

**2<sup>nd</sup> Year (Sem-IV) BBA University Examination, 2018**  
(1<sup>st</sup>/2<sup>nd</sup> Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)  
**SUBJECT: PRODUCTION & OPERATIONS MANAGEMENT**  
**PAPER: Theory (BBA 401)**

**TIME: 2hrs****FULL MARKS: 50****Answer any five questions; each question carries equal marks.**

1.
  - a) Critically examine the different elements of Operations Strategy.
  - b) Briefly explain, with the help of a block diagram, the three basic strategy options of Make-to-Stock, Assemble-to-Order, and Make-to-Order.  
(4+6=10)
2.
  - a) To forecast the short term demand, ABC Ltd uses simple exponential smoothing method using an exponential smoothing constant of 0.2 (i.e.  $\alpha = 0.2$ ). The forecast for the month of March was 811 units, whereas the actual sale was only 680 units. What is the forecast the month of April?
  - b) What do you understand by Collaborative Planning, Forecasting, and Replenishment (CPFR)?  
(5+5=10)
3.
  - a) "A City Site has all the facilities which favor the Location of a Plant" – Elucidate.
  - b) Compare the characteristics of Product Layout and Process Layout.  
(6+4=10)
4.
  - a) Explain, with the help of a block diagram, the different Preventive Maintenance activities that lead to minimization of downtime in a manufacturing organization.
  - b) Give examples of the different kinds of Material Handling Equipments used in the industry.  
(7+3=10)
5.
  - a) Why do many businesses operate with low capacity utilization? List some ways by which a firm can increase its production capacity.
  - b) List the five 'R's of purchase.
  - c) Briefly explain how an Auto OEM utilizes ancillaries to efficiently manufacture automobiles.  
(5+2+3=10)
6.
  - a) Explain Lean manufacturing and its importance. List the seven forms of Muda (waste).
  - b) What is 'cost leadership', and what are the ways by which a firm can achieve cost leadership?  
(6+4=10)
7.
  - a) What are the benefits of implementing Quality Management Systems (ISO:9000) in an organization?
  - b) Outline the Six Steps to Six Sigma process (SSS technique).  
(5+5=10)
8.
  - a) "TQM is the art of managing the whole to achieve excellence" – Elucidate.
  - b) What are the six Basic Concepts of TQM?
  - c) Draw the Kano Model to show how this conceptualizes customer requirements.  
(2+3+5=10)

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**SUBJECT: INDUSTRIAL RELATIONS & LABOUR WELFARE**  
**PAPER: Theory (BBA 402)**

**TIME: 2hrs****FULL MARKS: 50***Answer any five questions; each question carries equal marks.*

1.

“The industry hopes that its two main protagonists – management and employee union – can together face the market forces and bring about revival and growth”.

- (a) Explain how the great paradigm shift has brought about this hope.  
 (b) How has the inevitability of changes affected this shift?

(6+4=10)

2.

- a) Explain  $IR = f \{a, t, m, p, i\}$  in the light of Dunlop's System Theory of Industrial Relations.  
 b) Highlight the major points of difference between the Systems Theory and Pluralism.

(6+4=10)

3.

- a) Discuss the major obstacles faced by Trade Unions in India?  
 b) Can Trade Unions be involved in exposing the fraud, irregularities and malpractices in the industry?

(6+4=10)

4.

- a) What is an Industrial Dispute?  
 b) When is an Individual Dispute deemed as an Industrial Dispute?  
 c) Highlight the key provisions of I D Act (1947).  
 d) Discuss the different ways to settle a Dispute in case of an 'Impasse'?

(1+2+4+3=10)

5.

- a) Discuss the essence of Model Grievance Procedure.  
 b) Outline the successive time-bound steps, each leading to the next step, in case of lack of satisfaction.  
 c) What are the recommendations of National Commission on Labour regarding formal grievance procedure?

(2+5+3=10)

6.

The technique of Workers' Participation in Management has been regarded as a powerful tool for managing the industrial relations system. In this context:

- a) State the different objectives of Worker's Participation in Management,  
 b) List the factors that have contributed to the failure of the scheme?

(4+6=10)

7.

Social Security is the protection given by society to its members against contingencies of modern life such as sickness, unemployment, old age, invalidity, etc. Outline the schemes (with examples) related to:

- a) Preventive schemes,  
 b) Promotional schemes, and  
 c) Protective schemes.

