

2nd Year (Sem-IV) BBA University Examination, 2019
(1st/2nd 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) A furniture manufacturing company has provided the following data. Compare the labour, raw materials and supplies and total productivity of 2017 and 2018.

	<u>2017</u>	<u>2018</u>
Output:	22,000	35,000
Inputs:		
Labour	10,000	15,000
Raw materials and Supplies	8,000	12,500
Capital equipment depreciation	700	1,200
Other	2,200	4,800

- b) What do you mean by productivity? How will you measure it?
(6+4=10)
2.
 a) 'The pattern of layout varies from industry to industry, location to location and plant to plant' – Elucidate the factors influence the facility layout.
 b) What is the difference between process analysis and operational analysis?
(6+4=10)
3.
 a) Explain with the help of a diagram that the steps associated with the strategic management for an organization.
 b) What is ergonomics?
(8+2=10)
4.
 a) 'The various inputs to aggregate plans affect the performance of production and operations managers' – Explain the importance of aggregate planning.
 b) Illustrate 'top-down approach' and 'bottom-up approach'.
(6+4=10)
5.
 a) With the help a diagram explain the four parameters of an operating characteristic curve and also mention the relationship between the parameters.
 b) Illustrate how quality assurance is a superior quality management technique than quality control.
 c) With reference to statistical process control, explain how control charts are used in controlling a process.
 d) Explain different types of control charts with example.
(3+2+2+3=10)

- 6.
- 'Process improvement achieves the greatest results when it operates within the framework of problem-solving method'– Elucidate mentioning the objectives of different phases of continuous process improvement cycle.
 - With reference to benchmarking explain why is it important to understand internal processes before studying those of other organizations? Briefly explain the different techniques used in examining internal processes and techniques used in studying other organizations.
- (5+2+3=10)

7.

Six jobs are performed over machine I and then machine II. The order of completion of jobs has no significance. The following table gives machine time for the six jobs and the two machines:

Job	Time (in hours)					
	A	B	C	D	E	F
Machine I	5	9	4	7	8	6
Machine II	7	4	8	3	9	5

- Find the sequence of the job that minimizes the total elapsed time to complete the jobs.
- Work out the total elapsed time for an optimal sequence.
- What is the total idle time on machine I and machine II?

(3+5+2=10)

8.

Write short notes on any two:

- Purchasing Cycle
- Various functions of PPC
- Importance of Materials Management
- EOQ

(5+5=10)

2nd Year (Sem-IV) BBA University Examination, 2019
(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: INDUSTRIAL RELATIONS & LABOUR WELFARE
PAPER: Theory (BBA 402)

TIME: 2hrs

FULL MARKS: 50

Answer any five questions; each question carries equal marks.

1.

“Industrial relations is an art, the art of living together for purposes of production (and/or services)” – Richardson (1959).

- a) Analyze the statement in the light of the paradigm shift.
- b) In the changed environment, discuss how the focus of labour relations has changed.

[6+4=10]

2.

“Dunlop proposed, $IR = f\{a, t, m, p, i\}$ ”.

- a) Is the ‘systems’ framework propounded by Dunlop relevant in the Indian context?
- b) What changes/modifications, if any, would you suggest to the framework developed by him? If you suggest no changes/modifications, give reasons to support your answer.

[5+5=10]

3.

- a) Discuss how the changing workforce demographics have affected the Trade Unions in present day India.
- b) Do Trade Unions need financial muscle to deal with the challenges that face them? If so why?

[6+4=10]

4.

ABC Ltd. Is a manufacturing firm employing 500 employees at the plant level. The employees are affiliated to a trade union. There is an ongoing industrial dispute between the employers and the employees which could not be settled under Section 18(1) of the Industrial Disputes Act, 1947.

What are the options (settlement machinery) currently available to both the parties, under the said Act, through which their dispute can be settled?

[10]

5.

Works Committee and Quality Circles contribute to both workers’ participation in management and achieving industrial democracy. Do you agree with the statement? Discuss the effectiveness of the two in contemporary Indian industrial situation, giving pertinent examples.

[10]

6.

- a) Critically analyze if collective bargaining promotes antagonism.
- b) Is collective bargaining the best way of regulation at the workplace? Discuss.

