

C-6090

Sub. Code

80614

B.B.A. DEGREE EXAMINATION, APRIL 2022.

First Semester

Logistics and Shipping

INTERNATIONAL BUSINESS MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define International Business.
2. What is global sourcing?
3. What is Free trade?
4. What is a Trade barrier?
5. Write short note on foreign exchange market.
6. What is exchange control?
7. What is TRIPs?
8. Write short note on WTO.
9. Define MNC.
10. What is Globalization?

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Distinguish between the internal trade and international trade.

Or

- (b) Explain the problems in International business.

12. (a) What are the factors favorable of free trade?

Or

- (b) What are the types of trade barriers?

13. (a) Describe the functions of foreign exchange market.

Or

- (b) Explain the purchasing power parity theory.

14. (a) State the functions of world trade organization.

Or

- (b) What are the types of foreign Investment?

15. (a) What are the essential conditions of globalization?

Or

- (b) Describe the importance of multinational corporations.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Enumerate the absolute cost theory and comparative cost theory.

Or

- (b) Elaborate the micro and macro environment of International Business.

17. (a) What are the components of Balance of payments?

Or

(b) What are the classifications of exchange rate?

18. (a) Discuss the salient feature of UR agreement.

Or

(b) What are the stages of Globalization?

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Sub. Code

84715/80615

B.B.A. DEGREE EXAMINATION, APRIL 2022.

First Semester

MATHEMATICS FOR MANAGEMENT – I

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

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define null set.
2. What do you mean by square matrix?
3. Find the simple interest on the sum of Rs. 6000 at 10% pa. for 3 years.
4. Write the formula for present value of an immediate annuity.
5. Explain statistical enquiry.
6. Discuss the limitations of statistics.
7. Define median.
8. Explain positive correlation.
9. Elucidate the problems involved in construction of index numbers.
10. Define time series. What are the models of time series?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Solve the following equation by Cramer's rule.

$$3x + 2y = 8$$

$$5x - 3y = 7$$

Or

- (b) Find the inverse of the matrix $A = \begin{pmatrix} 1 & 0 & -1 \\ 3 & 4 & 5 \\ 0 & -6 & -7 \end{pmatrix}$.

12. (a) Find the compound interest on Rs. 20,000 for 5 years at 20% per annum. What will be the simple interest in the above case?

Or

- (b) An AP is given by $k, 2k/3, k/3, 0, \dots$

(i) Find the sixth term.

(ii) Find the n^{th} term.

(iii) If the 20th term is equal to 15, find k .

13. (a) Define statistics. Explain the applications of statistics in detail.

Or

- (b) Discuss the stages of statistical enquiries.

14. (a) What is median? What are its merits and demerits?

Or

- (b) Calculate coefficient of correlation from the following data :

X:	12	9	8	10	11	13	7
Y:	14	8	6	9	11	12	3

15. (a) From the following data calculate cost of living index numbers.

Price			
Commodity	1980	1985	Weight
A	10	12	40
B	8	10	20
C	16	20	10
D	20	30	15
E	5	8	5

Or

- (b) Explain the methods of constructing index numbers.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Define set and prove the law and properties of sets using Venn Diagram.

Or

- (b) Show that $A = \begin{pmatrix} 1 & 2 & 2 \\ 2 & 1 & 2 \\ 2 & 2 & 1 \end{pmatrix}$ satisfies the equation

$$A^2 - 4A - 5I = 0. \text{ Hence find the inverse of } A.$$

17. (a) Calculate the compound interest for Rs. 2,500 for 4 years at 8% per annum. Calculate the compound interest in the above case when interest is compounded (i) half yearly and (ii) quarterly. Mr. Ambigapathy borrows Rs. 1,00,000 at 24% compounded monthly. Find the amount he has to repay at the end of 3 years.

Or

(b) Draw a histogram for the following data :

Wage :	50-55	55-60	60-65	65-70	70-75	75-80
No. of workers :	16	20	25	10	8	3

18. (a) Calculate

- (i) Mean
- (ii) Median
- (iii) Mode.

