

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (SIM) (Sem.-5)

TOTAL QUALITY MANAGEMENT

Subject Code : BBASM-501-18

M.Code : 78188

Date of Examination : 26-11-2024

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) Dimensions of Quality
 - (b) Quality Council
 - (c) ISO Standard
 - (d) Operational Efficiency
 - (e) Quality Policy Deployment
 - (f) Total Productive Maintenance
 - (g) Juran Trilogy
 - (h) National Quality Award
 - (i) FMEA
 - (j) DMAIC.

SECTION-B

UNIT-I

2. What do you mean by total quality management? Discuss the role and importance of total quality management in success of a business organisation.
3. Define Voice of Customers (VOC). Write a detailed note on the role of VOC in quality improvement. Also briefly describe the pre-requisites for building a successful VOC program.

UNIT-II

4. What do you mean by six sigma? Discuss the features and objectives of six sigma. Also discuss the major challenges in implementation of six sigma.
5. 'Lean methodology is a systematic approach to improving business efficiency and effectiveness by eliminating waste and optimizing processes'. Explain with suitable examples.

UNIT-III

6. Write a detailed note on Taguchi techniques. Also explain how Taguchi's quality loss function measures the economic impact of a product or process that deviates from its target performance.
7. Differentiate between quality policy deployment and quality function deployment. Discuss the process of quality function deployment.

UNIT-IV

8. *'The 5S pillars, Sort, Set in Order, Shine, Standardize and Sustain provide a methodology for organizing, cleaning, developing, and sustaining a productive work environment'.* Elucidate with suitable examples.
9. What is Deming's philosophy? Describe the 14 point framework suggested by Deming for ensuring quality management.

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BBA (Service Industry Management) (Sem.-5)
LEGAL ASPECTS OF BUSINESS (MERCANTILE LAW)

Subject Code : BBA SM-502-18

M.Code : 78189

Date of Examination : 29-11-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 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. Consideration
 - b. Quasi contract
 - c. Bailment
 - d. Negotiable instrument
 - e. Indemnity
 - f. Limited liability partnership
 - g. Holder in due course
 - h. Pawnor vs Pawnee
 - i. Unpaid seller
 - j. Differentiate between agency by estoppel and agency by holding.

SECTION-B

UNIT-I

2. What do you mean by agency? Discuss the various ways in which agency may be created and terminated.
3. Write a detailed note on various types of contract.

UNIT-II

4. What is contract of sale? Explain the rules regarding ascertainment of price in contract of sale.
5. Write a detailed note on implied conditions and warranties.

UNIT-III

6. Discuss in detail the discharge and dishonor of a negotiable instrument.
7. Discuss the various types of crossing of Cheques.

UNIT-IV

8. Write a detailed on RTI Act.
9. Discuss the features, objectives and structure of Consumer Protection Act, 2019.

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BBA (SIM) (Sem.-5)

SALES, DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT

Subject Code : BBASM-503-18

M.Code : 78190

Date of Examination : 02-12-2024

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) Sales management
 - b) Functions of a sales manager
 - c) Activities involved in personal selling.
 - d) Types of sales department relationship.
 - e) Importance of preparing sales budget.
 - f) Data warehousing
 - g) Retailing
 - h) Social issues in sales and distribution management.
 - i) Process of logistics.
 - j) Drivers of supply chain management

SECTION-B

UNIT-I

2. State the process of personal selling. What are the marketing strategies for personal selling?
3. Discuss the concept of sales organization. What is the need to have the sales organization in management?

UNIT-II

4. Outline the significance of selection and recruitment of sales people. Also discuss the sources of recruitment.
5. What do you mean by sales budget? Discuss the purpose and process of preparing sales budget.

UNIT-III

6. Difference between logistics management and supply chain management. Discuss the major challenges that must be overcome to manage supply chain effectively.
7. What are the emerging trends in distribution channel management? Explain the functions of each distribution channel.

UNIT-IV

8. Explain the purpose and benefits of supply Chain integration.
9. Discuss the role of information technology in enhancing the efficiency of Supply chain in today's business.

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