

C-3657

Sub. Code

84723

B.B.A. DEGREE EXAMINATION
SHIPPING AND LOGISTICS MANAGEMENT
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION

Second Semester

FINANCIAL MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define financial management.
2. What is a debenture?
3. What is the cost of capital?
4. What is leverage?
5. Define dividend.
6. What is capital structure?
7. Point out any three uses of working capital management.

8. What is cost of credit?
9. Define capital budgeting.
10. What is a zero base budget?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Mention the scope of financial functions.

Or

- (b) Describe the various sources of short term finance.

12. (a) How does operating leverage differ from financial leverage?

Or

- (b) Indicate the advantages and disadvantages of equity share.

13. (a) Summarize the need for optimal capital structure.

Or

- (b) Outline the determinants of dividend policy.

14. (a) Why is capital budgeting analysis so important to the firm?

Or

- (b) Point out the advantages and disadvantages of the payback period.

15. (a) Enumerate the factors influencing capital structure.

Or

- (b) Describe the factors that determine the working capital.

Part C (3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Explain the objectives of financial management.

Or

- (b) Highlight the various sources of long term finance.

17. (a) Calculate the operating leverage, financial leverage and combined leverage for a firm using the following information : Sales 60,000 units at Rs. 10 per unit; variable cost at Rs. 4 per unit; The fixed cost is Rs. 200,000; Also 10% debentures of Rs. 3,00,000 were raised by the firm.

Or

- (b) Explain the various sources of capital.

18. (a) A project costing Rs. 5,66,000 is expected to produce annual net cash benefits of Rs. 89,000 over a period of 15 years. Estimate the IRR. Also, find the payback period and obtain the IRR from it. How do you compare this IRR with the one directly estimated?

Or

- (b) State the objectives of capital budgeting.

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84726

B.B.A DEGREE EXAMINATION
SHIPPING AND LOGISTICS MANAGEMENT
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION

Second Semester

HUMAN RIGHTS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is humanism?
2. State any two functions of NCERT in value education.
3. What is Bhakti cult?
4. What is value education?
5. What do you mean by democracy?
6. What is prayer without sacrifice?
7. Define free atmosphere.
8. Define etiquettes.
9. Why do we teach values?
10. Give example for value teaching in schools.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the agencies for teaching values in India.

Or

- (b) Describe the value teaching in Buddhism.

12. (a) Describe the value system in Vedic period.

Or

- (b) Explain the influence of Jainism and Moghuls in value Education.

13. (a) Explain the steps taken by government to build values among their citizens.

Or

- (b) Discuss “Wealth without work”.

14. (a) Describe the value related problems faced during transition from school to college.

Or

- (b) Write a note on teaching of etiquettes.

15. (a) How do you solve value related problems in your campus?

Or

- (b) State your personal experience in teaching values.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on Humanistic moments in the world.

Or

- (b) Discuss the literature on the teaching of values under various religions.

17. (a) Elaborately explain on the role of social reformers in value education in India.

Or

- (b) Explain the role of central and state government to remove disparities among people.

18. (a) Discuss the role of youngsters to overcome the fall of standards in all fields in India.

Or

- (b) Critically evaluate the role of social media in value building.

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84732

B.B.A. DEGREE EXAMINATION
SHIPPING AND LOGISTICS MANAGEMENT
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION
Third Semester
BUSINESS COMMUNICATION
(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meta message?
2. State the importance of communication.
3. What is tenders?
4. Define chain.
5. What is agenda?
6. Define minutes.
7. What is resume?
8. What is committees?
9. What is memo?
10. List out various devices of internal communication.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the essentials of communication.

Or

- (b) Discuss various types of communication.

12. (a) Write a letter for execution of orders.

Or

- (b) Write a letter to the editor of business line.

13. (a) Describe agenda with suitable example.

Or

- (b) Explain the importance of minutes.

14. (a) Explain the content of a report.

Or

- (b) As a HR manager write an appointment order for system operator.

15. (a) How to prepare for a short speech?

Or

- (b) Explain circulars with suitable example.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Write an essay on various barriers and measures to overcome those barriers for communication.

Or

- (b) Narrate an essay on adjustments and settlements of accounts.

17. (a) Critically evaluate the role of company secretary.

Or

(b) Prepare application letter and bio-data for HR manager for a company.

18. (a) “Intercom, telex, fax, etc loosing its imperativeness in this smart phone era” – Comment.

Or

(b) Write a note on memo and notices with suitable example.