Marks :	Below 10	Below 20	Below 30	Below 40	Below 50
No. of students :	3	8	17	20	22

Or

(b) Construct with the help of the table below. Fisher's ideal index prove that whether it satisfies factor reversal and time reversal tests.

Commodity	2001		2002	
	Price	Quantity	Price	Quantity
A	6	50	10	56
B	2	100	2	120
C	4	60	6	60
D	10	30	12	24
E	8	40	12	36

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Sub. Code

80623

B.B.A. DEGREE EXAMINATION, APRIL 2022.

Second Semester

Logistics and Shipping

FUNDAMENTALS OF LOGISTICS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List any two objectives of Logistics.
2. What do you mean by Customer Retention?
3. State the functions of Supply Chain Management.
4. Name any two modes of transportation.
5. Name any two ports in India.
6. State the functions of Customs Brokers.
7. What is Packaging?
8. What is meant by Unitization?
9. What do you mean by Logistics Strategy?
10. Expand 3PL and 4PL.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Identify the phases in customer service

Or

- (b) What are the elements of customer service?

12. (a) Describe the role of logistics in export business.

Or

- (b) What is FCL? What is LCL?

13. (a) Give the functions of Stevedores.

Or

- (b) What are the documents used in Logistics?

14. (a) Find out some of the Strategic issues in Global Logistics.

Or

- (b) What are the barriers to Global Logistics?

15. (a) Describe Financial Gap Analysis.

Or

- (b) Write short notes on ABC costing.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the functions of logistics.

Or

- (b) What are 7 R's of Logistics Management? Elaborate

17. (a) Explain in detail "Ocean Shipping Procedure".

Or

(b) Identify and analyse the factors which affect the choice of Packaging Materials.

18. (a) Narrate the financial issues in Logistics Performance.

Or

(b) Narrate the stages of functional aggregation.

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84724/80624

B.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

Shipping and Logistics Management

ECONOMICS FOR EXECUTIVES

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

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. How is profit defined?
2. What do you mean by elasticity of demand?
3. What are the factors considered for short run production?
4. Write short note on Incremental cost.
5. What is breakeven price?
6. When is a market presumed as imperfect?
7. What do you mean by risk?
8. What is economic profit?
9. Write short note on GDP.
10. Give a brief note on fiscal policy.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss why demand curve slopes downwards towards the right.

Or

- (b) Explain the different types of price elasticity of demand.

12. (a) Explain the behavior of various costs in the short run period.

Or

- (b) Explain the Break-even analysis.

13. (a) Explain the pricing output determination under monopoly.

Or

- (b) Discuss the different degrees of price discrimination.

14. (a) Explain the Risk theory of profit.

Or

- (b) Explain the Dynamic Theory of Profit.

15. (a) Explain the impacts of inflation.

Or

- (b) Explain the reasons for the interference of Government in fixing the price for essential commodities.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the relevance of Economics to other disciplines in Business.

Or

- (b) Explain the possible ways of reducing cost while production.

17. (a) Explain the use of economic tools in the effective functioning of business.

Or

- (b) Explain the reasons for economies of scale and diseconomies of scale.

18. (a) Explain the need for Taxation in an economy.

Or

- (b) Discuss the various stages of business cycle.

C-6072

Sub. Code

84725/80625

B.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

Shipping and Logistics Management

MATHEMATICS FOR MANAGEMENT – II

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

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Operation Research.
2. Write the limitations of LPP.
3. What is the difference between transportation and assignment problem?
4. What do you mean by balanced Transportation Problem?
5. What is Game Theory?
6. How do you solve a game by dominance property?
7. Write the principles of CPM Techniques.
8. State the rules for Network diagram.
9. Explain the probability of completion of projects.
10. Brief a note on Time Scale Analysis

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is Model? List out the Model.

Or

- (b) Solve the following problem graphically:

Maximize $z = 4x + y$

Subject to the constraints:

$$x + y \leq 50$$

$$3x + y \leq 90$$

$$x \geq 0, y \geq 0.$$

12. (a) Give Mathematical form of Transportation Problem.

