

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-3)

PRODUCTION AND OPERATIONS MANAGEMENT

Subject Code : BBAGE-301-18

M.Code : 76658

Date of Examination : 08-08-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

- 1) Write briefly :
- a) Define the concept of operations management.
 - b) Discuss the types of production systems.
 - c) What are the advantages of batch production?
 - d) What are the objectives of facility layout?
 - e) Define production planning and control.
 - f) What do you mean by Kanban system?
 - g) Discuss the significance of Total Quality Management.
 - h) What is re-order level in inventory management?
 - i) Explain the concept of control charts.
 - j) What is meant by inspection in quality management?



SECTION-B

UNIT-I

- 2) Explain the concept of product design and development along with the process of product development.
- 3) What are the objectives and functions of operations management? Elaborate with examples.

UNIT-II

- 4) Explain the basic types of facility layouts. How the facility layouts affect the effectiveness and efficiency of an organization?
- 5) What do you mean by capacity planning? What are the various factors that affect capacity planning?

UNIT-III

- 6) Explain the different types of modern productivity techniques.
- 7) Write short notes on :
 - a) Value Analysis
 - b) Virtual Factory.

UNIT-IV

- 8) What is the difference between inspection, quality control and quality assurance? Elaborate.
- 9) Write short notes on :
 - a) Inventory Control Policy.
 - b) Safety Stock Inventory.



NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

Total No. of Questions: 09

Total No. of Pages: 02

BBA (Sem. - 3)

PRODUCTION AND OPERATION MANAGEMENT

Subject Code: BBAGE301-18

M Code: 76658

Date of Examination : 19-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. SECTION-B consists of **FOUR** Sub-sections : **UNITS-I, II, III & IV**. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
3. Students have to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Explain the following:
 - a) Product design
 - b) Difference between products and services
 - c) Mass production systems
 - d) Process layout
 - e) PPC
 - f) Six sigma
 - g) Value analysis
 - h) Inspection
 - i) Acceptance sampling
 - j) Range charts

SECTION-B

UNIT-I

2. Explain the new product development process.
3. Differentiate between project and job manufacturing systems. Explain the basic characteristics of each system.

UNIT-II

4. What is the importance of location analysis? Describe the factors affecting location selection.
5. Write a note on capacity planning in firms.

UNIT-III

6. Write a short note on productivity management in firms.
7. What are the functions and methods of purchasing? Explain.

UNIT-IV

8. What is the role of inventory in firms? Explain the classification of inventory.
9. Describe the control charts used for quality control in manufacturing.



NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.

M-76658

S-779

M-76658

S-779

Roll No.

Total No. of Questions : 09

IT TOOLS FOR BUSINESS

Subject Code : BBA-SEC301-18

M.Code : 76659

Date of Examination : 10-08-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. SECTION-B consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Write briefly :

- a) What is the role of “Control Panel” in Windows?
- b) What are the points of distinction between Instruction and Information?
- c) Mail Merge feature
- d) Differentiate between Compiler and Interpreter
- e) What is the use of spreadsheet?
- f) Why cache memory is important?
- g) What are Legends and how are they added on a chart?
- h) How clip art is inserted in MS-Word document?
- i) Write any two animations applied to MS-Powerpoint.
- j) Distinguish between workbook and worksheet.

SECTION-B

UNIT-I

2. What are the differences between an input and output device? Can a device be used as both an input and output device? If no, explain why? If yes, give an example of such a device?
3. a) Draw the block diagram of computer system and briefly explain it.
b) Convert $(9AB)_{16}$ into a decimal number, octal number and binary number.

UNIT-II

4. Why there is need of software? Explain different types of software.
5. Briefly explain the Windows operating system.

UNIT-III

6. What are design templates? How presentation is designed in PowerPoint slide?
7. Discuss in detail the historical timeline of MS-Word. Also discuss the importance of indents and out dents in formatting a document.