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84714

B.B.A. DEGREE EXAMINATION
SHIPPING AND LOGISTICS MANAGEMENT
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION

First Semester

FINANCIAL ACCOUNTING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is accounting?
2. What do you mean by journal?
3. What is a suspense account?
4. What is Error of duplication?
5. What is bank reconciliation statement?
6. What is Income received in advance?
7. What is a bad debt?

8. What is an indirect expense?
9. What is Depreciation?
10. What is statement of affairs?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) What are the objectives of accounting?

Or

- (b) What are the advantages of double entry system?

12. (a) What are the difference between cash book and pass book?

Or

- (b) The following Trial Balance has been drafted by a book keeper for the preparation of final accounts of a Noman Ltd. as on December, 2018, Re-draft the correctly.

S. No.	Heads of Account	Dr. (Rs.)	Cr. (Rs.)
1	Stock on 31 st December, 2018	1,92,100	
2	Capital a/c	13,450	
3	Cash in hand	1,400	
4	Bank overdraft	9,320	
5	Sales		2,36,400
6	Purchases	1,06,400	
7	Return inward		13,400
8	Return outward	2,960	
9	Carriage outward	2,360	

S. No.	Heads of Account	Dr. (Rs.)	Cr. (Rs.)
10	Carriage inward		14,260
11	Salaries	9,600	
12	Wages	3,660	
13	Sundry debtors	16,300	
14	Sundry creditors		37,360
15	Stock on 1 st January 2018		94,120
16	Land and building	15,000	
17	Plant and machinery	20,900	
18	Trade expenses	2,090	
	Total	<u>3,95,540</u>	<u>3,95,540</u>

13. (a) How are assets generally classified? Give two illustration of each type of assets.

Or

- (b) Briefly out the difference between the trading account and the profit and loss account.

14. (a) From the following balance sheets of X Ltd. and additional information, prepare statement of changes in financial position (working capital basis).

Liabilities	2002	2003	Assets	2002	2003
Share capital	2,50,000	3,50,000	Goodwill	60,000	50,000
Reserves	1,30,000	1,65,000	Fixed assets	2,90,000	3,95,000
Proposed dividend	20,000	35,000	Current		
Provision for tax	50,000	60,000	assets	1,90,000	2,85,000
Current liabilities	90,000	1,20,000			
	<u>5,40,000</u>	<u>7,30,000</u>		<u>5,40,000</u>	<u>7,30,000</u>

Additional information :

- (i) Depreciation on fixed assets provided during 2003 is Rs. 30,000; Net profit during the year 2003 is Rs. 80,000; income tax paid Rs. 50,000; final dividend paid Rs. 20,000; interim dividend was also paid.
- (ii) Fixed asset costing Rs. 60,000 (accumulated depreciation Rs. 35,000) sold for Rs. 30,000.
- (iii) Fixed asset costing Rs.50,000 was purchased by issue of share capital.

Or

- (b) Explain income and expenditure account. Give the general format.
15. (a) How do you ascertain profit under net worth method of single entry system?

Or

- (b) The following information, calculate the profit earned by a petty trader during the year 2008.

	Rs.
Capital as on 31.12.2006	66,000
Capital as on 1.1.2006	65,000
Drawing during 2006	12,000
Further capital introduced by him	7,000

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Journalize the following transaction in the books of Alan Jones.
- 2003
- May 1 Alan Jones started business with cash Rs. 25,000
 - 2 Bought furniture for Rs. 2,100
 - 6 Purchased goods from salil traders Rs. 2,850
 - 9 Cash sales Rs. 3,500
 - 14 Sold goods on credit to Quaiser Rs. 2,500

2003

- 15 Paid of office stationery Rs. 25
- 21 Quaiser remitted Rs. 1,000 on account
- 25 Interest on investment received Rs. 150
- 26 Paid rent to landlord Rs. 550
Insurance premium Rs. 210

Or

- (b) Explain about different types of subsidiary.
17. (a) From the following ledger balance extracted from the books of Mrs. Agarwals & Bros., prepare trading and profit and loss account and balance sheet.

Particulars	Amount (Rs.)
Capital	1,00,000
Overdraft	16,800
Furniture	10,400
Business premises	80,000
Creditors	55,200
Opening stock	88,000
Debtors	72,000
Rent from tenants	4,000
Purchases	4,40,000
Sales	6,02,000
Returns inwards	10,000
Discounts (Cr)	1,600
Taxes and insurance	8,000
General expenses	16,000

Particulars	Amount (Rs.)
Salaries	36,000
Commission allowed	8,800
Carriage on purchases	7,200
Bad debts	3,200
Closing clock	80,240

Or

(b) Briefly explain the types of errors.