(2 +4+4=10)

[P.T.O]

- 8.
- a) What is Employee Welfare and what are its merits?
  - b) The philosophy of labour welfare is based on the theory that success of industrial development depends upon harmonious relations and cooperation between labour and management – briefly discuss the seven theories of Employee Welfare.

(3+7=10)

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**SUBJECT: BUSINESS ENVIRONMENT**  
**PAPER: Theory (BBA 403)**

**TIME: 2hrs**

**FULL MARKS: 50**

*Answer any five questions; each question carries equal marks.*

1.

Explain the nature of the marketing environment and why it is important to marketers. How the political and legal environment offer opportunities and threat to marketers.

(6+4=10)

2.

What are the Industrial policies and what are its objective .Comment on the 1991 industrial policy and explain to its merit and limitation.

(4+6=10)

3.

Bring out the argument for and against India membership of WTO.

(10)

4.

Point out the favorable and unfavorable factors about India as a maker for foreign investment.

(10)

5.

Highlight the main points in MRTP act 1969.Explain in short FERA and FEMA.

(4+6=10)

6.

Discuss the different objectives of public expenditure in India. Define and distinguish among the concepts of Budgetary Deficit, Fiscal Deficit, Primary Deficit and Revenue Deficit (with special reference to Indian economy in the recent years).

(5+5=10)

7.

What are the major functions of Money Market in India? Briefly discuss the constituents of Indian Money Market. Discuss important features of Call money market in India.

(3+4+3=10)

8.

What are the broad objectives of economic planning in India? Discuss the major impediments to Indian Five Year Plan.

(4+6=10)

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**SUBJECT: ENVIRONMENTAL MANAGEMENT & SUSTAINABLE DEVELOPMENT**

**PAPER: Theory (BBA 404)**

**TIME: 2hrs**

**FULL MARKS: 50**

*Answer any five questions; each question carries equal marks.*

1.

What is environmental categorisation of projects? Define Environmental Impact Assessment and its significance in the sustainability of a development project.

(3 + 7=10)

2.

What are the various regulatory and institutional measures implemented in India to address the environmental issues and international obligations?

(5 + 5=10)

3.

Explain Environmental Management System and ISO 14000 standards.

(10)

4.

“Our present political and economic arrangements are only retained because they are perceived to be legitimate, and their legitimacy rests ultimately on the perception of that they are ethically justified.” Explain the concept of sustainable development as a representative of environmental ethics in the light of the above statement.

(10)

5.

What is externality? With the help of a diagram demonstrate the failure of the market mechanism in the presence of negative production externality.

(2+8=10)

6.

Define sustainable development. Critically evaluate ‘genuine savings’ as a measure of sustainable development.

(2+8=10)

7.

What are the principles of effective environmental risk communication? Discuss the constraints of effective environmental risk communication.

(5+5=10)

8.

Define Public good. Explain with examples that environment is a public good. Discuss the ‘tragedy of commons’ in the context of environment management.

(2+3+5=10)

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**SUBJECT: BUSINESS RESEARCH METHODOLOGY**  
**PAPER: Theory (BBA 405)**

**TIME: 2hrs****FULL MARKS: 50***Answer any five questions; each question carries equal marks.*

1.

“Creative management, whether in public administration or private industry, depends on methods of inquiry that maintain objectivity, clarity, accuracy and consistency”.

- (a) Discuss the statement in the light of the research process.
- (b) State the significance of research.

(7+3=10)

2.

“Sampling is necessity under certain conditions” – Explain this with illustrative examples. Discuss Simple Random Sampling, Stratified sampling and Systematic sampling with appropriate examples”.

(4+6=10)

3.

Critically examine whether sampling is always better than complete enumeration for business researches. In a sample of 120 workers in a factory the mean and standard deviation of hourly wages were Rs.11.35 and Rs.3.03 respectively. Find in the percentage of workers getting wages between Rs.9 and Rs.17 in the whole factory, assuming that the wages are normally distributed. (Given Area under the standard normal curve between  $z = 0$  and  $z = 0.78$  is 0.2823 and to  $z = 1.86$  is 0.4686). What is the significance of the assumption of normality of distribution of wages in this case?

(2+7+1=10)

4.

- a) What is the procedure followed during the construction of a Likert-type scale?
- b) What are its limitations?
- c) Construct a suitable scale to understand the preference of respondents towards paper-pencil test and computer-based test. The test developed must carry at least 5 statements.

(4+2+4=10)

5.