[6+4=10]

[P.T.O]

7.

- a) A popular perception is that an industrial conflict is manifested in the form of a strike, lock-out or closure. Do you agree with this statement? Give reasons for your answer.
- b) What is the institutionally accepted definition of industrial conflict in India?

[7+3=10]

8.

“In the context of globalization, mobility of labour is expected to increase”.

- a) Analyze the reasons behind labour mobility.
- b) Discuss the need for coordination to extend labour welfare programs to mobile/migrant labour.

[5+5=10]

2nd Year (Sem-IV) BBA University Examination, 2019
(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: BUSINESS ENVIRONMENT
PAPER: Theory (BBA 403)

TIME: 2hrs

FULL MARKS: 50

Answer any five questions; each question carries equal marks.

1.
Discuss the competitive analysis of any industry of your choice based on Porters' Model. (10)
2.
Differentiate between Micro and Macro business environment. Comment on India's current Macro economic conditions. (2+8=10)
3.
Critically evaluate the industrial policy of 1991. (10)
4.
Evaluate the disinvestment of public sector in India based on the objectives of disinvestment. (10)
5.
Compare the Competition Act of 2002 to the MRTP Act of 1969. (10)
6.
What were the objectives of industrial licensing? Discuss the 1991 amendments to industrial licensing in India. (4+6=10)
7.
a) Write any three objectives and three evaluations of the second and third five year plans
b) Give an exhaustive description of the twelvth five year plan. (6+4=10)
8.
a) Write three objectives behind RBI's monetary policy.
b) Describe any three types of quantitative credit control.
c) Explain in the concept of deficit financing. (3+3+4=10)

2nd Year (Sem-IV) BBA University Examination, 2019

(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)

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 are the various regulatory and institutional measures implemented in India to address the environmental issues. Critically evaluate the environmental laws in India.

(5+5=10)

2.

Renewables are necessary in a post-carbon world, but mega dams like Narmada in India and mega wind projects in Mexico, Kenya, India are triggering conflicts. Methane emissions and cost overruns are hidden behind a twisted sustainability discourse to justify a new wave of dams, especially in the Himalayas, Amazon basin, Balkans and Africa. In response, some rural communities are creating cooperative wind energy models as alternatives to the corporate schemes. These in turn reshape global production and consumption patterns. Also, communities expose the injustice of large-scale dam projects and redefine their own energy transformations.

In view of the above stated scenario answer the following questions:

- Define with suitable examples the types of environmental resources.
- Discuss the environmental conflicts posing the stated scenario.
- How do environmental management tools contribute to resolve these environmental conflicts?

(2+4+4=10)

3.

Explain the requirements of an Environmental Impact Assessment for various categories of projects. How is EIA beneficial for development projects?

(6+4=10)

4.

Analyse the significance of corporate sustainability concept and how it helps in building competitive advantage for Corporates.

(5+5=10)

5.

Explain Environmental Management System and ISO 14000 standards.

(10)

6.

Explain how a Pigouvian tax may be useful to reduce the pollution externality. What are the arguments against the Pigouvian tax as a policy tool to remove pollution externality? Do you think that imposition of such excise duty is a Pareto efficient move?

(5+3+2=10)

7.

What is the significance of "environmental risk communication" in today's era of technological revolution in telecommunication? Discuss the principles of environmental risk communication. What in your opinion are the constraints in environmental risk communication? Give an account of possible future constraints in this context.

(2+3+2+3=10)

8.

What is meant by the term “environmental in-situ resources”? Give a few examples of them. “Environmental in-situ resources are pure public goods as well as common-pool resources” – Do you agree with this view? Justify your opinion in light with the definitions of such goods. Elinor Ostrom identified eight design principles which are prerequisites for a stable Common Pool Resource (CPR) arrangement. What are they?