18. (a) An asset is purchased for Rs. 25,000. Depreciation is to be provided annually according to the straight-line method. The useful life of the asset is 10 years and the residual value is Rs. 5,000.

You are required to find out the rate of depreciation and prepare asset account for the first three years.

Or

(b) Explain the accounting concepts in detail.

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84733

B.B.A. DEGREE EXAMINATION
SHIPPING AND LOGISTICS MANAGEMENT
APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

FUNDAMENTALS OF LOGISTICS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Logistics.
2. Define Customer Service.
3. Define Procurement.
4. What is Inventory?
5. State the meaning for materials planning.
6. What is Warehouse?
7. What is Packing?
8. Define Unitization.
9. What is Global logistics?
10. Define LIS.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the functions of logistics.
Or
(b) Explain about Customer Retention.
12. (a) Explain about Critical issues of Logistics outsourcing.
Or
(b) Explain about Inventory level.
13. (a) State the objectives of materials management.
Or
(b) Explain LASH Transportation.
14. (a) State the functions of Packaging.
Or
(b) How to Designing a Package?
15. (a) Explain the strategic issues in Global logistics.
Or
(b) Explain the centralized and decentralized organization.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Discuss about elements of Customer Service.
Or
(b) Discuss the benefits of Logistics outsourcing.

17. (a) Discuss the types of material handling equipments.

Or

(b) Explain the factors affecting choice of Packing materials.

18. (a) Discuss the functions of Logistics Information Systems.

Or

(b) Discuss the steps in ABC Costing.

C-3663

Sub. Code

**84734/
80634**

**B.B.A. DEGREE EXAMINATION
(COMMON FOR (B.B.A. (S & LM)/ B.B.A. (L & S)))**

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

MARKETING MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define marketing.
2. What is marketing environment?
3. What is buying motive?
4. Define market structure.
5. Define packaging.
6. What is product mix?
7. What is multi product pricing?
8. Define physical distribution.
9. What is brand personality?
10. Define positioning.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the importance of marketing.
Or
(b) Describe functions of marketing.
12. (a) Write a note on buying motives and its impact on purchase.
Or
(b) Discuss the problem faced while choosing channel of distribution.
13. (a) Write a note on product mix.
Or
(b) Explain packing strategies adopted by marketers.
14. (a) Explain pricing policies.
Or
(b) Give short note on management of physical distribution.
15. (a) Explain brand identify.
Or
(b) Describe leveraging of brands with example.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Write an essay on marketing concepts.
Or
(b) Discuss the importance of marketing environment and its types.

17. (a) Explain different bases of market segmentation.

Or

(b) Describe the steps involved in new product development.

18. (a) Explain competitions actions to price change.

Or

(b) Write short notes on :

(i) Brand image

(ii) Leveraging the brand

(iii) Brand equity.

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84735

B.B.A. DEGREE EXAMINATION
SHIPPING AND LOGISTICS MANAGEMENT
APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

MANAGEMENT INFORMATION SYSTEM

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is MIS?
2. What do you meant by MIS structure?
3. MIS for organizing define.
4. What is data base management?
5. What is CPU?
6. Define client sewer.
7. What is the purpose of touch screen?
8. Define magnetic disk.

9. State about Intranet.
10. What is EDI?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the steps in implementation of MIS.

Or

- (b) Explain the various structures of MIS.

12. (a) State the function of strategic information system.

Or

- (b) Discuss about specific functions related MIS.

13. (a) State the operation of CPU.

Or

- (b) Explain about personal computers.

14. (a) Explain about voice input devices.

Or

- (b) Explain about secondary storage devices.

15. (a) Explain about Telecommunication revolution.

Or

- (b) Discuss about smart card.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Discuss MIS advantages.

Or

(b) Discuss database management system models.

17. (a) Discuss the classification of computers.

Or

(b) Discuss the secondary storage devices.

18. (a) Discuss about models B – B, B – C and EDI.

Or

(b) Discuss about electronic payment cash.

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B.B.A. DEGREE EXAMINATION
SHIPPING AND LOGISTICS MANAGEMENT
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION

Third Semester

GENERAL TAXATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define tax.
2. Write a short note on Indirect Tax.
3. What do you mean by term heads of income?
4. Give short note on the term ; individual and firm.
5. Define income tax.
6. Write any two advantages of VAT.
7. Why VAT is considered a regressive tax?

8. Write a short note on Long-term capital asset.
9. Define excise duty.
10. Short note on import duty.

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Explain the reasons for taxation.

Or

- (b) Explain the different types of direct tax.