Or

- (b) Solve following assignment problem.

	1	2	3	4
I	12	30	21	15
II	18	33	9	31
III	44	25	24	21
IV	23	30	28	14

13. (a) Explain in detail about Queuing Theory.

Or

(b) Consider the game with the following payoff table:

	Player B	
Player A	B1	B2
A1	2	6
A2	-2	λ

(i) Show that the game is strictly determinable, whatever λ may be.

(ii) Determine the value of the game.

14. (a) State the rules for drawing network diagram.

Or

(b) A small maintenance project consists of the following 12 jobs

Jobs	Duration in days	Jobs	Duration in days	Jobs	Duration in days
1-2	2	3-5	5	6-10	4
2-3	7	4-6	3	7-9	4
2-4	3	5-8	5	8-9	1
3-4	3	6-7	8	9-10	7

Draw the arrow network of the project. Determine the critical path.

15. (a) Explain the advantages and limitations of PERT.

Or

- (b) A project has the following time Schedule. Construct a PERT network and compute Critical Path and its duration. Also calculate Total float, Free float.

Activity	1-2	1-3	2-4	3-4	3-5	4-9	5-6
Time in Weeks	4	1	1	1	6	5	4
Activity	5-7	6-8	7-8	8-9	8-10	9-10	
Time in Weeks	8	1	2	1	8	7	

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Note down the applications of Operations Research.

Or

- (b) Illustrate Graphical method for solving maximization problem with an example.

17. (a) A company has factories at P, Q, R which supply to warehouses A, B, C, D & E. Unit shipping cost (in Rs) along with weekly supply and demand is provided in the following table

	A	B	C	D	Supply
P	19	30	50	10	7
Q	70	30	40	60	9
R	40	8	70	20	18
Demand	5	8	7	14	34

Determine the optimal distribution for this company to minimize total shipping cost.

Or

- (b) Explain the assumptions and limitations of a game theory.

18. (a) Following are the manpower requirements for each activity in a project.

Activity	Normal Time	Manpower Required
0-1	2	4
1-2	3	3
1-3	4	3
2-4	2	5
3-5	4	3
3-6	3	4
4-7	6	3
5-7	6	6
6-8	5	2
7-9	4	2
8-9	4	9

- (i) Draw the network diagram of the project activities.

- (ii) Rearrange the activities suitably for reducing the existing total manpower requirements.
- (iii) If only 9 men are available for the execution of the project, then rearrange the activities suitable for leveling the manpower resource.

Or

- (b) Write applications of PERT/CPM techniques.
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80632

B.B.A. DEGREE EXAMINATION, APRIL 2022.

Third Semester

Logistics and Shipping

BUSINESS COMMUNICATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is business communication?
2. What are communication barriers?
3. What do you mean by quotation?
4. What is tender?
5. What is Publicity?
6. Who can be a Company secretary?
7. What is agenda of board meeting?
8. What is minute of board meeting?
9. What is the use of intercom network in an Office?
10. When are circulars issued?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Mention the important Objectives of business communication.

Or

- (b) Enumerate the channels of Communication and its types.

12. (a) List the important points to be highlighted in a resume.

Or

- (b) Mention the Layout structure of business letter.

13. (a) Write the statutory duties of Company secretary in conducting periodical meetings/ furnishing reports with shareholders and to government.

Or

- (b) Explain the duties of company secretary to the board of directors.

14. (a) Write about the periodical business reports in a company.

Or

- (b) Draft an appointment order for an officer in a bank.

15. (a) Write an explanation to superior about long absent in service, in reply to an office memo.

Or

- (b) List the merits of various Office devices

- (i) Intercom
- (ii) Telephone
- (iii) Internet.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the communication process using chart.

Or

- (b) Write a letter advertising a company to consider your application for a suitable post.

17. (a) Draft a letter to Bank manager of Indian bank about complaining of non-clearance of cheque.

Or

- (b) Write a letter to company to cancel the contract order to supply a coffee vending machine.

