

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

**BBA 6B 16—MANAGEMENT TRAINING AND DEVELOPMENT (HUMAN RESOURCE
MANAGEMENT ELECTIVE)**

(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 refresher training ?
2. What is e-learning ?
3. What is multiple management technique ?
4. Define HRD.
5. What do you mean by benchmarking ?
6. What is intellectual capital ?
7. What is training manual ?
8. What is summative evaluation ?
9. What is sensitivity training ?
10. What is the meaning of role playing ?
11. What is attitude survey ?
12. What is the term 'team learning' ?
13. What do you know about knowledge management ?
14. What do you understand by training for trainers ?
15. What are the benefits of having using skill inventories ?

(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. Differentiate between training and education.
17. Describe the process of change management.
18. How does leadership training help managers ?
19. State the elements of TQM.
20. Why do we need training ?
21. Write up the principles of learning.
22. How can make training more effective ?
23. How cost benefit analysis of a training is made ?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Define training. State its principles.
25. Discuss the methods and techniques of management development.
26. Explain the various tools of training evaluation.
27. Write an essay on the basic requirements of the trainer and trainee in a training process.

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**(CBCSS—UG)****B.B.A.****BBA 6B 15—PERFORMANCE MANAGEMENT (HUMAN RESOURCE MANAGEMENT
ELECTIVE)****(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 6B 15—PERFORMANCE MANAGEMENT (HUMAN RESOURCE MANAGEMENT
ELECTIVE)

(Multiple Choice Questions for SDE Candidates)

1. The first thing to do when you discover a performance gap is :
 - (A) Analyze the possible causes and solutions to the gap.
 - (B) Determine why no one told you about the gap.
 - (C) Investigate the gap to see whether it is positive or negative.
 - (D) Find out whether the employee is trying to eliminate the gap.
2. Prior to developing individual goals, it is important to :
 - (A) Write personal action plans to improve performance.
 - (B) Understand the organization's vision and values.
 - (C) Ensure there is a sufficient budget for monetary rewards.
 - (D) Establish the benchmark for defining performance objectives.
3. Rewards offered to labours involved in production, are categorized as :
 - (A) Salary.
 - (B) Fringe benefits.
 - (C) Wage.
 - (D) Commission.
4. Establishing baseline performance is important because it :
 - (A) Allows comparison of results between organizations.
 - (B) Provides a starting point for measuring performance.
 - (C) Ensures goals will only be obtained by hard work.
 - (D) Reduces the likelihood that performance will trend downward.
5. One of the main reasons for performance gaps is the lack of :
 - (A) Good employee attitudes.
 - (B) Management feedback.
 - (C) Performance charts and graphs.
 - (D) Time available to properly train employees.
6. When goal setting, performance appraisal, and development are consolidated into a single, common system designed to ensure that employee performance supports a company's strategy, it is called _____.
 - (A) Strategic organisational development.
 - (B) Performance management.
 - (C) Performance Appraisal.
 - (D) Human Resource management.

7. Mostly employees' promotion decision is based on :
- (A) Performance appraisal. (B) Training results.
(C) Hiring tests. (D) In-house development.
8. How performance appraisal can contribute to a firm's competitive advantage ?
- (A) Ensures legal compliances. (B) Minimizing job dissatisfaction and turnover.
(C) Improves performance. (D) All of the above.
9. An advantage of Management by Objectives (MBO) is :
- (A) Avoids central tendency and biases.
(B) Jointly agreed performance objectives.
(C) Provides behavioural anchors.
(D) Ongoing basis evaluation.
10. The term performance rating system stands for :
- (A) A grade or score concerning the overall performance.
(B) The information about the extent to which the work objectives were met.
(C) The past objectives of the organization.
(D) The achievements for a period of one year.
11. Which of the following is not a performance appraisal biases ?
- (A) Halo effect. (B) Central tendency.
(C) Personal biases. (D) Wrong survey.
12. The corrective actions in performance include :
- (A) Correct deviations. (B) Changes standards.
(C) Neither A) nor B). (D) Both A) & B).
13. Total _____ can be understood as an employee's salary, benefits, and short and long-term incentives, and rewards or recognition for achieving specific performance goals.
- (A) Recruitment & selection. (B) Reward.
(C) Performance management. (D) Training.

