

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION
MARCH 2021****B.B.A.****BBA VIB 15—MANAGEMENT TRAINING AND DEVELOPMENT (HUMAN RESOURCE
MANAGEMENT SPECIALISATION)****(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 VIB 15—MANAGEMENT TRAINING AND DEVELOPMENT (HUMAN RESOURCE
MANAGEMENT SPECIALISATION)

(Multiple Choice Questions for SDE Candidates)

1. Pre-job training is otherwise known as :
 - (A) Orientation training.
 - (B) Safety training.
 - (C) Job training.
 - (D) Promotional training.
2. _____training is defined to revive and refresh the knowledge and update the skills of the existing employees.
 - (A) Remedial training.
 - (B) Refresher training.
 - (C) Promotional training.
 - (D) Orientation training.
3. _____ training involves training of existing employees to enable them to perform higher level jobs.
 - (A) Orientation training.
 - (B) Safety training.
 - (C) Promotion training.
 - (D) Remedial training.
4. _____ involves a study of the entire organisation in terms of its objective, human resources, resource allocation , utilisation growth potential and its environment.
 - (A) Task analysis.
 - (B) Manpower.
 - (C) Organisational analysis.
 - (D) All of these.
5. _____ is related with a decision to place a selected individual in one job than other.
 - (A) Placement.
 - (B) Selection.
 - (C) Recruitment.
 - (D) Induction.
6. _____ is the process of increasing the general knowledge and understanding of employees.
 - (A) Training.
 - (B) Education.
 - (C) Training.
 - (D) All of these.
7. The following method is used to give to trainees the important information in permanent form for immediate or future use.
 - (A) Lecture method.
 - (B) Conference.
 - (C) Written instructional method.
 - (D) Training with in the industry.

8. The following is not a on the job training method.
- (A) Understudies. (B) Job rotation.
(C) MBO. (D) Case study method.
9. The following is not a off the job training method.
- (A) Conferences. (B) Case study.
(C) Coaching. (D) Seminars.
10. CBT stands for :
- (A) Computer based training. (B) Computer base training.
(C) Customer based training. (D) Cost based training.
11. Human resource development has :
- (A) Micro aspect. (B) Macro aspect.
(C) Both micro and macro aspect. (D) None of these.
12. ——— technique of training helps to improve attitude and behaviour.
- (A) Sensitivity training. (B) Conference.
(C) Management games. (D) Lecturing.
13. ——— technique of training provides conceptual knowledge in a short period to a large number of persons.
- (A) Sensitivity training. (B) Conference.
(C) Management games. (D) Lecturing.
14. A philosophy that focuses attention on eliminating waste by purchasing or manufacturing just enough of thr right items just in time is ———.
- (A) Quality circle. (B) JIT.
(C) TQM. (D) None of these.

Turn over

15. The purpose of _____ is to produce in such a way that there is minimum work in process and minimum stock of furnished goods in inventories.
- (A) Quality circle. (B) JIT.
(C) TQM. (D) None of these.
16. _____ is the process of taking corrective action in order to meet objectives, some of the more effective decisions involve creativity.
- (A) Creativity. (B) Problem solving.
(C) Leadership. (D) None of these.
17. _____ is the overall concepts that describes the many ways in which organisations help employees develop their personal and organisational skills.
- (A) Management development. (B) Executive development.
(C) Both (A) and (B). (D) None of these.
18. _____ forces employees to grow or sink.
- (A) Transfer. (B) Promotion.
(C) Lateral move. (D) Job rotation.
19. The technique in which a junior board of executives discuss actual problems and recommend alternatives is known as _____.
- (A) Understudy. (B) Multiple management.
(C) Project assignment. (D) Committee assignment.
20. _____ is a method for developing creative solution to problems.
- (A) Case study. (B) Understudy.
(C) Role playing. (D) Brain storming.

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION
MARCH 2021**

B.B.A.

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

Time : Three Hours

Maximum : 80 Marks

Section A

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

Choose the correct answer :

1. The basic yardstick to measure the success of a training program is :
 - a) Number of participants.
 - b) Reputation of the trainer.
 - c) Learning benefits to the trainees.
 - d) None of the above.
2. Goals of human resource development are _____.
 - a) Facilitating Organizational effectiveness.
 - b) Enhancing productivity and quality.
 - c) Integrating people into business.
 - d) All the above.
3. _____ is a proactive process.
 - a) Training and Development.
 - b) Training.
 - c) Development.
 - d) Learning.
4. Training needs have in general been classified into :
 - a) Individual needs.
 - b) Group needs.
 - c) Unit level needs.
 - d) All of these.
5. Objectives of the training include(s) :
 - a) Increase in employee morale, confidence, skill and productivity.
 - b) Awareness of the problems.
 - c) Better work decisions.
 - d) All of the above.

Turn over

Fill in the blanks :

6. Human resources are developed and employed by the organization in order to achieve its mission and _____.
7. Laboratory training is also known by the name _____.
8. The programme of one-to-one collaboration between a certified external expert and a manager for developing the leadership skills of the latter is called _____.
9. The process of assessing the effectiveness of training is called _____.
10. _____ theory states that effective learning requires social interaction.

(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 social learning theory ?
12. What is case study ?
13. What is development ?
14. Define Learning.
15. Define total quality management.
16. Define Attitude.
17. What do you mean by position rotation ?
18. What do you mean by management development ?
19. Define Training.
20. What is benchmark training ?

(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 nature of management development.
22. Explain the business competencies required for training managers.