12. (a) Give a detailed note on residential status.

Or

- (b) Explain the computation of income under salary.

13. (a) Explain various deductions while computing income tax.

Or

- (b) Explain the importance of professional tax.

14. (a) Explain the effects for registration of VAT.

Or

- (b) Explain the selected provisions of VAT.

15. (a) Explain the objectives of Excise duty.

Or

(b) Explain the principles of levying import and export Duty.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Give a detailed explanation on general principles of taxation.

Or

(b) Distinguish direct with indirect tax.

17. (a) Give a detailed note on Income Tax Act 1961.

Or

(b) Explain about Income Tax authorities and their powers.

18. (a) Explain the Authorities and power of VAT.

Or

(b) Explain the role of excise duties in the total revenue.

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B.B.A. DEGREE EXAMINATION
SHIPPING AND LOGISTICS MANAGEMENT
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION

Third Semester

ORGANIZATIONAL BEHAVIOUR

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by intelligence quotient?
2. List out the determinants of personality.
3. Define motivation.
4. What is transactional analysis?
5. What do you meant by job satisfaction?
6. Define employee attitude.
7. Differentiate competition and cooperation.

8. Define conflict.
9. Explain organizational effectiveness.
10. What do you mean by guidance?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Discuss the scope of organizational psychology.

Or

- (b) Write a note on intelligence test.

12. (a) Explain the factors affecting perception.

Or

- (b) Describe brainstorming with suitable example.

13. (a) Differentiate job enrichment and job enlargement.

Or

- (b) How do you measure job satisfaction?

14. (a) Write a short note on Hawthorne Experiment.

Or

- (b) Describe supervision style.

15. (a) Discuss various types of leadership.

Or

- (b) Elucidate the merits of counseling.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Write an essay on measurement of intelligence.

Or

- (b) Discuss various theories of motivation.

17. (a) Explain the theories and factors affecting job satisfaction.

Or

- (b) Describe the various types of conflicts and its resolution.

18. (a) Narrate leadership theories.

Or

- (b) Explain different type of counseling.

C-3667

Sub. Code

84742/

80642

B.B.A. DEGREE EXAMINATION

(Common for B.B.A. (S & LM)/B.B.A. (L & S))

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

HUMAN RESOURCE MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is compensation?
2. What is planning?
3. What is job description?
4. Define selection.
5. Define Job evaluation.
6. What is Demotion?
7. What is Incentives?
8. What is meant by gain sharing?
9. What is trade union?
10. What is meant by collective bargaining?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain the nature of personnel management.

Or

- (b) What are the elements of Human Resource Policies?

12. (a) What are the types of information obtained through job analysis?

Or

- (b) What are the job specifications components?

13. (a) What are the types of promotion?

Or

- (b) What are the various types of transfer?

14. (a) What are the types of group incentive plan?

Or

- (b) What is the significance of labour welfare?

15. (a) What are the objectives of Industrial Relations?

Or

- (b) State the objectives of worker's participation in management.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Elucidate the essential characteristics of sound human resource policy.

Or

- (b) Explain the various methods of training.

17. (a) What are the various types of interview?

Or

- (b) Discuss the techniques of Executive development method.

18. (a) What are the types of trade union?

Or

- (b) Discuss the parties involved in Industrial relations.

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84743

B.B.A. DEGREE EXAMINATION
SHIPPING AND LOGISTICS MANAGEMENT
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION
Fourth Semester
INTRODUCTION TO SHIPPING
(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. State the purpose of ships.
2. What is protectionism?
3. What is tonnage?
4. Define chartering.
5. Who are liners?
6. What is bill of lading?
7. List out any two functions of ship brokers.
8. What is geography of trade?
9. Define accounting.
10. What is a contract?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) How to register ships?

Or

(b) State the reasons for a sea transport.

12. (a) Explain the different types of ships.

Or

(b) Discuss about the charactering negotiations.

13. (a) Describe the chartering procedure.

Or

(b) Describe the different types of tankers.

14. (a) Who are practitioners involved in shipping business?

Or

(b) Discuss the various functions performed by the institute of chartered ship brokers.

15. (a) Describe the different types of companies.

Or

(b) Enumerate protection and indemnity associations.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain the different shipping markets.

Or

(b) Write an essay about brief history on supply of shipping.

17. (a) Write a note on liner documentation and describe about bill of lading terms and conditions.

Or

(b) Discuss the contracts relating to the carriage of goods by sea.

18. (a) Explain the functions of The Institute of chartered ship brokers.

Or

(b) List down the types of accounting and describe the management accounting.