14. Employee training; tuition reimbursement; flexible work arrangements; worker-friendly environments, perquisites, amenities, and conveniences; and a positive management attitude it can be considered as _____.
- (A) Skill based compensation. (B) Alternative compensation.
(C) Performance pay. (D) Standard pay.
15. _____ can be used for a variety of reasons, including fostering skill development or encouraging workers to relocate for a lateral move.
- (A) Incentive. (B) Bonus.
(C) Salary. (D) Profit.
16. Which component of performance management refers to communicating a firm's higher level goals throughout the organization and then translating them into departmental and individual goals ?
- (A) Role clarification. (B) Goal alignment.
(C) Performance monitoring. (D) Direction sharing.
17. 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.
18. _____ is a process with the help of which the employer, or the human resource team decides, that where would a person work best, as per his aptitude and temperament.
- (A) Training. (B) Performance Appraisal.
(C) Competency Mapping. (D) Performance Monitoring.
19. Factors influencing bonuses :
- (A) Eligibility. (B) Fund size.
(C) Individual performance. (D) All of these.
20. What usually occurs when employees rate themselves for performance appraisals ?
- (A) Ratings are reliable but invalid.
(B) Ratings are subject to halo effects.
(C) Logrolling leads to unrealistic ratings.
(D) Ratings are higher than when provided by supervisors.

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

**BBA 6B 15—PERFORMANCE MANAGEMENT (HUMAN RESOURCE MANAGEMENT
ELECTIVE)**

(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 Succession Planning.
2. Define 360- Degree Appraisal.
3. What do you mean by Performance Planning ?
4. What do you mean by Feedback ?
5. Define Competency.
6. What do you mean by Performance Management ?
7. Define Behaviour Anchored Rating Scale.
8. What do you mean by Criteria Sampling ?
9. Differentiate between Performance appraisal and Potential appraisal.
10. What are the limitations of MBO ?
11. What is meant by Assessment Centre ?
12. What is Ranking ?
13. What do mean by performance criteria ?
14. What are the causes of poor performance of an employee ?
15. Define Performance agreement.

(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 how performance management can benefit an organisation.
17. What are the Bottlenecks in implementation of Performance Management System ?
18. What are the guidelines for giving Constructive Feedback ?
19. Explain the merits and demerits of 360 degree feedback system.
20. What are the various factors affecting effective use of Performance Management ?
21. What is the difference between Performance management and Performance appraisal ? Explain with suitable examples.
22. Define MBO. Briefly explain the process of MBO.
23. What are the limitations of Performance related rewards ?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Define Performance Appraisal. What are the various Performance Appraisal Methods ?
25. Define Competency Mapping. Explain various methods and approaches to competency mapping.
26. Explain the ethical dilemmas related to Performance management in an organization.
27. Briefly explain the objectives and process of Performance planning.

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

**BBA 6B 16—SUPPLY CHAIN AND LOGISTICS MANAGEMENT
(MARKETING ELECTIVE)**

(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 Supply chain.
2. What is meant by value chain ?
3. What is outbound logistics ?
4. Write short note on supply chain drivers.
5. What are key components of a 4PL ?
6. Define logistics.
7. Define physical distribution.
8. What is meant by warehousing ?
9. What are bonded warehouses ?
10. Explain ABC analysis.
11. Explain the term supply chain synchronization.
12. What is international logistics ?
13. What is strategic sourcing ?

Turn over

14. What is *e*-procurement ?
15. Explain Just- in- Time.

(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. How supply chain management differ from logistics management ?
17. Why value chain analysis is important ?
18. Explain briefly about the different participants of supply chain.
19. Define logistics management. What are its functions ?
20. Explain JIT and ABC analysis ?
21. Explain transportation decision.
22. Define supply chain management. What are its features ?
23. Explain briefly about supply chain security.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Explain transportation and modes.
25. Discuss about Bullwhip effect. How it can be reduced ?
26. Explain logistic management. What are the various components of logistics ?
27. Explain the role of IT in supply chain management ?

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS-UG)

B.B.A.

BBA 6B 15—ADVERTISING AND SALES PROMOTION (MARKETING ELECTIVE)

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

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

1. List out any *four* limitations of radio advertising.
2. What do you mean by digital advertising ?
3. What is the AIDA model of advertising ?
4. What is an advertising copy ?
5. What do you mean by an advertising campaign ?
6. List out any *four* benefits of advertising to the community or society.
7. Define Advertising.
8. What do you mean by surrogate advertising ?
9. List out any *four* limitations of sales promotion.
10. What do you mean by an advertising agency ?
11. What is a jingle ?
12. Who do you mean by mobile advertising ?
13. Who is meant by an advertising budget ?