23. What are the objectives of leadership training ?
24. What are the principal objectives of training and development ?
25. Explain the role of a training manager.
26. What are the major components of total quality management process ?
27. What are the elements of knowledge management ?
28. Explain the benefits of training evaluation.

(4 × 8 = 32 marks)

Section D (Essay Question)

Answer any one question.

The question carries 18 marks.

29. What are the needs and importance of training ?
30. Explain the Components of management development programme.
31. What are the strategies of attitudinal training ?

(1 × 18 = 18 marks)

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**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION
MARCH 2021**

B.B.A.

BBA IVB 15—RETAIL MANAGEMENT (MARKETING SPECIALISATION)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

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

Choose the correct answer :

1. Who is the last link in the chain connecting the producer and customer ?
 - a) Wholesaler.
 - b) Agent.
 - c) Retailer.
 - d) Storekeeper.
2. A systematic procedure for analyzing the performance of a retailer is called _____.
 - a) Control.
 - b) Feedback.
 - c) Strategic planning.
 - d) Retail audit.
3. Which of the following types of retail businesses have unlimited liability ?
 - a) Partnership and sole trader.
 - b) Partnership and private company.
 - c) Private company and sole trader.
 - d) Private company and public company.
4. In retailing there is a direct interaction with _____.
 - a) Producer.
 - b) Customer.
 - c) Wholesaler.
 - d) All of these.
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.

Fill in the blanks :

6. MRP stands for _____.
7. The fastest growing segment of retailing is _____.

Turn over

8. FSN stands for _____.
9. Wholesaler is the link between _____.
10. Person to person interaction between a retailer and a prospective customer is _____.

(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 direct selling ?
12. What is customer relationship management ?
13. What is a convenience store ?
14. What is a Super market ?
15. What is retail promotion ?
16. What is product assortment ?
17. Define Retailing.
18. What are Hyper Markets ?
19. What is chain retailer ?
20. What is retail budget ?

(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 functions of a retailer ?
22. Write a short note on retail research.
23. What are the purposes of inventory management ?
24. Write a short note on vertical marketing system.
25. What are the advantages of advertising ?

26. What are the advantages of sales promotion ?
27. What are the contents on labels ?
28. What are the types of retail store layouts ?

(4 × 8 = 32 marks)

Section D (Essay Questions)

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

29. Discuss the reasons for the growth of retail in India.
30. Explain the retail control systems.
31. Discuss the retail promotion mix.

(1 × 18 = 18 marks)

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**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION
MARCH 2021****B.B.A.****BBA VIB 15—WORKING CAPITAL MANAGEMENT (FINANCE SPECIALISATION)****(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 VIB 15—WORKING CAPITAL MANAGEMENT (FINANCE SPECIALISATION)**(Multiple Choice Questions for SDE Candidates)**

1. _____ function includes a firm's attempts to balance cash inflows and outflows.
(A) Finance. (B) Liquidity.
(C) Investment. (D) Dividend.
2. Which of the following is not an advantages of trade credit ?
(A) Easy availability. (B) Flexibility.
(C) Informality. (D) Buyout financing.
3. The art of managing, within the acceptable level of risk, the consolidated funds optimally and profitably is called _____.
(A) Integrated treasury. (B) Treasury management.
(C) Merchant banking. (D) None of the above.
4. Money market financial services not include :
(A) Bill discounting. (B) Merchant banking.
(C) Leasing. (D) Securitisation.
5. Which of the following would be consistent with an aggressive approach to financing working capital ?
(A) Financing short-term needs with short-term funds.
(B) Financing permanent inventory buildup with long-term debt.
(C) Financing seasonal needs with short-term funds.
(D) Financing some long-term needs with short-term funds.
6. Which of the following would be consistent with a hedging (maturity matching) approach to financing working capital ?
(A) Financing short-term needs with short-term funds.
(B) Financing short-term needs with long-term debt.
(C) Financing seasonal needs with long-term funds.
(D) Financing some long-term needs with short-term funds.

7. How can a firm provide a margin of safety if it cannot borrow on short notice to meet its needs ?
- (A) Maintain a low level of current assets (especially cash and marketable securities).
 - (B) Shorten the maturity schedule of financing.
 - (C) Increasing the level of fixed assets (especially plant and equipment).
 - (D) Lengthening the maturity schedule of financing.
8. If a company moves from a "conservative" working capital policy to an "aggressive" policy, it should expect _____.
- (A) Liquidity to decrease, whereas expected profitability would increase.
 - (B) Expected profitability to increase, whereas risk would decrease.
 - (C) Liquidity would increase, whereas risk would also increase.
 - (D) Risk and profitability to decrease.
9. Gordon's Model of dividend relevance is same as :
- (A) No-growth Model of equity valuation.
 - (B) Constant growth Model of equity valuation.
 - (C) Price-Earning Ratio.
 - (D) Inverse of Price Earnings Ratio.
10. Dividend declared by a company must be paid in :
- (A) 20 days.
 - (B) 30 days.
 - (C) 32 days.
 - (D) 42 days.
11. Constant Dividend Per Share' Policy is considered as :
- (A) Increasing Dividend Policy.
 - (B) Decreasing Dividend Policy.
 - (C) Stable Dividend Policy.
 - (D) None of the above.
12. Stock split is a form of :
- (A) Dividend Payment.
 - (B) Bonus Issue.
 - (C) Financial restructuring.
 - (D) Dividend in kind.
13. Difference between the bank balance as per Cash Book and Pass Book may be due to :
- (A) Overdraft.
 - (B) Float.
 - (C) Factoring.
 - (D) None of the above.