“A researcher develops a large set of questions related to a survey. His aim is to test the reliability of the questionnaire”.

- a) If he wants to measure the consistency of the responses with regards to content sampling, which test of reliability must he use and why?
- b) Highlight the criteria for testing and provide the correct formula for testing the reliability.
- c) How does reliability differ from validity?

(2+3+5=10)

6.

Distinguish between Standard deviation and Standard Error. 10 Life Insurance Policies in a sample of 200 taken out of 50000 were found to be insured for less than Rs.5000. How many policies can be reasonably expected to be insured for less than Rs.5000 in the whole lot at 95% Confidence Level?

(3+7=10)

[P.T.O]

7.

What do you understand by "Statistical Hypothesis"? Discuss with suitable example the concepts of Type I and Type II error and give their measurement if their measurement is possible. In a big city 325 men out of 600 were found to be smokers. Does this information support the conclusion that the majority of men in this city are smokers?

(1+3+6=10)

8.

Write short notes on *any two*:

- a) Qualitative vs. Quantitative Research
- b) Ordinal Scales
- c) Characteristics of a good hypothesis

(5+5=10)

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**SUBJECT: BUSINESS ETHICS & HUMAN VALUES**  
**PAPER: Theory (BBA 406)**

**TIME: 2hrs**

**FULL MARKS: 50**

*Answer any five questions; each question carries equal marks.*

1.  
Elucidate the Indian theoretical approach to the concepts of personality and personality development. What are the challenges inherent in the said approach?  
(8+2=10)
2.  
a) What is the scope of Business Ethics?  
b) Explain the arguments in support of ethics in business.  
(4+6=10)
3.  
a) What is a moral right? What are the fundamental features of a moral right?  
b) Attempt a categorization of moral rights.  
(4+6=10)
4.  
a) What is job discrimination?  
b) Explain any two arguments which bring out the problems associated with discrimination at the work place.  
(4+6=10)
5.  
a) Perfectly competitive free markets are often considered to be desirable from the ethical point of view. Do you agree with the statement? Give reasons for your answer.  
b) Why does monopoly competition encourage morally questionable practices?  
(7+3=10)
6.  
a) Define values. Attempt a categorization of values giving suitable examples.  
b) How are values and ethics related?  
(7+3=10)
7.  
a) What does a conflict of interest in the financial arena mean? What is wrong with it?  
b) Analyze insider trading as a problem of business ethics.  
(4+6=10)
8.  
Write short notes (**any two**):  
a) Ethical relativism.  
b) Morality.  
c) Utilitarianism.  
(5+5=10)



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**SUBJECT: WEB TECHNOLOGY AND APPLICATION LAB**  
**PAPER: Practical (BBA 407P)**

**TIME: 3hrs**

**FULL MARKS: 50**

**Group-A**

**All Questions are Compulsory.**

**NOTE: ALL QUESTIONS SHOULD BE EXECUTED IN MACHINE AS WELL AS WRITTEN IN THE ANSWER SCRIPT PROVIDED. FOR HTML AND JAVA/VB SCRIPTS WRITE THE PROGRAM CODE IN THE ANSWER SCRIPT AND ALSO EXECUTE THE SAME IN THE MACHINE. ALSO MENTION THE OUTPUT AND INTERFACE OF EACH PROGRAM IN THE ANSWER SCRIPT.**

1.

Write a JAVA/VB script program to convert Indian Rupees to US Dollar, UK Pound, Singapore Dollar and UAE Dhirams .The rates for conversion are mentioned below:

Currency	Indian Rupee Value
US Dollar	Rs. 47.03
UK Pound	Rs. 66.74
Singapore Dollar	Rs. 24.97
UAE Dhirams	Rs. 10.74

(15)

2.

Write the HTML code to solve the following table:

	IT	1) Data-1 2) Data-2			
		<ul style="list-style-type: none"> <li>• Data -2.1</li> <li>• Data -2.2</li> <li>    i) Data-2.2.1</li> <li>    ii) Data-2.2.2</li> <li>• Data-2.3</li> </ul>			Insert Text "IT"
		Insert Background Image and put a Hyperlink Text which addresses the C:\ drive of the computer			IT
Bbgcolor="Aqua"					

Use CSS to set the font color to Green and font type to Arial.

(15)

3.

Viva Voce

(10)

4.

File Record

(10)

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**PAPER: Practical (BBA 407P)**

TIME: 3hrs

FULL MARKS: 50

## Group-B

All Questions are Compulsory.