Turn over

14. What is pre-testing advertising ?
15. What do you mean by trading stamps ?

(10 × 3 = 30 marks)

Section B

*Answer atleast five questions.
Each question carries 6 marks.
All questions can be attended.
Overall ceiling 30.*

16. Briefly discuss the role of an advertising agency.
17. List out the merits and limitations of mobile advertising.
18. What are the major trade promotion methods or schemes ?
19. Briefly explain the organizational structure of the advertising agency.
20. Write a short note on ethics in advertising.
21. Write a note on the Advertising Standards Council of India (ASCI).
22. Explain the steps involved in the advertising budget.
23. Briefly explain the essentials of a good advertising layout.

(5 × 6 = 30 marks)

Section C

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

24. Define Advertisement. Elaborate on the planning process of advertisement.
25. What do you mean by advertisement media ? Also, list out the differences between print and broadcast advertising.
26. What do you mean by sales promotion ? Explain the objectives and importance of sales promotion.
27. What are the objectives of advertising ? Also discuss various features of advertising.

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

BBA 6B 16—INVESTMENT MANAGEMENT (FINANCE ELECTIVE)

(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 portfolio ?
2. What is meant by efficient market hypothesis ?
3. What is unsystematic risk ?
4. What is ETF ?
5. What are currency swaps ?
6. What do you mean by physical assets ?
7. What is NAV ?
8. What are Gilt edged securities ?
9. What is the term expected return ?
10. What is call option ?
11. What is meant by hedging of risk ?
12. What are the obstacles in the way of an analyst ?
13. What do you understand by Constant Rupee Value Plan ?
14. What is portfolio evaluation ?
15. What is bond ?

(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. State the assumptions of Random Walk Theory.
17. Explain the risks associated with investing in bonds.
18. Explain the different types of mutual funds.
19. Write a note on CAPM.
20. Explain the features of investment.
21. Differentiate between fundamental analysis and technical analysis.
22. Which are the non-marketable financial assets available in India.
23. What is beta ? How beta measurement is applied for determining the degree of riskiness investments?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Explain the advantages of investing in mutual funds.
25. Elaborate the process of portfolio management.
26. Discuss the tools and techniques of technical analysis.
27. Explain the factors affecting stock price of a company.

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

BBA 6B 15—FINANCIAL SERVICES (FINANCE ELECTIVE)

(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 a pension fund ?
2. What is private equity ?
3. What do you mean by depository services ?
4. What is meant by lease financing ?
5. What do you mean by open-ended and close-ended funds ?
6. What is meant by crowd funding ?
7. Write down any four features of venture capital.
8. What do you mean by capital market ?
9. What is meant by angel investing ?
10. What do you mean by factoring ?
11. What do you mean by merchant banking ?
12. Who are the parties to a contract of lease financing ?
13. Who is a stock broker ?
14. What is meant by loan syndication ?
15. Expand SEBI and ETF.

(10 × 3 = 30 marks)

Turn over

Section C

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. List out the various features of financial services.
17. Explain briefly any *five* fund-based financial services.
18. Explain the pre-and post-issue management services offered by the merchant banks.
19. List out the various advantages and limitations of factoring.
20. What are the various advantages of credit rating ?
21. How Merchant banks are different from commercial banks ?
22. List out the benefits of venture capital.
23. What are the various advantages and limitations of lease financing ?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. What do you mean by financial services ? Also, explain the functions and importance of financial services.
25. What do you mean by credit rating ? Explain the various credit rating agencies in India.
26. What do you mean by Mutual funds ? List out the various merits and demerits of mutual funds.
27. What do you mean by forfaiting? List out its features. How is it different from factoring ?

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**(CBCSS—UG)****B.B.A.****BBA 6B 14—PROJECT MANAGEMENT****(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 feasibility study ?
2. Who is a project manager ?
3. List out any four characteristics of a project.
4. What is meant by project profiling ?
5. What do you mean by project report ?
6. What are social costs ?
7. What do you mean by project formulation ?
8. Define project management.
9. What is meant by margin money ?
10. What is meant by project risk management ?
11. What do you mean by capital structure ?
12. What do you mean by project appraisal ?

(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. Discuss briefly the importance of project control in project management.
14. Briefly explain the various phases or stages of the Project Life Cycle.
15. List out the various advantages and limitations of PERT.
16. Briefly explain the various types of feasibility studies.
17. List out the various objectives of project management.
18. Write a note on loan syndication and consortium lending ?
19. What is Work Breakdown Structure in project management ?

(5 × 5 = 25 marks)

Section C

Answer any one question.

The question carries 11 marks.

20. What are the different sources of funds available for project financing ?
21. What do you mean by a project ? Explain the various types or classifications of projects.