Turn over

14. The Transaction Motive for holding cash is for :
- (A) Safety Cushion. (B) Daily Operations.
(C) Purchase of Assets. (D) Payment of Dividends.
15. Float management is related to :
- (A) Cash Management. (B) Inventory Management.
(C) Receivables Management. (D) Raw Materials Management.
16. Inventory is generally valued as lower of :
- (A) Market Price and Replacement Cost.
(B) Cost and Net Realizable Value.
(C) Cost and Sales Value.
(D) Sales Value and Profit.
17. Cost of not carrying sufficient inventory is known as :
- (A) Carrying Cost. (B) Holding Cost.
(C) Total Cost. (D) Stock-out Cost.
18. System of procuring goods when required, is known as :
- (A) Free on Board (FOB). (B) Always Butter Control (ABC).
(C) Jest in Time (JIT). (D) Economic Order Quantity.
19. A short-term lease which is often cancellable is known as :
- (A) Finance Lease. (B) Net Lease.
(C) Operating Lease. (D) Leverage Lease.
20. Under the provisions of AS-19 'Leases', a leased asset is shown in the balance sheet of :
- (A) Manufacturer. (B) Lessor.
(C) Lessee. (D) Financing bank.

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION
MARCH 2021**

B.B.A.

BBA VIB 15—WORKING CAPITAL MANAGEMENT (FINANCE SPECIALISATION)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

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

Choose the correct answer :

1. What are the various methods of estimating cash ?
 - a) Receipts and payment method.
 - b) Adjusted profit & loss method.
 - c) Balance sheet method.
 - d) All of the above.
2. Miller-Orr Model deals with :
 - a) Optimum Cash Balance.
 - b) Optimum Finished goods.
 - c) Optimum Receivables.
 - d) All of the above.
3. Marketable securities are primarily :
 - a) Equity shares.
 - b) Preference shares.
 - c) Fixed deposits with companies.
 - d) Short-term debt investments.
4. Which of the following is not a part of credit policy ?
 - a) Collection Effort.
 - b) Cash Discount.
 - c) Credit Standard.
 - d) Paying Practices of debtors.
5. EOQ determines the order size when :
 - a) Total Order cost is Minimum.
 - b) Total Number of order is least.
 - c) Total inventory costs are minimum.
 - d) None of the above.

Fill in the blanks :

6. The amount of current assets that varies with seasonal requirements is referred to as _____ working capital.
7. According to _____ approach, permanent current assets and a part of variable current assets should be financed by long term funds.

Turn over

8. Cash is the most _____ asset.
9. Inventory is one of the components of _____ assets.
10. Raw materials, work inprogress, finished goods and stores and spares are the components of _____.

(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 working capital.
12. What do you mean by cash management ?
13. What is conservative approach ?
14. What are receivables ?
15. What are equity shares ?
16. What is gross working capital concept ?
17. What do you mean by factoring ?
18. What is called convertible preference share ?
19. What is variable working capital ?
20. What is hard core working capital ?

(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. Discuss the importance of the working capital of a concern.
22. What are the various aspects of receivables management ?
23. What are the basic objectives of cash management ?
24. What are the motives for holding cash ?
25. What are the factors determining the cash level ?

26. What are the benefits of maintaining receivables ?
27. What are the types of working capital policies ?
28. Calculate the Economic Order Quantity (EOQ) from the following particulars

Annual usage : 1,600 units

Cost of materials per unit : Rs. 40

Cost of placing and receiving one order : Rs. 50

Annual carrying cost of one unit : 10% of inventory value.

(4 × 8 = 32 marks)

Section D (Essay Questions)

Answer any one question.

The question carries 18 marks.

29. Discuss the various sources of working capital available to a firm.
30. Discuss all the factors which exercise influence on the demand for working capital in a business concern.
31. From the following estimates, calculate the average amount of working capital required :

a) Average amount locked up in stocks :	40,000
Stock of materials	50,000
Stock of finished goods	
b) Average credit given :	4,16,000
Local sales - 3 weeks credit	12,48,000
Export sales - 6 weeks credit	
c) Lag in payment for :	
Purchases - 3 weeks	3,12,000
Wages - 2 weeks	9,10,000

Add 10% to provision for contingencies.

(1 × 18 = 18 marks)

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION
MARCH 2021****B.B.A.****BBA VIB 14—INDUSTRIAL RELATIONS (HUMAN RESOURCE MANAGEMENT
SPECIALISATION)****(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 VIB 14—INDUSTRIAL RELATIONS (HUMAN RESOURCE MANAGEMENT
SPECIALISATION)**

(Multiple Choice Questions for SDE Candidates)

1. One of the major reasons for line staff conflict is :
 - (A) Empathy towards the limitations of each other.
 - (B) Complete understanding of the business by the staff function.
 - (C) Prejudice and bias against each other.
 - (D) Strategic orientation of the staff function.

2. The method of smoothing out differences to resolve a conflict between two parties in view of larger interests is :
 - (A) Avoidance.
 - (B) Accommodation.
 - (C) Arbitration.
 - (D) Mediation.

3. Human capital is _____.
 - (A) Knowledge and experience.
 - (B) Personal productivity.
 - (C) Personal creativity.
 - (D) All the above.

4. The object of trade union is to :
 - (A) Get higher wages.
 - (B) To protect labour.
 - (C) Get higher standard of living.
 - (D) To protect labour and society.

5. Organizations take inputs from :
 - (A) Rules and policies.
 - (B) Internal environment.
 - (C) External environment.
 - (D) Legislations and litigations.