UNIT-IV

8. What are advantages of using formulas in MS Excel? Illustrate it.
9. Discuss in detail the various toolbars available in MS -Excel.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

Roll No.
Total No. of Questions: 09

Total No. of Pages: 02

BBA (Sem. - 3)
IT TOOLS FOR BUSINESS
Subject Code: BBASEC301-18
M Code: 76659
Date of Examination : 21-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : UNITS-I, II, III & IV. Each Sub-section contains TWO questions each, carrying TEN marks each.
3. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Attempt the following questions:

- a) What are the points of distinction between Hardware and Software?
- b) What are the features of Inkjet printers?
- c) Convert the Hexadecimal number $(11C)_{16}$ into an Octal number.
- d) What are the features of a Magnetic Disk?
- e) What are the features of a windows operating system?
- f) What is a compiler?
- g) What is justification alignment?
- h) What is the role of line spacing in formatting a document?
- i) What is an electronic spreadsheet?
- j) Write any two financial functions as per the MS-Excel format.



SECTION-B

UNIT-I

2. Draw a block diagram of a computer system and explain the functions of the various units.
3. Discuss in detail the application of computers in the Indian digital economy.

UNIT-II

4. What are the points of distinction between low level languages and high level languages? Give examples of each type of language.
5. What are the points of distinction between Application software and System software?

UNIT-III

6. What are the various features of MS-Word for formatting documents in an organization?
7. Discuss in detail the historical timeline of MS-Power point. Also, discuss the importance of slide show and slide sorter in a presentation.

UNIT-IV

8. Comment upon the timely evolution of MS-Excel. Also, discuss the importance of macros in MSExcel.
9. Write down the steps for filtering the data in MS-Excel sheet.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA, DEP (Sem.-3)

MARKETING MANAGEMENT

Subject Code : BBA-302

M.Code : 70623

Date of Examination : 03-08-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Answer briefly :

- a. Distinguish between selling and marketing.
- b. Explain societal marketing concept
- c. Define the term needs, wants and demand.
- d. Mass marketing
- e. Explain test marketing
- f. Positioning
- g. Explain different sources of new product ideas.
- h. Public relations.
- i. Objectives of offline marketing
- j. Define the term segmentation.



Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 09

BBA, DEP (Sem.-3)

MARKETING MANAGEMENT

Subject Code : BBA-302

M.Code : 70623

Date of Examination : 03-08-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Answer briefly :

- a. Distinguish between selling and marketing.
- b. Explain societal marketing concept
- c. Define the term needs, wants and demand.
- d. Mass marketing
- e. Explain test marketing
- f. Positioning
- g. Explain different sources of new product ideas.
- h. Public relations.
- i. Objectives of offline marketing
- j. Define the term segmentation.



SECTION-B

UNIT-I

2. Discuss in detail various marketing concepts.
3. How can micro environment is different from macro environment, discuss?

UNIT-II

4. Discuss the key elements of marketing mix. Also, state the factors affecting marketing mix.
5. Difference between differentiated and undifferentiated marketing. On what basis, the segmentation can Redone?

UNIT-III

6. Describe the stages of PLC along with the strategies.
7. What are the objectives of pricing? Discuss the process of setting price.

UNIT-IV

8. Distinguish between advertisement and sales promotion. Explain the role of advertising in promoting a product of your choice.
9. Explain the types of marketing channels. Also, discuss the components of physical distribution system.



NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

Roll No.

Total No. of Pages: 03

Total No. of Questions: 09

BBA (Sem. - 3)

COST AND MANAGEMENT ACCOUNTING

Subject Code: BBA303-18

M Code: 76657

Date of Examination: 16-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : UNITS-I, II, III & IV. Each Sub-section contains TWO questions each, carrying TEN marks each.
3. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Answer the following:

- a) Discuss the objectives of cost Accounting.
- b) Define current ratio.
- c) What is variance analysis?
- d) Define budgetary control.
- e) Write two examples of semi variable cost.
- f) Cost of goods sold is Rs 2,20,000; Sales is Rs 4,00,000. Calculate gross profit ratio.
- g) Define margin of safety.
- h) Define Key factor.
- i) Define direct and indirect cost.
- j) Define Management Accounting.