18. (a) Write about five major steps in drafting effective and successful business report.

Or

- (b) Draft an office circular informing the staff members about Saturday as compulsory working day.

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80633

B.B.A. DEGREE EXAMINATION, APRIL 2022.

Third Semester

Logistics and Shipping

PRODUCTION AND MATERIAL MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. List the responsibilities of production manager.
2. Define make or buy decision.
3. State the functions of material handling.
4. Mention the principles of plant layout.
5. What is Predictive Maintenance?
6. What is Quality Assurance?
7. Give the reasons for undertaking time study.
8. Write a brief note on SIMO chart.
9. Define quality control.
10. State the merits of ISO Certification.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Elaborate PPC. Give its objectives.

Or

- (b) Explain the framework and scope of process design.

12. (a) Discuss on the problems arising due to bad material handling.

Or

- (b) Classify ergonomics used for production management.

13. (a) Brief the tests under Statistical Quality Control (SQC).

Or

- (b) Elaborate the importance of Maintenance management.

14. (a) Explain the process of performance rating calculation.

Or

- (b) Enumerate the various types of allowances.

15. (a) Describe the characteristics of ISO.

Or

- (b) Explain the various quality control measures.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Schematically discuss process planning and gives its advantages and limitations.

Or

- (b) Describe the factors influencing plant layout choice.

17. (a) Narrate the various types of plant layout with its merits and demerits.

Or

- (b) Discuss on the corrective and preventive Maintenance Management Technique.

18. (a) Elaborate the need and technique of work measurement.

Or

- (b) List and explain the factors influencing purchase policy.

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Sub. Code

84734/80634

B.B.A. DEGREE EXAMINATION, APRIL 2022

Third Semester

MARKETING MANAGEMENT

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

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Marketing management.
2. State the importance of marketing.
3. Give the meaning of the term "Consumer behaviour".
4. Write a short note on Channel selection.
5. What is a product?
6. Point out the significance of packing.
7. Define pricing.
8. What do you mean by physical distribution?
9. Why is branding required?
10. Mention two objectives of Brand equity.

Part B

(5 × 5 = 25)

Answer the following.

11. (a) Bring out the importance of marketing in developing countries.

Or

- (b) Explain the concepts of marketing.

12. (a) Write a note on buying motives.

Or

- (b) State the difficulties in Channel selection.

13. (a) Distinguish between consumer goods and industrial goods.

Or

- (b) Discuss Product Life cycle with a suitable example.

14. (a) Indicate the objectives of pricing.

Or

- (b) Write a note on marketing risks.

15. (a) Explain Brand Identity and its relevance to marketing.

Or

- (b) Why brand personality is necessary?

Part C

(3 × 10 = 30)

Answer the following.

16. (a) Describe the functions of marketing.

Or

(b) Explain marketing environment in detail.

17. (a) Explicate the different bases of Market segmentation.

Or

(b) Explain New Product Development.

18. (a) Elucidate the various types of pricing policies.

Or

(b) Explain about physical distribution in marketing.

C-6094

Sub. Code

80635

B.B.A. DEGREE EXAMINATION, APRIL 2022

Third Semester

Logistics and Shipping

CUSTOMS PROCEDURES

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is a customs procedure?
2. Who are the officers of customs?
3. Define illegal import'.
4. State the power of central government to notify goods.
5. What are pilfered goods?
6. What is authority for advance rulings?
7. Write short notes on clearance of goods.
8. What is the responsibility of person in charge of conveyance when goods are imported from country outside India?
9. Define 'Goods in Transit'.
10. What is private warehouse?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the powers of customs officers.

Or

(b) Explain the classes of officers in customs.

12. (a) Describe about section 11C.

Or

(b) State the precautions to be taken by the person acquiring notified goods.

13. (a) Describe the duty on pilfered goods.

Or

(b) Explain the methods of assessment of duty.

14. (a) State the rules relating to arrival of vessels and aircrafts in India.

Or

(b) Mention the rules of customs for clearance of exported goods.