(1 × 11 = 11 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

BBA 6B 13—MANAGEMENT SCIENCE

(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 are Stochastic Models ?
2. What is non-negativity integer in LPP ?
3. Explain minimax criterion.
4. What is Independent Float ?
5. Explain EOL.
6. What is constraints in LPP ?
7. What is non-zero sum game ?
8. Explain decision node decision tree.
9. Explain optimal solution in LPP.
10. What is Decision trees ?
11. What is mixed strategy ?
12. What is Float ?
13. State any *two* uses of network analysis.
14. Write the feature of decision under uncertainty.
15. What is PERT ?

(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. Discuss the applications area of Operations Research.
17. State Application of Linear Programming problem.
18. Discuss the difference between PERT and CPM.
19. Explain the methods of finding the initial feasible solution in transportation problem.
20. Draw a network diagram based on the following project schedule information available and find the project duration :

S.No.	Activity	Immediate Activity	Predecessor Time
1	A	—	2
2	B	—	4
3	C	A	6
4	D	B	5
5	E	C, D	8
6	F	E	3
7	G	F	2

21. From the following Pay-off tables find the suitable strategy by using :

Alternatives	States of nature			
	S1	S2	S3	S4
A1	3	5	8	- 1
A2	6	5	2	0
A3	0	5	6	4

- a) Maximax ;
- b) Maximin ; and
- c) Minimax regret.

22. Use the graphical method to solve the following LP problem :

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

subject to constraints,

$$5x_1 + x_2 \geq 10$$

$$x_1 + x_2 \geq 6$$

$$x_1 + 4x_2 \geq 12$$

$$x_1, x_2 \geq 0.$$

23. Determine an initial basic feasible solution to the following transportation problem by using VAM

		Destination				Supply
		D1	D2	D3	D4	
Source	A	11	13	17	14	250
	B	16	18	14	10	300
	C	21	24	13	10	400
Demand		200	225	275	250	

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. The Anita Electric Company produces two products P1 and P2. Products are produced and sold on a weekly basis. The weekly production cannot exceed 25 for product P1 and 35 for product P2 because of limited available facilities. The company employs total of 60 workers. Product P1 requires 2 man-weeks of labour, while P2 requires one man-week of labour. Profit margin on P1 is Rs. 60 and on P2 is Rs. 40. Formulate this problem as an LP problem and solve that using graphical method.
25. The time estimates (in hours) for the activities of a PERT network are given below :

Activity	t_0	t_m	t_p
1-2	1	1	7
1-3	1	4	7
1-4	2	2	8
2-5	1	1	1

Turn over

Activity	t_0	t_m	t_p
3-5	2	5	14
4-6	2	5	8
5-6	3	6	15

- Draw the project network ;
- Identify all paths through it and write critical path ; and
- Determine the expected project length and standard deviation.

26. From the following table find :

- Expected Monetary Value (EMV) ;
- Expected Opportunity Loss (EOL) ; and
- Expected Value of Perfect Information (EVPI).

$P(S1) = 0.6$, $P(S2) = 0.1$, $P(S3) = 0.2$, $P(S4) = 0.1$

Alternatives	States of nature			
	S1	S2	S3	S4
A1	3	5	8	-1
A2	6	5	2	0
A3	0	5	6	4
Probability	0.6	0.1	0.2	0.1

27. Discuss the models of Operations Research.

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**(CBCSS–UG)****B.B.A.****BBA 6B 12—ORGANIZATIONAL BEHAVIOUR****(2019 Admissions)****Time : Two Hours and a Half****Maximum : 80 Marks****Section A***Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. What is conflict ?
2. Define group dynamics.
3. What do you mean by a formal group ?
4. What are hygiene factors ?
5. What do you mean by group norms ?
6. Define motivation.
7. What do you mean by fringe benefits ?
8. Define organisational behaviour.
9. What is group cohesiveness ?
10. What is meant by perception ?
11. Define learning.
12. What are motivators ?
13. What do you mean by leadership style ?
14. What is stress ?
15. What do you mean by role conflict ?

(10 × 3 = 30 marks)**Turn over**

Section B

Answer atleast five questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. Explain the need or significance of organisational behaviour.
17. What are the various qualities required by a leader in order to be successful ?
18. What are the various factors affecting perception ?
19. Explain the social learning theory.
20. Briefly explain the various styles of leadership adopted by different leaders.
21. Briefly explain various features or characteristics of organisational behaviour.
22. Define personality. What are its features ?
23. What are the steps involved in the learning process ?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Explain Maslow's Need Hierarchy Theory. Explain its merits and criticisms.
25. Explain the relationship of organisational behaviour with various related disciplines.
26. Explain the various causes of organisation stress. What are the consequences of work stress ?
27. Define group. List out the features of a group. Also explain the different classifications or types of groups.