SECTION-B

UNIT-I

2. Discuss the difference between cost and management accounting.

M-76657

S-525

3. The following is the Balance Sheets of M/S. Gupta for the years 2018. Comment on the Liquidity and Solvency position of the business using Ratio analysis.

LIABILITIES	2018 (Rs.)	ASSETS	2018
Equity Share Cap.	7,00,000	Land & Building	2,70,000
Reserves & Surplus	2,30,000	Plant & Machinery	4,00,000
Debentures	1,00,000	Furniture	20,000
Long Term Loan	90,000	Other Fixed Assets	25,000
on Mortgage		Cash in Hand	80,000
Bills Payables	60,000	Bills Receivables	1,00,000
Sundry Creditors	1,00,000	Sundry Debtors	2,00,000
Other Current Liabilities	65,000	Stock	2,50,000
	13,45,000		13,45,000

UNIT-II

4. From the following balance sheet B Ltd. for the year ending 31st December 2017 and 2018, prepare a comparative Balance Sheet.

Liabilities	2017	2018	Assets	2017	2018
Equity share capital	1,50,000	2,00,000	Goodwill	36,000	20,000
12% preference share capital	75,000	50,000	Building	80,000	60,000
General reserve	20,000	35,000	Plant	40,000	1,00,000
P & L A/C	15,000	24,000	Debtors	1,19,000	1,54,500
Creditors	37,500	49,500	Stock	10,000	15,000
			Cash	12,500	9,000
	2,97,500	3,58,500		2,97,500	3,58,500

5. Explain the concept of standard cost and standard costing. Also, discuss its advantages and limitations.

M-76657

S-525



UNIT-III

6. What is budgetary control system? State the advantages of budgetary control in an organization.
7. Prepare a flexible budget for production for 75% and 100% activity on basis of the following information:

Production at 50% capacity	6000 units
Raw materials	Rs. 80 per unit
Direct labour	Rs. 50 per unit
Direct expenses	Rs. 15 per unit
Factory expenses	Rs. 50000 (50% fixed)
Administration expenses	Rs. 60,000 (60% fixed)

UNIT-IV

8. "Marginal costing is an invaluable aid in management decision making". Discuss it briefly.
9. The following data is given:

Fixed cost	Rs. 9,000
Selling price	Rs. 10 per unit
Variable cost	Rs. 8 per unit

Calculate profit and contribution also find out:

- a) What will be the profit when sales are:
- i) Rs. 60,000
 - ii) Rs. 1,00,000
- b) What will be the amount of sales if it is desired to earn a profit of
- i) Rs. 6,000
 - ii) Rs. 15,000

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.

Roll No.

Total No. of Questions: 09

Total No. of Pages: 02

BBA (Sem. - 3)

ORGANIZATIONAL BEHAVIOUR

Subject Code: BBA301-18

M Code: 76655

Date of Examination: 12-12-2022

Time: 3 Hrs.

Max. Marks: 60

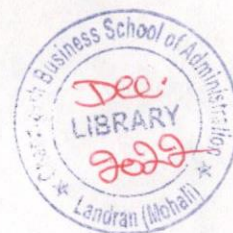
INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : UNITS-I, II, III & IV. Each Sub-section contains TWO questions each, carrying TEN marks each.
3. Students have to attempt any ONE question from each Sub-section.

SECTION A

I. Write short notes on the following:

- a) Perception
- b) Attitude
- c) Work teams
- d) Social learning
- e) Motives and Motivation
- f) Role of Learning in Managerial Decisions
- g) Leadership
- h) Individual behavior
- i) Group Development
- j) Group Facilitation



M-76655

(S2)-28

SECTION-B

UNIT-I

2. What do you mean by Organization Behavior? Explain its relevance to today's business.
3. Discuss the factors influencing individual behavior.