6. Shifting from manual to computerized system is resulted due to :
 - (A) Workforce diversity.
 - (B) Technological advancement.
 - (C) Stake holders involvement.
 - (D) Globalization.

7. Organizational efficiency is expressed as :
 - (A) Planning for long-run goals.
 - (B) Making the best use of scarce resources.
 - (C) Goal attainment.
 - (D) Meeting deadlines.

8. Extents of individual freedom and discretion employees have in performing their jobs is Known as :
- (A) Capitation. (B) Flexitime.
(C) Empowerment. (D) Autonomy.
9. Recognition, positive reinforcement and employees' empowerment can be used to avoid the :
- (A) Turnover. (B) Conflict.
(C) Accident. (D) Frustration.
10. 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.
11. 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.
12. The relative position of an organization's pay incentives compared to other companies in the same industry is known as :
- (A) Pay structure. (B) Pay appraisal.
(C) Pay level. (D) Pay feedback.
13. A situation in labor-management negotiation whereby management prevents union members from returning to work is called _____.
- (A) Grievance. (B) Strike.
(C) Arbitration. (D) Lockout.
14. 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.

Turn over

15. Legitimate power is :
- (A) Power derived from a person's formal position in the organization.
 - (B) Power bestowed due to a person's personal qualities and abilities.
 - (C) Power earned based on a person's technical knowledge, skill, or expertise in a particular area.
 - (D) Power to distribute information as one sees fit.
16. 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.
17. Management developed by Manager who actively seek a strong co-operative relationship with their employees are :
- (A) Knowledge Management.
 - (B) Learning Management.
 - (C) Participative Management.
 - (D) Proactive Management.
18. 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.
19. A process for managing employee performance and for aligning all employees with key objectives, by assigning financial and nonfinancial goals, monitoring and assessing performance, and quickly taking corrective action :
- (A) Balanced score card.
 - (B) Employee drum card.
 - (C) HR Scorecard.
 - (D) Goal card.
20. Striking gear or devices for cutting off power is a provision relating to :
- (A) Health of workers.
 - (B) Wealth of workers.
 - (C) Safety of workers.
 - (D) Welfare of workers.

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION
MARCH 2021**

B.B.A.

BBA VIB 14—CONSUMER BEHAVIOUR (MARKETING SPECIALISATION)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. _____ is the action and decision process of people who purchase goods and services for personal consumption.
 - a) Consumer behaviour.
 - b) Consumer interest.
 - c) Consumer attitude.
 - d) Consumer interpretation.
2. In large nations, the population is bound to lose a lot of its homogeneity, and thus _____ arise.
 - a) Multilingual needs.
 - b) Cultures.
 - c) Subcultures.
 - d) Product adaptation requirements.
3. A set of shared values, attitudes, beliefs, artefacts and other symbols is called _____.
 - a) Reference group.
 - b) Culture.
 - c) Group influence.
 - d) Norms.
4. The psychology of the consumer's perceptivity gets influenced by the :
 - a) Market.
 - b) Social environment.
 - c) Media.
 - d) All of the above.
5. Consumer's buying decisions and choices of products get influenced by these individual psychological factors.
 - a) Motivation.
 - b) Perception.
 - c) Learning.
 - d) All of these.

Turn over

Fill in the blanks :

6. Marketing strategies are often designed to influence _____ and lead to profitable exchanges.
7. _____ are the groups that individuals look to when forming attitudes and opinions.
8. The energizing force that activates behaviour and provides purpose and direction to that behaviour is known as _____.
9. _____ describes changes in an individual's behaviour arising from experience.
10. _____ segmentation helps to identify growth opportunities.

(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 opinion leadership ?
12. What is Culture ?
13. What is exploratory research ?
14. Define social class.
15. Define a Group.
16. What is family life cycle ?
17. Define Perception.
18. Define Personality.
19. What is consumer involvement ?
20. What is called secondary data ?

(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 elements of learning theories ?
22. What are the functions of a family ?

23. What are the main characteristics of social class ?
24. What are the nature and properties of personality ?
25. What are the sources of secondary data ?
26. What are the characteristics of culture ?
27. Discuss Freud's psychoanalytical theory of personality.
28. Discuss the levels of consumer decision-making.

(4 × 8 = 32 marks)

Section D (Essay Questions)

Answer any one question.

The question carries 18 marks.

29. What are the steps involved in the consumer research ?
30. Explain the theories of personality.
31. Explain the problems faced by consumers.

(1 × 18 = 18 marks)

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE (SPECIAL) EXAMINATION
MARCH 2021**

B.B.A.

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

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Choose the correct answer.

1. Which of the following factor /factors is/are important for good industrial relations ?
 - (a) Economic factors.
 - (b) Social factors.
 - (c) Business cycles.
 - (d) All of the above.
2. Which of the following is not an approach to industrial relations ?
 - (a) Unitary approach.
 - (b) Pluralistic approach.
 - (c) Marxist approach.
 - (d) Employee's approach.
3. Functions of trade unions are related to :
 - (a) Trade union members.
 - (b) Industrial organisation.
 - (c) Society.
 - (d) All of the above.
4. The conflict-handling intention of accommodating is _____.
 - (a) Assertive and uncooperative.
 - (b) Assertive and cooperative
 - (c) Unassertive and uncooperative
 - (d) Unassertive and cooperative.
5. It is one of the functions of _____ to protect labour against victimization and injustice.
 - (a) Trade unions.
 - (b) Social groups.
 - (c) Government.
 - (d) None of these.