**NOTE: ALL QUESTIONS SHOULD BE EXECUTED IN MACHINE AS WELL AS WRITTEN IN THE ANSWER SCRIPT PROVIDED. FOR HTML AND JAVA/VB SCRIPTS WRITE THE PROGRAM CODE IN THE ANSWER SCRIPT AND ALSO EXECUTE THE SAME IN THE MACHINE. ALSO MENTION THE OUTPUT AND INTERFACE OF EACH PROGRAM IN THE ANSWER SCRIPT.**

1.

Write a JAVA/VB script program to enter the Principal Amount (p), Number of Years (n) and Rate of Interest (r) and calculate the Simple Interest accrued and also display the Total Amount Payable. If Total Amount Payable is more than 1 Million then the borrower gets a rebate of 0.5% on Total Amount Payable. [Formula for Interest=  $p*n*r/100$ ]

(15)

2.

Write the HTML code to solve the following table:

Insert Background Image			Bgcolor="Yellow"			Insert a Foreground Image with Hyperlink to Image
	Insert Text "JDBI"					
	JDBI					JDBI

Use CSS to set the font color to Orange and font size to 6 pts.

(15)

3.

Viva Voce

(10)

4.

File Record

(10)

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**PAPER: Practical (BBA 407P)**

TIME: 3hrs

FULL MARKS: 50

**Group-C**

All Questions are Compulsory.

**NOTE: ALL QUESTIONS SHOULD BE EXECUTED IN MACHINE AS WELL AS WRITEN IN THE ANSWER SCRIPT PROVIDED. FOR HTML AND JAVA/VB SCRIPTS WRITE THE PROGRAM CODE IN THE ANSWER SCRIPT AND ALSO EXECUTE THE SAME IN THE MACHINE. ALSO MENTION THE OUTPUT AND INTERFACE OF EACH PROGRAM IN THE ANSWER SCRIPT.**

1.

Write a JAVA/VB script program to select a state and display the state capital and state language of the following states:

STATE	CAPITAL	LANGUAGE
TRIPURA	AGARTALA	BENGALI
SIKKIM	GANGTOK	ENGLISH
GOA	PANJIM	KONKANI
RAJASTHAN	JAIPUR	HINDI

(15)

2. Write the HTML code to solve the following table:

CS				I) Data-1 II) Data-2	
		Insert Background Image		<ul style="list-style-type: none"> <li>• Data-2.1</li> <li>• Data-2.2                             <ul style="list-style-type: none"> <li>i) Data-2.2.1</li> <li>ii) Data-2.2.2                                     <ul style="list-style-type: none"> <li>o Data-2.2.2.1</li> </ul> </li> <li>iii) Data-2.2.3</li> </ul> </li> </ul>	Insert a hyperlink to a new webpage
	Bgcolor="Cyan"				
Insert Text "CS"				CS	

Use CSS to set the font type to Times New Roman and font size to 7.

(15)

3.  
Viva Voce

(10)

4.  
File Record

(10)

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**SUBJECT: WEB TECHNOLOGY AND APPLICATION LAB**  
**PAPER: Practical (BBA 407P)**

TIME: 3hrs

FULL MARKS: 50

**Group-D****All Questions are Compulsory.**

**NOTE: ALL QUESTIONS SHOULD BE EXECUTED IN MACHINE AS WELL AS WRITTEN IN THE ANSWER SCRIPT PROVIDED. FOR HTML AND JAVA/VB SCRIPTS WRITE THE PROGRAM CODE IN THE ANSWER SCRIPT AND ALSO EXECUTE THE SAME IN THE MACHINE. ALSO MENTION THE OUTPUT AND INTERFACE OF EACH PROGRAM IN THE ANSWER SCRIPT.**

1.

Write a JAVA/VB script program to compute sales commission (INR) of a salesman based on the following slab:

Sales Amount (INR)	Commission (in %)
<5000	0
5000 to 50000	10
>50000	20

(15)

2.

Write the HTML code to solve the following table:

4 <sup>TH</sup> SEM				Insert a Foreground image with hyperlink to a new web page describing image
	Bgcolor="Magenta"			
Insert Background Image with Text "4TH SEM"				
		4 <sup>TH</sup> SEM		

Use CSS to set the font color to Blue and font type to Courier.

(15)

3.

Viva Voce

(10)

4.

File Record

(10)