15. (a) Explain the rules for clearance of warehouse goods for export.

Or

(b) Describe the rules for permissions for removal of goods for deposit in warehouse.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) State the penalty for improper importation of goods.

Or

- (b) Describe the powers to declare places to be warehousing stations.

17. (a) Describe the drawback allowable on re-export of duty paid goods.

Or

- (b) Explain the various sections not to apply to goods in personal use.

18. (a) Explain the Levy on exemption from customs duty.

Or

- (b) Explain the deferred payment of import duty rules 2016.

C-6095

Sub. Code

80636

B.B.A. DEGREE EXAMINATION, APRIL 2022

Third Semester

Logistics and Shipping

TAXATION LAW AND PRACTICE

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Who is a non-resident?
2. Who is an assessee?
3. What is previous year?
4. Define Direct tax.
5. How expected rent is calculated under income from house property?
6. State the deductions under 80DD.
7. What is the Gross total income?
8. What is VAT?
9. Define profession.
10. What is tax evasion?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Mrs. Srilatha retires in September 2011 after having put in 42 years of service in a company. Her average salary for 10 months Preceding September 2011 in Rs. 50,000 p.m. She received Gratuity of Rs. 12,00,000. Compute her taxable gratuity.

Or

- (b) What are the allowances which are fully exempted from tax and explain it?
12. (a) Discuss the procedure for computation of capital gain.

Or

- (b) Explain the objectives of excise duty.
13. (a) Describe the remedies for tax evasion.

Or

- (b) Discuss the powers and authorities of tax officers.
14. (a) A house was completed on April 1, 2014 and following information is available about this house

Municipal value of the house — Rs. 30,000 p.a

Fair rental value of the house — Rs. 32,000 p.a

Actual rent — Rs. 4,000 p.m

Municipal taxes — Rs. 6,000 p.a

The house was let out for a period 1-4-2014 to 31-12-2014 and self occupied from 1-1-2015 onwards.

Fire insurance premium — Rs. 3,600

Land revenue — Rs. 6,000

Interest on the loan for a period:

1-4-2011 to 31-3-2014 Rs. 45,000

1-4-2014 to 31-3-2015: Rs.15,000

Calculate the income from house property for the previous year ending on 31-3-2015.

Or

(b) Discuss the modes of charging VAT.

15. (a) Explain the Export procedure.

Or

(b) Describe the role of excise duty.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Discuss the different canons of taxation.

Or

(b) Explain various exempted incomes from House Property.

17. (a) Analyze the various assessee under income tax and explain them briefly.

Or

- (b) Mr. Ray who has income only from house property, submits the following information about his house property income:

	Rs.
Rental income of the year (after deducting following items).	1,00,000
(i) Depreciation	24,500
(ii) Lift maintenance charges	7,500
(iii) Municipal Taxes (10% of MRV of Rs. 1,50,000)	15,000
(iv) Vacancy	10,000
(v) Repairs	18,000
(vi) Pay of chowkidar	1,000
(vii) Bank commission	500
(viii) Legal expenses on recovery of rent	8,000
(ix) Salary of gardener	1,200

Compute Mr. Ray's income from house property for the previous year ending on 31.03.2015

18. (a) Mr. John is an employee of a company in Mumbai. He gets monthly salary Rs. 20,000, D.A. Rs. 5,000 p.m Bonus Rs. 3,000 p.m and entertainment allowance Rs. 2,000 per month. He paid tax on employment Rs. 5,000 during the financial year 2016-17. He has been provided a rent free unfurnished house. He owns 2 houses he claims both houses are self occupied. The following details are available.

	House 1 (Rs.)	House 2 (Rs.)
Fair rental value	1,50,000	2,00,000
Municipal valuation	1,60,000	3,50,000
Standard rent	1,80,000	8,00,000
Municipal taxes paid	10%	10%
Repairs, insurance and land revenue	40,000	60,000
Ground rent	10,000	20,000
Interest on capital borrowed	40,000	1,70,000
Loan taken on	1.1.1999	1.1.2006

Determine total income of Mr. John for the assessment year 2017 to 2018.