Turn over

Fill in the blanks :

6. One of the major objectives for better industrial relations is the development of _____.
7. Pluralistic approach perceives _____ as legitimate representative of employee interests
8. _____ bring both the parties together and develop appropriate mutual understanding and brings about a mature responsible relationship.
9. _____ is a method where a neutral and impartial third party, the mediator, facilitates dialogue in a structured multi-stage process to help parties reach a conclusive and mutually satisfactory agreement.
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)

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 industrial relation ?
12. Define trade union.
13. What do you mean by employee empowerment ?
14. What is inter-group conflict ?
15. What is participative management ?
16. What do you mean by felt conflict ?
17. What is positive discipline ?
18. What is quality circle ?
19. What are staff unions ?
20. What is gain sharing ?

(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 industrial relations ?
22. What are the basic conditions for employee empowerment ?
23. Describe the organisational structure followed by quality circles.
24. What are the aims and objectives of discipline ?
25. What are the different types of grievances ?
26. Explain the process of gain sharing.
27. Discuss the need for trade unions.
28. Discuss the features of Workers' Participation in management.

(4 × 8 = 32 marks)

Section D (Essay Questions)

Answer any one question.

The question carries 18 marks.

29. Explain the importance of trade union.
30. What are the various impacts of technological changes on the scene of industrial relations in our country ?
31. Define grievance. Explain the steps for managing grievances.

(1 × 18 = 18 marks)

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION
MARCH 2021****B.B.A.****BBA VIB 14—INCOME TAX (FINANCE SPECIALISATION)****(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 VIB 14—INCOME TAX (FINANCE SPECIALISATION)

(Multiple Choice Questions for SDE Candidates)

1. Residential status is determined for _____.
(A) Previous year. (B) Assessment year.
(C) Accounting year. (D) Financial year.
2. Income by way of rent of agricultural land is _____.
(A) Business income. (B) Income from other sources.
(C) Agricultural income. (D) Casual income.
3. Loss due to fire of hired machinery is _____.
(A) Capital loss. (B) Revenue loss.
(C) Capital expenditure. (D) None of the above.
4. Agricultural income in Pakistan is assessable for _____.
(A) Resident. (B) Not Ordinarily Resident.
(C) Non-resident. (D) Not taxable.
5. Income tax is a _____.
(A) Business tax. (B) Profession tax.
(C) Direct tax. (D) Indirect tax.
6. Who is assessee in case of a HUF ?
(A) Father. (B) Spouse.
(C) Karta. (D) Deemed Karta.
7. Scholarship granted is _____.
(A) Fully exempted. (B) Fully taxable.
(C) Partly exempted. (D) None of these.

8. Income of political parties is not to be included in total income if certain conditions are satisfied. The relevant section of IT Act 1961 is :
- (A) Section 13A. (B) Section 10d.
(C) Section 233B. (D) Section 88G.
9. An individual who wants to be resident of India must stay in India for at least :
- (A) 730 days in 10 previous years. (B) 182 days in the previous year.
(C) 365 days in the previous year. (D) 150 days in the previous year.
10. As Per Second additional condition, a resident will be an ordinarily resident if stay in India for at least _____ days during the seven previous years preceding the relevant.
- (A) 182 days. (B) 365 days.
(C) 60 days. (D) 730 days.
11. Rate of depreciation on furniture is _____.
- (A) 5 %. (B) 15 %.
(C) 10 %. (D) 20 %.
12. Under section 44AB 'specified date' means, _____.
- (A) 30th June. (B) 30th September.
(C) 30th November. (D) 31st December.
13. To be a long term capital asset, a non financial asset should be held more than _____.
- (A) 12 months. (B) 24 months.
(C) 36 months. (D) 60 months.
14. A partnership firm sold a residential house. The firm will get exemption under section _____ on capital gains.
- (A) Sec. 54D. (B) Sec. 54E.
(C) Sec. 54C. (D) Sec. 54EC.
15. Which of the following is eligible for 100 % deduction ?
- (A) National Children Fund. (B) Rajiv Gandhi Foundation.
(C) National Sports Fund. (D) Nehru Memorial Fund.

Turn over

16. For the P.Y , 2012-13, the maximum permissible deduction under section 80C is _____.
- (A) Rs. 80,000. (B) Rs. 1,00,000.
(C) Rs. 2,00,000. (D) Rs. 1,12,000.
17. The cost of acquisition of bonus shares allotted on or after 1-4-1981 is _____.
- (A) Fair market value of that shares on 1-4-1981.
(B) Fair market value on the date of issue of shares.
(C) Nil.
(D) None of these.
18. The rent fixed as per municipal valuation is called _____.
- (A) Municipal value. (B) Fair rental Value.
(C) Standard rent. (D) Actual rent.
19. _____ section deals with exempted incomes.
- (A) Section 80. (B) Section 17.
(C) Section 10. (D) Section 23.
20. Secondary and higher education cess is charged at the rate of _____ of the amount of income tax.
- (A) 1 %. (B) 2 %.
(C) 3 %. (D) 5 %.

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION
MARCH 2021**

B.B.A.

BBA VIB 14—INCOME TAX (FINANCE SPECIALISATION)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. The year in which total income and tax liability of a person is computed is called :
 - (a) Previous Year.
 - (b) Current Year.
 - (c) Assessment Year.
 - (d) Financial Year.
2. The rate of tax on long term capital gains is :
 - (a) 15 %.
 - (b) 30 %.
 - (c) 20 %.
 - (d) 5 %.
3. Clubbing provisions are not applicable on income from :
 - (a) House property.
 - (b) Salary.
 - (c) Capital gains.
 - (d) Interest income.
4. Annual accretion is in relation to _____.
 - (a) Statutory Provident Fund.
 - (b) Public Provident Fund.
 - (c) Recognised Provident Fund.
 - (d) Unrecognised Provident Fund.
5. Education Cess is calculated on :
 - (a) Total income.
 - (b) Gross total income.
 - (c) Income tax.
 - (d) Income tax plus surcharge.

