. \_\_\_\_\_ liabilities are those which are intended to be paid in the ordinary course of business within a short period.
9. \_\_\_\_\_ is the amount of expenditure incurred on or attributable to a given thing.
10. Margin of safety is that sales which is above \_\_\_\_\_.

(10 × 1 = 10

**Turn**

### Part II (Short Answer Questions)

Answer any **eight** out of ten questions in two or three sentences.

Each question carries 2 marks.

11. What is Management Accounting?
12. What are the objectives of financial statements?
13. What are common size statements?
14. What is EPS?
15. What is meant by 'Networking capital'?
16. What is a statement of cash flow?
17. What is P.V. Ratio?
18. What is a key factor?
19. Find out current ratio and quick ratio if Current assets are 120,000, Current liabilities 80,000 and Value of inventory is Rs. 40,000.
20. From the following information, calculate P/V ratio, Break-even point and margin of safety :

Total output		10,000 units.
Selling price per unit	--	20
Variable cost per unit		12
Fixed cost	--	Rs 40,000

(8 × 2 = 16 marks)

### Part III (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

Each question carries 4 marks.

21. Explain different solvency ratios.
22. A company has capital of Rs. 10,00,000 ; its turnover is 3 tonnes the capital and the margin on sales is 6%. What is the return on investment?
23. From the following information, interpret the results of operations of manufacturing concern using trend ratios :

	For the year ended 31st March			
	2015	2014	2013	2012
Sales (net)	13,000	12,000	9,500	10,000
Cost of goods sold	<u>7,280</u>	<u>6,980</u>	<u>5,890</u>	<u>6,000</u>
Gross Profit	5,720	5,040	3,610	4,000
Selling expenses	<u>1,200</u>	<u>1,100</u>	<u>970</u>	<u>1,000</u>
Net Operating Profit	4,520	3,940	2,640	3,000

24. From the following information of ABC Ltd., calculate for equity shares :

(i) Earnings per share ; and

(ii) Price - earning ratio.

Profits before tax : 20,00,000 ; Tax rate : 35%,

Equity share capital : Rs. 30,00,000 (30,000 equity shares of Rs. 100 each)

10% preference share capital : Rs. 10,00,000 (10,000 shares of Rs. 100 each)

In spite of the current global recession, the market price of ABC Ltd's one equity share is Rs. 160.

25. The following relate to JJ Ltd. for a particular period :

Sales 20,000 units @ Rs. 20 each.

Variable cost per unit Rs. 10

Fixed cost of the concern Rs.100,000.

Calculate : (i) P/V Ratio, (ii) Break-even unit , (iii) Break-even sales, (iv) Margin of safety.

26. What is margin of safety? How is it calculated?

27. What are the stages in Activity Based Costing?

28. The following are the ratio of the trading activities of ABC Ltd :

Debtors Velocity – 3 months.

Gross profit ratio – 25%

Gross profit for the year amounts to Rs. 4,00,000.

Calculate : (i) Sales ; and (ii) Sundry Debtors.

(6 × 4 = 24 marks)

#### Part IV (Essay Questions)

Answer any two out of three questions in about 800 words..

Each question carries 15 marks.

29. What is a Fund Flow Statement? Briefly explain the elements of a fund flow statement.

30. Explain the significance of Responsibility Accounting in the current scenario.

31. The following details relate to the manufacture of two products J and K :

	Product J	Product K	(per unit)
Sales price	80	100	
Material (Rs. 10 per kg.)	20	40	
Direct wages (Rs. 4 per hour)	28	20	
Variable overhead	4	10	
Total fixed overhead – Rs. 12,000			

Which of the product would you recommend under each of the following circumstances :

(a) Total sales potential in units is limited.

(b) Raw material is in short supply.

(2 × 15 = 30 marks)