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CUCBCSS—UG)

B.B.A.

**BBA VIB 15—MANAGEMENT TRAINING AND DEVELOPMENT (HUMAN RESOURCE
MANAGEMENT SPECIALISATION)**

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

1. Training concentrates on :
 - a) Coaching the members of an organization how to perform effectively in their current jobs.
 - b) Expansion of the knowledge and skills of the members of the organisation.
 - c) Preparing the employees to take new responsibilities.
 - d) None of the above.
2. Objectives of training include(s) :
 - a) Favourable reaction to change.
 - b) Increased productivity.
 - c) Increased morale.
 - d) All of the above.
3. Training is required for :
 - a) Unskilled labour only.
 - b) Skilled labour only.
 - c) Both skilled and unskilled labour.
 - d) None of the above.
4. Which one is not a training method ?
 - a) Multiple management.
 - b) Workshop.
 - c) Management role playing.
 - d) Recruitment method.

Turn over

5. Which of the following includes under techniques of training ?
- a) On the job training method. b) Informal training.
c) Role playing method. d) All of the above.

Fill in the blanks :

6. On the job training is a method of _____.
7. _____ is widely used for humanrelations and leadership training.
8. Teaching by a wise and trusted superior on a one-to-one basis is called _____.
9. _____ is a training technique inwhich participants considersequence of problems and take decisions.
10. Laboratory training is also known by the name _____.

(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.

11. What is Training ?
12. What is sensitivity training ?
13. What do you mean by social learning theory ?
14. What is total quality management ?
15. What is case study ?
16. What are management games ?
17. What do you mean by learning cognitive theory ?
18. What is Development ?
19. What is transactional analysis ?
20. What do you mean by knowledge management ?

(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 various steps to effective training and development ?
22. Explain the nature of management development.
23. Briefly explain the steps of management development programme.
24. Explain the interpersonal competencies required for training managers.
25. What are the features of management development ?
26. Explain the benefits of training evaluation.
27. What are the characteristics of training function ?
28. What are the objectives of leadership training ?

(6 × 4 = 24 marks)

Part IV (Essays Questions)

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

Each question carries 15 marks.

29. Explain the various steps in a systematic training plan.
30. What are the needs and importance of training ?
31. Briefly explain the training methods and techniques.

(2 × 15 = 30 marks)

**SIXTH SEMESTER U.G. (CUCBCSS—UG) DEGREE EXAMINATION
MARCH 2022**

B.B.A.

BBA VIB 15—RETAIL MANAGEMENT (MARKETING SPECIALISATION)

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

Answer all ten questions.

1. Who is the last link in the chain connecting the producer and customer ?
 - (a) Wholesaler.
 - (b) Agent.
 - (c) Retailer.
 - (d) Storekeeper.
2. Door to door selling is carried out by _____.
 - (a) Hawkers and peddlers.
 - (b) Cheap jacks.
 - (c) Second shop.
 - (d) Retailers.
3. Which of the following statement about retail marketing is true ?
 - (a) Sells products to other businesses.
 - (b) Sells products to a company that resells them.
 - (c) Sells products to final consumers.
 - (d) Sells products for one's own use.
4. All of the following are types of non-store retailing, except :
 - (a) Catalogue retailing.
 - (b) Vending Machines.
 - (c) Chain store.
 - (d) Direct Mail.
5. The objective of any sales program is :
 - (a) To increase the store sales.
 - (b) To create awareness about product.
 - (c) Both of the above.
 - (d) None of the above.

Turn over

Fill in the blanks :

6. Quick ratio is calculated by _____.
7. CRM stands for _____.
8. FSN stands for _____.
9. SIM stands for _____.
10. MCPU stands for _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

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

11. What is a Supermarket ?
12. What do you understand by resource allocation ?
13. What is retail pricing ?
14. What is retail promotion ?
15. What is cost plus method pricing ?
16. What is product assortment ?
17. Define Retailing.
18. What do you understand by retail sales by ownership ?
19. What are current liabilities ?
20. What do you understand by direct selling ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

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

21. What are the functions of a retailer ?
22. Write a short note on retail information system.
23. What is retail store layout ?
24. Discuss the merchandising forecasting.
25. What are the aims of effective inventory management ?

26. What are the advantages of advertising ?
27. What are the advantages of sales promotion ?
28. Discuss the steps involved in customer relationship management process.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

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

29. Explain the steps involved in buying and handling merchandise.
30. Explain the retail control systems.
31. Explain the reasons for the popularity and growth of retail industry in India.