Fill in the blanks :

6. Cost of treatment in private hospital is a _____ perquisite.
7. Interest on own contribution to the URPF is chargeable under the head _____

8. Advance payment of tax is also called _____.
9. Donations to notified funds are deducted from Gross Total Income under Section _____.
10. Aggregate amount of income taxable under different heads is called _____.

(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 tax avoidance ?
12. What is tax holiday ?
13. What is Minimum Alternative Tax ?
14. State any *two* deductions allowed while computing income from other sources.
15. What is short term capital gain ?
16. Define Previous Year.
17. Who is an assessee in default ?
18. What is maximum marginal rate ?
19. How do you calculate expected rent under the head income from house property ?
20. Mention the deduction available to an individual under Section 80 DD.

(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 conditions to be satisfied for deducting unrealized rent ?
22. Briefly explain tax-free commercial securities and less tax securities.
23. Explain the tax treatment of rent free accommodation in the case of salaried assesses.

24. State the expenses which are expressly disallowed in computing profits and gains of business or profession.
25. Mr. Smith, an American citizen, came to India for the first time on 1st May 2013. He stayed here without any break for three years and left for France on 1st May 2016. He returned to India on 1st April 2017 and went back to America on 1st December 2017. He was posted back to India on 20th January 2020. Determine his residential status for the previous year 2019-2020.
26. Mr. Ram was getting pension from a bank @ Rs. 12,000 per month. With effect from 1st June, 2019, he commuted two-third of the pension and received Rs. 4,80,000. Compute the amount includible under the head salaries for the year 2019-2020 if :
- (a) He received gratuity at the time of retirement.
- (b) He did not receive gratuity at the time of retirement.
27. Mr. Hari sold a house on 1st June 2019 for Rs. 25,00,000. Compute his capital gains for the year 2019-20 :

Cost of the land	Rs. 2,00,000
Selling expenses	Rs. 25,000
Year of acquisition	2006-07

He purchased a residential house for Rs. 12,00,000 on 1st December 2019. (CII for 2006-07 was 122 and for 2019-20, 289)

28. From the following information furnished by Mrs. Pushpa, calculate the income chargeable under the head other sources for the previous year 2019-20 :

	Rs.
5 % Government Securities	70,000
7.5 % Agra Municipal Bonds	50,000
9 % Debentures of a company	30,000
7 % Capital Investment Bonds	20,000

(4 × 8 = 32 marks)

Section D (Essay Questions)

Answer any **one** question.

The question carries 18 marks.

29. How will you determine the residential status of individuals ?

Turn over

30. Mr. Jacob, employed as finance officer in a public company at Mumbai, submits the following information regarding his income :

- (1) Basic salary @ 30,000 per month.
- (2) Dearness allowance @ 20,000 per month.
- (3) City compensatory allowance @ 2,000 per month.
- (4) Children education allowance @ 1,000 per month per child for 3 children.
- (5) Bonus Rs. 65,000.

The following additional information is given :

- (1) He paid employment tax of Rs. 5,000 during 2019-20.
- (2) He contributed Rs. 30,000 to a RPF. The company also made an equal contribution.
- (3) He also paid Rs. 40,000 as life insurance premium for a policy in his name.
- (4) He owns a house property in Kerala which has been let out on a monthly rent of Rs. 6,000. Its municipal valuation was Rs. 80,000. He paid Rs. 5,000 as municipal tax during the previous year.
- (5) He donated Rs. 10,000 to Maharashtra Chief Ministers Fund.

31 The following details of income of Mrs. Jalaja are available for the previous year 2019-20 :

	Rs.
Salary	5,00,000
Bonus	7,500
Dearness allowance	1,00,000
Income tax paid	12,500
Interest on housing loan (self occupied, loan taken in 2013)	70,000
Principal amount on housing loan repaid	30,000
Dividend from co-operative society	12,000
Dividend from an Indian company	1,00,000
Interest on fixed deposit with bank	15,000
Interest on savings bank deposit	18,000
Interest on Public Provident Fund	25,000
Deposit in Public Provident Fund	1,30,000

Compute total income.

(1 × 18 = 18 marks)

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION
MARCH 2021****B.B.A.****BBA VIB 13—ORGANIZATIONAL BEHAVIOUR****(2015 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 VIB 13—ORGANIZATIONAL BEHAVIOUR

(Multiple Choice Questions for SDE Candidates)

1. A study of human behavior in organizational settings is :
 - (A) Individual behavior.
 - (B) Group behavior.
 - (C) Organizational behavior.
 - (D) None of these.
2. “Hawthorne experiment” which was a real beginning of applied research in OB was conducted by :
 - (A) Elton Mayo.
 - (B) Henry Fayol.
 - (C) F. W. Taylor.
 - (D) Max Weber.
3. Extension of behavior modification into organization is called :
 - (A) Enrichment.
 - (B) Enlargement.
 - (C) OB Mod.
 - (D) OB Ext.
4. _____ represent noblest thoughts, ideals etc.
 - (A) Ego.
 - (B) Super ego.
 - (C) Negative ego.
 - (D) Id.
5. A technique to bring changes in the entire organization, rather than focusing attention on individuals to bring changes easily.
 - (A) Organizational development.
 - (B) Organizational change.
 - (C) Organizational culture.
 - (D) Organizational conflicts.
6. When a bank robber points a gun at a bank employee, his base of power is :
 - (A) Coercive.
 - (B) Punitive.
 - (C) Positional.
 - (D) Authoritative.
7. Factors other than satisfaction that impact one’s decision to leave a current job include all of the following EXCEPT :
 - (A) Labour market conditions.
 - (B) Length of tenure with the organization.
 - (C) Organizational citizenship behavior.
 - (D) Expectations about alternative job opportunities.