(2+1+3+4=10)

2nd Year (Sem-IV) BBA University Examination, 2019
(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: BUSINESS RESEARCH METHODOLOGY
PAPER: Theory (BBA 405)

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

1.
Suggest a research flow for the following research titles, including research methodology, research design, sample design, data collection techniques:
A) A study on fashion trend amongst college goers.
B) An Investigation of students' happiness index.
C) A study of brand consciousness amongst teenagers for fast food joints.
D) A study on social network and its impact on youngsters.
E) A study on political awareness amongst youths and eagerness to join politics. (10)
2.
A population is divided into three strata, $N_1 = 5000$, $N_2 = 2000$ and $N_3 = 3000$, and respective standard deviations are, $\sigma_1 = 15$, $\sigma_2 = 18$ and $\sigma_3 = 5$. How should a sample size of $n = 84$, be distributed into three strata, if we want optimum allocation using disproportionate sampling design? (10)
3.
"Restricted Sampling does not allow individual element selection from population at large." Critically analyse the given statement with special reference to probability and non-probability sampling. (10)
4.
"A systematic bias results from errors in sampling procedures." - Critically evaluate the statement and comment on the same. (10)
5.
a) Creative management, whether in public administration or private industry, depends on methods of inquiry that maintain objectivity, clarity, accuracy and consistency. Justify the statement.
b) Research is an art of scientific investigation. Do you agree with this statement? Give reasons. (8+2=10)
6.
a) "Empirical research in India creates many problems for the researchers. State the problems faced by the researchers.
b) Attitude or opinion research is designed to find out how people feel about an organization/product. How are such researches carried out? (6+4=10)
7.
a) "Experimental method of research is not suitable in management field". Elucidate the statement.
b) A measurement scale has to have certain desirable qualities. Identify the qualities. (6+4=10)

[P.T.O]

8.

- a) In case of secondary data collection, the researchers have to be more cautious. Justify the statement.
- b) Researcher must judiciously select the methods of his own study. Do you agree? Justify.

(6+4=10)

2nd Year (Sem-IV) BBA University Examination, 2019
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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.
 - a) The Indian approach to ethics establishes a simple relation between values and skills. Elucidate the relationship giving suitable examples.
 - b) What is “values gap” and how can it be bridged? [7+3=10]

2.
 - a) One of the principal influencers of human behavior is values. Elucidate the “values” concept giving pertinent example.
 - b) For a collectivity like a business organization, what is the desirable value orientation, and why? [7+3=10]

3.
 - a) Ethics and Business Ethics is an investigation into morality. In the context of this statement, elucidate the concept and nature of morality in collectivities like a business organization.
 - b) Wherefrom the conception of morality currently prevalent in a business organization originate? [7+3=10]

4.
 - a) Discrimination in employment is a morally charged notion of illicitly distinguishing among people at the workplace. In the context of the statement, explain the meaning and nature of job discrimination.
 - b) What are the people management practises that can be deemed to be discriminatory as per the definition given in the first part of the question above?
 - c) Explain the rights-based and justice-based arguments against job discrimination? [4+3+3=10]

5.
 - a) Define personality.
 - b) Western theories of personality and personality development are superficial and should be complemented by a more holistic explanation. In the light of this statement, identify and explain an Indian approach to the study of personality giving suitable examples from Indian business.
 - c) Give a brief critical estimate of the approach identified by you. [2+6+2=10]

6.

According to Indian traditions, attachment to work is an important indicator of workplace performance in a collaborative endeavour. Identify and explain the desirable and undesirable forms of work attachment and their consequences for the individual employee or professional, and the organization. [10]

7.

In perfectly competitive markets, the notions of utility, rights and justice are upheld, but only to an extent. Do you agree with the statement? Give reasons for your answer. [10]

[P.T.O]

8.

The notion of a right and the related idea of duty form the core of our discourse in Business Ethics. In the light of the statement, explain the application, and importance, of human rights to business situations.

[10]

The basic approach to ethics establishes a simple relation between values and skills. Illustrate the relationship giving suitable examples. What is "values gap", and how can it be bridged?

[11-10]

One of the principal influences of human behavior is values. Illustrate the "values" concept giving pertinent example. For a collectivity like a business organization, what is the desirable value orientation, and why?

[12-10]

Define and discuss ethics as an investigation into morality. In the context of this statement, elucidate the concept and nature of morality in collectivities like a business organization. Wherein the conception of morality currently prevalent in a business organization originates?

[13-10]

Discrimination in employment is a morally charged notion of illicitly discriminating among people at the workplace. In the context of the statement, explain the meaning and nature of job discrimination. What are the people managers' practices that can be deemed to be discriminatory as per the definition given in the first part of the passage above? Explain the rights-based and justice-based approaches against job discrimination?