(2 × 15 = 30 marks)

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SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CUCBCSS—UG)

B.B.A.

BBA VIB 15—WORKING CAPITAL MANAGEMENT (FINANCE SPECIALISATION)

(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. Net working capital means :
 - a) Current asset plus current liability.
 - b) Current asset minus current liability.
 - c) Current assets only.
 - d) None of these.
2. According to _____ approach, permanent current assets and a part of variable current assets should be financed by long term funds.
 - a) Conventional.
 - b) Hedging.
 - c) Conservative.
 - d) Aggressive.
3. Which of the following does not include in credit terms ?
 - a) Credit period.
 - b) Monitoring of credit.
 - c) Discounts.
 - d) Credit standards.
4. Working capital cycle is also known as :
 - a) Cash cycle.
 - b) Production cycle.
 - c) Operating cycle.
 - d) None of these.
5. If the length of the operating cycle is more :
 - a) The working capital requirement will be less.
 - b) The working capital requirement will be more.
 - c) The fixed capital requirement will be less.
 - d) None of these.

Turn over

Fill in the blanks :

6. Cash is the most _____ asset.
7. When credit policy is liberalised, sales will be _____.
8. Raw materials, work in progress, finished goods and stores and spares are the components of _____.
9. EOQ is a technique of _____ management.
10. _____ refers to the duration for which credit is granted to customers.

(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.

11. What are equity shares ?
12. What is trade credit ?
13. What is Miller Orr model of cash management ?
14. What is gross working capital concept ?
15. What do you mean by commercial paper ?
16. What is receivables management ?
17. What do you mean by factoring ?
18. What do you mean by retained earnings ?
19. What are accrued expenses ?
20. What is called convertible preference share ?

(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. State the importance of the working capital of a concern.
22. What are the benefits of holding inventories ?
23. What are the motives for holding cash ?

24. What are the objectives of receivables management ?
25. Explain Miller-Orr cash management model.
26. What are the costs of maintaining receivables ?
27. Describe the need of working capital in a business.
28. From the following information determine EOQ.

Annual consumption of material 1,800 Units

Order cost Rs. 1,000 per order

Purchase price per unit Rs. 50

Storage cost or carrying cost 20 % of average inventory

(6 × 4 = 24 marks)

Part IV (Essays Questions)

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

Each question carries 15 marks.

29. Discuss the various sources of working capital available to a firm.
30. What are the factors that determine the working capital requirements of a business ?
31. B Ltd. gives the following information :

Expected level of production	60,000 Units
Raw materials to remain in stock on an average	2 Months
Processing period for each unit of product	1 Month
Finished goods remain in stock on average	3 Months
Credit allowed to customers from the date of despatch	3 Months
Expected ratios of cost to selling price :	
Raw material	60 %
Direct wages	10 %
Overheads	20 %
Selling price per unit	Rs. 10
Expected margin on sale	10 %

You are required to estimate the working capital requirements of B Ltd.

(2 × 15 = 30 marks)

**SIXTH SEMESTER U.G. (CUCBCSS—UG) DEGREE EXAMINATION
MARCH 2022**

B.B.A.

**BBA VIB 14—INDUSTRIAL RELATIONS
(HUMAN RESOURCE MANAGEMENT SPECIALISATION)**

(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 is/ are the approach (es) of industrial relations ?
 - (a) The Gandhian approach.
 - (b) The Oxford approach.
 - (c) Marxist perspective.
 - (d) All of these.
2. Which of the following is not a central organisation of workers ?
 - (a) Bharatiya Mazdoor Sangh.
 - (b) Hind Mazdoor Sabha.
 - (c) Indian National Trade Union Congress.
 - (d) SAFTA.
3. The objectives of trade union include :
 - (a) Representation.
 - (b) Legal assistance.
 - (c) Welfare benefits.
 - (d) All of these.
4. The term _____ refers to a condition in the organisation where employee conducts himself in accordance which the organisation's rules and standards of acceptable behaviour.
 - (a) Grievance.
 - (b) Conflict.
 - (c) Discipline.
 - (d) None of these.
5. The principles of quality management include :
 - (a) The principle of security.
 - (b) The principle of equality.
 - (c) The principle of democracy.
 - (d) All of these.

Turn over

Fill in the blanks :

6. According to _____ approach industrial relations is a social sub system within the economic and political system.
7. _____ is used to denote the collective relationships between management and the workers.
8. UTUC was established in the year _____.
9. A dispute or disagreement about any terms and conditions of employment is called _____.
10. _____ are small groups of volunteers from the same work areas who meet regularly to identify, analyse and solve quality and related problems in their area of responsibility.