8. Which of the following is not a trait dimension in Big 5 personality trait ?
- (A) Extroversion. (B) Agreeableness.
(C) Ego. (D) Culture.
9. Which of the following is most likely to be a belief held by a successful manager ?
- (A) Technical knowledge is all that is needed for success.
(B) It is not essential to have sound interpersonal skills.
(C) Technical skills are necessary, but insufficient alone for success.
(D) Effectiveness is not impacted by human behavior.
10. If everyone who is faced with a similar situation responds in the same way, attribution theory states that the behaviour shows :
- (A) Consensus. (B) Similarity.
(C) Reliability. (D) Consistency.
11. If a person responds the sameway over time, attribution theory states that the behaviour shows :
- (A) Distinctiveness. (B) Consistency.
(C) Consensus. (D) Continuity.
12. Psychology's major contributions to the field of organizational behavior have been primarily at what level of analysis ?
- (A) The level of the group. (B) The level of the individual.
(C) The level of the organization. (D) The level of the culture.
13. Which of the following researchers thought that reinforcement was the central factor involved in behavioural change ?
- (A) Pavlov. (B) Fayol.
(C) Skinner. (D) Deming.
14. What do we call the view that we can learn both through observation and direct experience ?
- (A) Situational learning theory. (B) Classical learning.
(C) Social learning theory. (D) The Pavlov principle.

Turn over

15. Sociable, talkative, assertive etc. are features of :
- (A) Introversion. (B) Agreeableness.
(C) Extroversion. (D) Conscientiousness.
16. Imaginative, artistically sensitive etc. are features of :
- (A) Openness. (B) Agreeableness.
(C) Extroversion. (D) Conscientiousness.
17. ——— theory believes that employees dislike work.
- (A) X theory. (B) Y theory.
(C) Z theory. (D) None of these.
18. Which one of the following need is not coming under Mc Clelland theory of motivation ?
- (A) Need for power. (B) Need for achievement.
(C) Need for affiliation. (D) Need for actualization.
19. Which one of the following is/are leadership theories ?
- (A) Trait theory. (B) Behavior theory.
(C) Contingency theory. (D) All of these.
20. ——— is an attempt through a formal program to integrate employees' needs and wellbeing with the intention of improved productivity, better involvement and satisfaction.
- (A) Quality of Work life. (B) Quality Circle.
(C) Alternative Work schedule. (D) Job Redesign.

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION
MARCH 2021**

B.B.A.

BBA VIB 13—ORGANIZATIONAL BEHAVIOUR

(2015 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. According to Trait theory of leadership, leadership traits are :
 - (a) Inborn.
 - (b) Made.
 - (c) Cultivated.
 - (d) None of these.
2. Which among the following is a financial motivator ?
 - (a) Job rotation.
 - (b) Team working.
 - (c) Fringe benefits.
 - (d) Job enlargement.
3. Which among the following is generally formed for working together to complete a task or job ?
 - (a) Formal group.
 - (b) Informal group.
 - (c) Task group.
 - (d) Command group.
4. Two factor theory of motivation was propounded by :
 - (a) Abraham Maslow.
 - (b) Frederick Herzberg.
 - (c) Elton Mayo.
 - (d) McGregor.
5. Which of the following stress results from being overloaded or overworked ?
 - (a) Mental stress.
 - (b) Hyper stress.
 - (c) Hypostress.
 - (d) Emotional stress.
6. _____ is the study of the behaviour of individuals and groups within a political environment.
7. _____ norms are rules that standardize employee output and number of hours worked.
8. _____ conflict refers to the conflict between two groups, departments, sections in an organization.

Turn over

9. According to ————— theory, people learn through both observation and direct experience.
10. ————— stress occurs when an individual is bored or unchallenged.

(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 a formal group ?
12. What is distress ?
13. List out the features of perception.
14. What do you mean by safety needs ?
15. What is free rein leadership ?
16. What are hygiene factors ?
17. What is job enrichment ?
18. What do you mean by role conflict ?
19. Who is a charismatic leader ?
20. Define Organizational Behaviour.

(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. What are the advantages and disadvantages of autocrat leadership ?
22. Explain the importance of motivation in organizations.
23. What are the various inherited characteristics that influence individual behavior ?
24. Explain the various financial rewards that can be used as motivators.
25. What are various types of intra-organizational conflicts ?
26. “The manager administers ; the leader innovates”. Explain how a leader is different from a manager.

27. Explain in detail the storming stage of group development.
28. Explain various factors responsible for creation of informal group in organizations.

(4 × 8 = 32 marks)

Section D (Long Essays)

*Answer any **one** question.*

The question carries 18 marks.

29. Explain the nature and scope of organizational behaviour.
30. What is stress management ? Explain various methods to overcome job stress in organizations.
31. Explain Maslow's need hierarchy theory. Also list out its merits and criticisms.