UNIT-II

4. Discuss the factors influencing perception. What are the perpetual errors?
5. Discuss the characteristics of motivation. Explain the theory of Maslow's of motivation.

UNIT-III

6. What are the types of groups? Explain group cohesiveness.
7. Explain the trait theory of leadership.

UNIT-IV

8. What are the types and sources of conflict?
9. Explain the meaning and concept of organizational culture.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.

M-76655

(S2)-28

SECTION-B

UNIT-I

2. Explain Statistics and its limitations. Discuss its importance in business.
3. From the following scores of two batsmen, who is better scorer and who is more consistent :

Batsman A :	12	115	6	73	7	19	119	36	84	29
Batsman B :	47	12	76	42	4	51	37	48	13	0

UNIT-II

4. What do you mean by correlation? Discuss various properties of correlation coefficient.
5. Find the regression equation to find the most likely marks in statistics when marks in economics are 30 :

Marks in Economics :	25	28	35	32	31	36	29	38	34	32
Marks in Statistics :	43	46	49	41	36	32	31	30	33	39

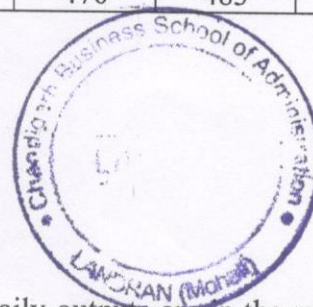
UNIT-III

6. What do you mean by index numbers? Explain the various problems faced by a person while constructing an index number.
7. From the following data, calculate trend values using 3-yearly moving average :

Year :	2011	2012	2013	2014	2015	2016	2017
Production :	412	438	446	454	470	483	490

UNIT-IV

8. Explain the following in context of probability :
 - a) Classical approach and Subjective approach
 - b) Addition theorem.
9. There are three machines A, B and C in factory. Their daily outputs are in the ratio of 2:3:1. Past experience shows that 2%, 4% and 5% of the items produced by A, B and C, respectively are defective. If an item selected at random is found to be defective, find the probability that it was produced by machine B or C.



NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

[illegible]

Total No. of Pages : 02

MANAGEMENT INFORMATION SYSTEM

M.code : 70626

Time : 3 Hrs.

Max. Marks : 60

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. SECTION-B consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

1. Write briefly :

- a) Knowledge Management Systems
- b) Expert Systems
- c) Role of databases in integrating business
- d) Decision Tables
- e) SCM
- f) CRM
- g) Tenders
- h) Open and Closed systems
- i) Testing phase in SDLC
- j) Data Mining.



Roll No.

Total No. of Pages : 02

MANAGEMENT INFORMATION SYSTEM

Subject Code : BBA-305

M.code : 70626

Date of Examination : 10-08-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. SECTION-B consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Write briefly :
- a) Knowledge Management Systems
 - b) Expert Systems
 - c) Role of databases in integrating business
 - d) Decision Tables
 - e) SCM
 - f) CRM
 - g) Tenders
 - h) Open and Closed systems
 - i) Testing phase in SDLC
 - j) Data Mining.



SECTION-B

UNIT-I

2. Describe the Robert Anthony's classification of information with relevant examples.
3. a) "*Information is a necessary evil*". Justify this in context of a business.
b) Define quality of information. How is it adjudged?

UNIT-II

4. Discuss the relevance and role of MIS in various phases of decision-making.
5. a) Differentiate structured and unstructured decisions with examples.
b) Explain the process of structured and unstructured decision-making.

UNIT-III

6. Explain the various tools of structured analysis.
7. What is meant by the term design? Differentiate between procedural design and architectural design.

UNIT-IV

8. Describe different evaluation approaches for assessing a MIS.
9. a) Describe the changeover approaches for a newly developed MIS in an organization.
b) Describe the steps involved in hardware and software selection during implementation of information systems.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.