(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.

11. What do you mean by trade union ?
12. What do you mean by industrial disputes ?
13. What do you mean by felt conflict ?
14. What do you mean by collective bargaining ?
15. Define discipline.
16. What is inter-individual conflict ?
17. What is positive discipline ?
18. Define quality circle.
19. What is productivity bargaining ?
20. What do you mean by mediation ?

(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 the stages of employee empowerment.
22. What are the ways to enhance employee empowerment ?
23. What are the aims and objectives of discipline ?
24. What are the different types of grievances ?
25. What are the characteristics of trade unions ?
26. What is the importance of industrial relations ?
27. What are the constraints in industrial relations ?
28. Explain the process of gain sharing.

(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. Discuss the role of state in industrial relations.
30. Discuss the various measures to strengthen the trade union movement in India.
31. Briefly explain the approaches to industrial relations.

(2 × 15 = 30 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CUCBCSS—UG)

B.B.A.

BBA VIB 14—CONSUMER BEHAVIOUR (MARKETING SPECIALISATION)

(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. The study of consumer behaviour helps a manufacturer in :
 - a) Finalising and strategizing distribution intensity.
 - b) Demand and supply correction.
 - c) Correction of quantity discrepancy.
 - d) All of the above.
2. Considering the motivation process, the desired end state is the consumer's _____.
 - a) Drive.
 - b) Need state.
 - c) Benefit statement.
 - d) Goal.
3. What kind of learning occurs when it is based on observing the behaviour of others and emulating it?
 - a) Behavioural learning.
 - b) Active learning.
 - c) Student learning.
 - d) Observational learning.
4. Which of the following aspects form the main constituents of culture ?
 - a) Ecology.
 - b) Heritage.
 - c) Social fabric.
 - d) None of these.

Turn over

5. The aspects of the sub culture are :
- a) Sub cultural distinctiveness. b) Sub culture homogeneity.
c) Sub culture exclusion. d) All of these.
6. _____ refers to the process that causes people to behave as they do.
7. Because the brain's capacity to process information is limited, consumers are very selective about what they pay attention to and tend to select stimuli that relate to their current needs. This process is called _____.
8. Intense competition means that the market segment has been developed due to its being _____.
9. _____ has been defined as the assortment of behaviours, attitudes and values that are associated with the consumption of material goods.
10. In large structured organisations, the centralised _____ is highly formalized and is called a buying committee.

(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.

11. What is consumer behaviour ?
12. Define social class.
13. What is Personality ?
14. What is market segmentation ?
15. Define a Group.
16. Define Family.
17. What is Perception ?
18. What is family life cycle ?
19. Define Culture.
20. What is causative research ?

(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 main characteristics of social class ?
22. What are the objectives of market segmentation ?
23. Discuss Jungian theory of personality.
24. What are the nature and properties of personality ?
25. What are the characteristics of opinion leaders ?
26. Explain the communication process model.
27. Discuss the systematic approach for measuring social class.
28. What are the sources of secondary data ?

(6 × 4 = 24 marks)

Part IV (Essays Questions)

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

Each question carries 15 marks.

29. Explain the applications of consumer behaviour.
30. Explain the theories of personality.
31. Explain the stages of consumer buying decision process.

(2 × 15 = 30 marks)

SIXTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MARCH 2022

B.B.A.

BBA VIB 14—INCOME TAX (FINANCE SPECIALISATION)

(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. PAN Stands for _____.
(a) Permanent Assessee Number. (b) Permanent Account Number.
(c) Permanent Assessment Number. (d) Permanent Association Number.
2. Which of the following income is not included in the term 'income' ?
(a) Profit and gains. (b) Dividend.
(c) Profit in lieu of salary. (d) Reimbursement of travelling expenses.
3. Income Tax Act came into force on _____.
(a) 1-4-1961. (b) 1-4-1962.
(c) 1-4-1956. (d) 1-4-1965.
4. In which of the following cases, income of previous year is assessable in the previous year itself ?
(a) Assessment of persons leaving India.
(b) A person in employment in India.
(c) A person who is into illegal business.
(d) A person who is running a charitable institution.
5. The current Finance Minister of India is _____.
(a) Nirmala Sitharaman. (b) P. Chidambaram.
(c) Shaktikanta Das. (d) Anurag Thakur.