(1 × 18 = 18 marks)

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**SIXTH SEMESTER (CUCBCSS—UG) DEGREE (SPECIAL) EXAMINATION
MARCH 2021****B.B.A.****BBA VIB 12—OPERATIONS 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 VIB 12—OPERATIONS MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. _____ refers to preserving goods in a protected environment.
(A) Alteration. (B) Inspection.
(C) Storage. (D) Bargaining.
2. _____ is the management of all activities directly related to the production of goods and services.
(A) Production management. (B) Finance control.
(C) Employee development. (D) All of these.
3. _____ is measure of the quantity of output per unit of input.
(A) Productivity. (B) Marketability.
(C) Sociability. (D) None of these.
4. _____ is the process of randomly inspecting a sample of goods and deciding whether to accept the entire lot based on the results.
(A) Statistical process control. (B) Acceptance sampling.
(C) (A) and (B). (D) None of these.
5. Henry Ford is noted for his contributions to :
(A) Quality control. (B) Assembly line operations.
(C) Scientific management. (D) Standardization of parts.
6. Hawthorne studies were related with _____.
(A) Scientific management. (B) Human relations movement.
(C) Marketing management. (D) None of these.
7. Which of the following is an objective of quality control ?
(A) To produce qualitative items.
(B) To reduce companies cost through reduction of losses due to defects.
(C) To produce optimal quality at reduced price.
(D) All of these.

8. If inputs decrease while output remains constant, what will happen to productivity ?
- (A) It will increase. (B) It will decrease.
(C) It will remain the same. (D) It is impossible to tell.
9. _____ is the system in which items are processed in lots and a new lot is undertaken for production only when the production on all items of a lot is complete.
- (A) Job production. (B) Batch production.
(C) Mass production. (D) None of these.
10. _____ 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.
11. The lay out in which production operation is performed in a fixed position is called _____.
- (A) Project lay out (B) Product lay out.
(C) (A) and (B). (D) None of these.
12. _____ is a group of workers from the same area who usually meet to discuss their problems, investigate, recommend solutions and to corrective actions.
- (A) Quality problems. (B) Quality circle.
(C) Quantify value. (D) None of these.
13. Which of the following is not a principles' of TQM ?
- (A) Customer focus. (B) Continuous improvement.
(C) Team approach. (D) Black marketing.
14. This cost is the cost associated with measuring evaluating, or auditing products or services to assure conformance to quality standards and performance requirements :
- (A) Prevention cost. (B) Appraisal cost.
(C) Failure cost. (D) None of the above.
15. Which of the following records quantity of material only ?
- (A) Bin card. (B) Stores ledger.
(C) Bill of materials. (D) None of these.

Turn over

16. Continuous stock taking is a part of :
- (A) Annual stock taking. (B) Perpetual inventory.
(C) ABC analysis. (D) None of these.
17. The difference between the actual cost and standard cost is called :
- (A) Profit. (B) Loss.
(C) Sales. (D) Variance.
18. Operations research applications in World War II is contributed by :
- (A) W.A. Shewart. (B) H.F. Dodge and H.G. Roming.
(C) P.M. Blacker and others. (D) John Mauchlly and J.P. Eckert.
19. Which of the following is a part of production system ?
- (A) Input. (B) Output.
(C) Transformation process. (D) All of these.
20. Which one of the following is not a part of production planning and control ?
- (A) Follow-up. (B) Financial leverage.
(C) Routing. (D) Scheduling.

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE (SPECIAL) EXAMINATION
MARCH 2021**

B.B.A

BBA VIB 12—OPERATIONS 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 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.
2. Which of the following is not a technique of work measurement ?
 - (a) Work sampling.
 - (b) Predetermined Motion Time System (PMTS).
 - (c) Synthesis Method.
 - (d) Method Study.
3. Factors affecting the location decision include :
 - (a) Land cost / skills availability / capacity planning.
 - (b) Labour costs / land availability / environmental restrictions.
 - (c) Sales forecasts / road access / land cost.
 - (d) Sales forecasts / capacity planning/ road access.
4. Which of the following is not an objective of quality control ?
 - (a) To produce qualitative items.
 - (b) To reduce the cost of companies through reduction of losses due to defects.
 - (c) To enhance quality variation among same product category.
 - (d) None of these.

5. Operations management is applicable :
- (a) Mostly to the service sector.
 - (b) Mostly to the manufacturing sector.
 - (c) To manufacturing and service sectors.
 - (d) To services exclusively.

Fill in the blanks :

6. Moving of materials from the store room to the machine and from one machine to the next machine during the process of manufacture is called _____.
7. _____ is the process of predicting and defining the long-term and the short-term capacity needs of an organisation and determining how those needs will be satisfied.
8. _____ is the systematic recording and critical examination of existing and the proposed way of doing work as a means of developing effective methods.
9. _____ ensures inspection of sufficient goods from specific lots.
10. _____ is also known as stop watch study.

(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 operations management ?
12. What is plant layout ?
13. What is quality control ?
14. What is control chart ?
15. What is quality planning?
16. What is process layout ?
17. Define capacity.
18. What is material handling ?
19. What is statistical process control ?
20. Define method study.

(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 merits of functional layout ?
22. What are the objectives of facility planning ?
23. What are the main objectives of corrective maintenance ?
24. What are the processes of capacity planning ?
25. Briefly explain the operations planning procedure.
26. What are the merits of product layout ?
27. What are the different types of capacity ?
28. Discuss the limitations of production planning and control.

(4 × 8 = 32 marks)

Section D (Essay Questions)

Answer any one question.

Each question carries 18 marks.

29. Discuss the scope of operations management.
30. Explain the importance of quality control.
31. Explain the various factors that determine plant location of an industrial unit.

(1 × 18 = 18 marks)