[14-12-10]

Define personality. Western theories of personality and personality development are superficial and should be complemented by a more holistic explanation in the light of this statement. Identify and explain an Indian approach to the study of personality giving suitable examples from Indian business.

[15-12-10]

Give a brief critical estimate of the approach identified by you. According to Indian tradition, attachment to work is an important indicator of workplace performance in a collaborative endeavor. Identify and explain the desirable and undesirable forms of work attachment and their consequences for the individual employee or professional and the organization.

[16]

In perfectly competitive markets, the notions of utility, rights and justice are upheld, but only to an extent. Do you agree with the statement? Give reasons for your answer.

[16]

2nd Year (Sem-IV) BBA University Examination, 2019
 (1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
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 calculate total food bill of a person. The person has to enter the quantities of each item consumed and the total bill is calculated in INR. If the person bill amount exceeds Rs.8000 the person will be allowed a discount of 10%.

FOOD ITEM	RATE PER ITEM (INR)
PIZZA	200
PANEER TIKKA MASALA	250
VEG SANDWICH	100
CHOCOLATE PASTRY	400

The final amount displayed in new web page.

(15)

2.

Write the HTML code to solve the following table:

Insert a background picture					1) Data-1 2) Data-2 <ul style="list-style-type: none"> • Data -2.1 • Data -2.2 <ul style="list-style-type: none"> i) Data-2.2.1 ii) Data-2.2.2 • Data-2.3
Insert a marquee with 5 Countries scrolling in left direction			JDBI		
	Insert a picture with a link to the image itself				
				JDBI	

Use CSS to set the table background color to green and font to red

(15)

3.

Viva Voce

(10)

4.

File Record

(10)

2nd Year (Sem-IV) BBA University Examination, 2019
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SUBJECT: WEB TECHNOLOGY AND APPLICATION LAB
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 check whether a year is leap year or not. Also check whether the given year is even or odd. The answer should be displayed in a new webpage. (15)

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

Insert a picture with a link to the image itself		JDBI				3) Data-8 4) Data-7 a. Data -7.1 b. Data -7.2 i) Data-7.2.1 ii) Data-7.2.2 c. Data-7.3
		JDBI		Bgcolor="Red"		
		JDBI		Bgcolor="Red"		

Use CSS to set the table border to red and cell background to green (15)

3.
 Viva Voce (10)

4.
 File Record (10)

2nd Year (Sem-IV) BBA University Examination, 2019
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SUBJECT: WEB TECHNOLOGY AND APPLICATION LAB
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 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 find the roots of a quadratic equation $ax^2+bx+c=0$. The roots are calculated by the following formula:

$$\text{Root1} = \frac{(-b) + (b^2 - 4ac)^{1/2}}{2a}, \quad \text{Root2} = \frac{(-b) - (b^2 - 4ac)^{1/2}}{2a}.$$

(15)

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

		JDBI		Bgcolor="Blue"	
Insert a picture with a link to a new webpage	I. Data-6 II. Data-5 a. Data -5.1 b. Data -5.2 c. Data-5.3 • Data-5.3.1 • Data-5.3.2				Insert a marquee with 5 animals scrolling in right direction
JDBI					

Use CSS to set the cell spacing to 5 and cell padding to 10

(15)

3.
 Viva Voce

(10)

4.
 File Record

(10)

2nd Year (Sem-IV) BBA University Examination, 2019
 (1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
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 total electricity bill payable in INR.

UNITS CONSUMED	RATE PER UNIT
1-100	25p
101-200	50p
201-500	75p
>=501	Re1

Add 18% Tax to the bill.

(15)

2.

Write the HTML code to solve the following table:

JDBI	Insert a marquee with 5 flowers scrolling in down direction	<ul style="list-style-type: none"> • Data-6 • Data-5 <ul style="list-style-type: none"> a. Data -5.1 <ul style="list-style-type: none"> ○ Data-5.3.1 ○ Data-5.3.2 b. Data -5.2 c. Data-5.3 		Insert a picture with a link to a new webpage	
				Insert a background picture	JDBI

Use CSS to set the font type to Arial and size 18 pts.

(15)

3.

Viva Voce

(10)

4.

File Record

(10)