Turn over

6. CBDT stands for _____.
7. _____ is a periodical payment received by an employee after his retirement.
8. _____ status of an assessee determines the scope of chargeability of his or her income.
9. The _____ is a capital asset held by an assessee for not more than 36 months immediately preceding the date of its transfer.
10. Tax, of which incidence and impact fall on the same person, is known as _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

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

Each question carries 2 marks.

11. What is meant by an allowance ?
12. What do you mean by fair rent and standard rent ?
13. What is meant by gratuity ?
14. What do you mean by a tax refund ?
15. What do you mean by indirect tax ? Give two examples.
16. What is meant by tax avoidance and tax evasion ?
17. What do you mean by an assessment year ?
18. What is double taxation ?
19. What do you mean by clubbing of income ?
20. What is Tax Deducted at Source ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

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

Each question carries 4 marks.

21. Explain briefly the various types of assessments.
22. List out any *eight* incomes which are charged under the head 'Income from other sources'.

23. Mr. Praveen came to India first time during the P.Y. 2020-21. Determine his residential status for the A.Y. 2021-22, if he stayed in India for the following days during the previous year :
- (a) 44 days.
- (b) 189 days.
24. What are Perquisites ? Explain any six tax-free perquisites.
25. Mr. Nameer has worked for a company for 8 years and 7 months and is covered by the Payment of Gratuity Act. At the time of his retirement, his monthly salary consisted of Basic Pay of Rs. 15,000, D.A. amounting to Rs. 8,000, and Commission of Rs. 5,000. He received Rs. 6,00,000 as Gratuity from the employer. Calculate the amount of gratuity chargeable to tax.
26. Ziya owns four houses in Chennai, all of which are let out. Compute the Gross Annual Value (GAV) of each house from the information given below:

<i>Particulars</i>	House I (in Rs.)	House II (in Rs.)	House III (in Rs.)	House IV (in Rs.)
Municipal Value	80,000	55,000	65,000	80,000
Fair Rent	90,000	60,000	65,000	75,000
Standard Rent	N.A.	75,000	58,000	78,000
Actual rent received/receivable	72,000	72,000	60,000	72,000

27. What do you mean by a provident fund ? What are the four types of provident funds ?
28. Mr. Johnson had purchased a golden ring as on 17/8/2020 for Rs. 21,000. On 1/05/2021, he has sewn a diamond on it costing Rs. 24,000. On 1/08/2021, he sold such ring for Rs. 82,500 and incurred brokerage for arranging customer Rs.7,500. Compute capital gain.

(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. From the following information, compute the taxable income for the assessment year 2020-21 under the head 'salaries' of Mr. Rajeev who is an employee of a tea company in Assam:
- a) Basic Salary Rs. 15,000 p.m.
- b) DA @ Rs. 5,000 p.m.
- c) Employer is paying the insurance premium of Rs. 15,000 p.a. on R's life.

Turn over

- d) He gets house rent allowance @ Rs. 2,000 p.m. He pays a rent of Rs. 2,500 p.m.
- e) The employer has given him a small car which he uses for his personal and office use. He meets the expenses of the car which is used for personal purposes.
- f) Education allowance for grandchild @ Rs. 400 p.m.
- g) Employer's contribution to recognized provident fund is @ 20 % of salary and the interest credited to this fund at 14 % rate amounted to Rs. 14,000.
- h) Medical expenses paid by employer Rs. 15,000.
- i) He took an advance salary of 2 months.
- j) The company provided him the facility of a gardener and a cook, each of whom is being paid a salary of Rs. 500 per month. The company also paid Rs. 5,000 for his electric bills and Rs. 3,000 for his water bills,
- k) The employer spent Rs. 2,500 on his refresher course.
- l) Profession tax paid by Mr. Rajeev is Rs. 2,500.

30. "Sec. 10 of the Income Tax Act enlists various incomes which are exempt from tax i.e., do not form part of the total income of the assessee". Explain in detail.

31. Mr. Amal's particulars of income were as under during the previous year 2019- 20 :

<i>Particulars</i>	Amount (in Rs.)
a) Taxable income from salary	1,42,000
b) Taxable income from House Property :	
i) Income from House 'A'	40,000
ii) Loss from House 'B'	17,000
iii) Loss from House 'C'	15,500
c) Business Income :	
i) Profit from Business	1,97,000
ii) Current year Depreciation	16,500
iii) Previous trade losses	5,500
iv) Speculation profit	5,000
d) Capital Gains :	
i) Short-term capital profit	16,000
ii) Long-term capital profit	5,200
iii) Long-term capital loss	12,500

Compute Gross Total Income after set -off of losses. Loss from House property brought forward for the assessment year is 9,000.

(2 × 15 = 30 marks)