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84744

B.B.A. DEGREE EXAMINATION

SHIPPING AND LOGISTICS MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

WAREHOUSING AND INVENTORY MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define warehouse.
2. Point out any two types of warehouse.
3. What is an independent demand system?
4. How the location of the warehouse is decided?
5. What is centralized warehouse?
6. What is palletization?
7. Define supply chain.
8. What is Just in Time?
9. Expand ABC analysis.
10. List out types of conveyors.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Describe the need for warehouse.

Or

- (b) Write down the sequence of warehousing decisions.

12. (a) What are the various warehouse operations?

Or

- (b) Describe the various functions of warehouse.

13. (a) Describe decentralized storage systems.

Or

- (b) Explain the process of palletization.

14. (a) Discuss the role of competitive strategy.

Or

- (b) What are the functions of inventory?

15. (a) What is the need for warehouse management systems?

Or

- (b) Point out the benefits of bar coding.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain the factors affecting warehouse.

Or

- (b) Describe the characteristics of ideal warehouse and the importance of warehousing.

17. (a) Describe the types of inventory and the need to hold inventory.

Or

- (b) Write a note on Master Production Scheduling and Material requirement planning.

18. (a) Discuss the fundamentals of various types of material handling equipment.

Or

- (b) Describe the principles of RFID and its benefits.

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84745

B.B.A. DEGREE EXAMINATION
SHIPPING AND LOGISTICS MANAGEMENT
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION
Fourth Semester
PC SOFTWARE – MS OFFICE
(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write a short note on windows arranging icon.
2. Write a short note on manipulating windows.
3. How to rename a Document in MS Word?
4. Write a short note on replace option.
5. How to create graphs in MS Power Point?
6. How to merge cells in worksheet?
7. Write a short note on Rehearse Timings.
8. How to insert chart in MS Power Point?
9. Write a short note on Queries.
10. How to create a table in MS Access?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain any five keyboard shortcuts used in windows.

Or

- (b) Explain how to work moving formation within windows arranging icons.

12. (a) Explain about steps in creating a Table in MS Word.

Or

- (b) Discuss how to edit document using Auto correct option.

13. (a) Explain about how to move sheets between workbooks.

Or

- (b) Discuss the options in Drawing Toolbar in MS-Word.

14. (a) Explain how to create a presentation slide using design template.

Or

- (b) Explain about how to copying entries between workbooks.

15. (a) Explain about how to create a Table in MS Access.

Or

- (b) Explain how do queries work in MS Access.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain any five Menu command in detail.

Or

- (b) Enumerate the significance in manipulating windows.

17. (a) Detail how to use Find and Replace option in MS Word.

Or

- (b) Discuss how to merge presentation in slider sorter view.

18. (a) Explain how to create Forms in MS Access.

Or

- (b) Explain the Advantages of windows Arranging Icons.
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C-3671

Sub. Code

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B.B.A. DEGREE EXAMINATION
SHIPPING AND LOGISTICS MANAGEMENT
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION

Fourth Semester
RETAIL LOGISTICS
(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is Retailer Equation?
2. Enumerate the functions of a retailer.
3. What is Wheel of Retailing Theory?
4. What are the different Retail formats in India?
5. What are the steps in Strategic Retail Planning Process?
6. What is Situation Analysis?
7. What are the drivers of retail change in India?
8. List down the top players of Indian Retail Industry.
9. Mention the challenges faced by global retailers.
10. Enumerate the threats in global retailing.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Why retailing is important? Discuss the reason for studying retailing concepts as a separate subject.

Or

- (b) Elucidate the marketing concepts applied to retailing.

12. (a) Explain the impact of economic and sociological changes on the evolution of Indian retail Formats.

Or

- (b) What are the different types of non-store retail formats? Explain with suitable illustration.

13. (a) What are the different retail models? Explain in detail.

Or

- (b) Explain briefly about the different phases of growth in Retailing.

14. (a) Illustrate the drivers of retail change in India.

Or

- (b) Discuss briefly about the strategic planning process for global retailing.

15. (a) Complaint Management is a tough job in Retail Industry – Discuss.

Or

- (b) Explain the consumer decision making process in retail marketing.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain the Situation Analysis of Indian Retail Sector.

Or

- (b) Discuss the latest trends in Indian Retail. Provide three real time illustrations and explain the trend pattern which leads to the success in detail.

17. (a) Explain the Life Cycle of retail markets in detail.

Or

- (b) Discuss the process of identifying consumer needs in detail.

18. (a) Explain the evolution and size of retail sector in India.

Or

- (b) Discuss the challenges to retail development in India.