Or

- (b) The Following are the particulars of the income of Shri. Arvind for the previous year ending on 31st March.
- (i) Salary Rs. 12,000 p.m.
 - (ii) Contribution to recognized P.F. Rs. 1,610 per month.
 - (iii) Employer contributes the same amount as the employee contributes towards PF.
 - (iv) Dearness Allowance Rs. 300 p.m. It is not considered for computation of his retirement benefits.
 - (v) Interest credited to P.F.@ 13% is Rs. 13,000.
 - (vi) Contribution to Public Provident Fund is Rs. 9,000.
 - (vii) Bonus Rs. 3,000.
 - (viii) His ration bill of Rs. 2,000 p.m. is paid by employer.

- (ix) Premium of life Policy is Rs. 12,000 on a Policy of Rs. 1,00,000.
- (x) Deposited Rs. 4,800 in Equity Linked Saving Scheme (ELSS).
- (xi) Repayment of house building loan taken from HDFC (a Govt. agency) Rs. 20,500 during the year.

Find out taxable income of Shri Arvind for the assessment year 2015 — 2016.

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B.B.A. DEGREE EXAMINATION, APRIL 2022.

Third Semester

Logistics and Shipping

RETAIL ENVIRONMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is Retailing?
2. State the Socio-economic factors in Retailing.
3. Why do Manufacturers suggest a retail Price?
4. List out the difference between forward integration and backward integration in retailing.
5. What is called assortment in Retailing?
6. What are the 7P's of Retailing Management?
7. Give the advantages of Global retail marketing.
8. State the essentials for successful implementation of service management in Retailing.
9. What is e-retailing?
10. List any two benefits of B2C.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss the various types of retailing.

Or

- (b) Explain the influence of reference group on Consumer buying Behaviour.

12. (a) Briefly explain environmental theory of retailing.

Or

- (b) Explain the non-store-based retail formats.

13. (a) Describe the Strategic retail Planning process.

Or

- (b) Elaborate the important retail location options available to retailers.

14. (a) Discuss in detail the factors influencing retail shoppers.

Or

- (b) Describe the GAPs model for improving the retail service quality.

15. (a) Briefly explain social issues in retailing.

Or

- (b) What is the difference between Service retailing and product retailing? Explain with an example related to retailing in India.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Discuss the factors responsible for the growth of organized retail in India.

Or

- (b) Describe the Government of India policy implications on retails.

17. (a) Enumerate various pricing strategies adopted in retailing.

Or

- (b) Which of the following types of retailers do you think would benefit most from instituting CRM: (i) Supermarkets (ii) Banks (iii) Automobile dealers. Why?

18. (a) "Retailer forms a vital link in the channel of distribution". Explain.

Or

- (b) Discuss the emerging trends and challenges ahead of Indian retail Industry.

C-6080

Sub. Code

84742/80642

B.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Shipping and Logistics Management

HUMAN RESOURCE MANAGEMENT

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

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Personnel management?
2. What is the difference between HRM and personnel management?
3. Define Job Specification.
4. What is Recruitment?
5. What is Job evaluation?
6. What is Demotion?
7. What is the difference between Wages and Salary?
8. What is Labour welfare?
9. What do you mean by Industrial relation?
10. What is Grievance?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Elucidate the Roles of Personnel manager.
Or
(b) Explain briefly about personnel policies and procedures.
12. (a) Elaborate about Role analysis.
Or
(b) State the differences between Recruitment and selection.
13. (a) Give a brief note on Performance Appraisal.
Or
(b) Discuss the approaches to good human relations.
14. (a) Briefly explain about Incentive system.
Or
(b) Explain about the retirement benefits to employees.
15. (a) Write a short note on Trade unionism.
Or
(b) Explain in detail about Collective bargaining.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe about the functions and organization of Personnel Department.
Or
(b) Discuss about the steps involved in Job Analysis.

17. (a) Discuss the difference between Job evaluation and Merit rating.

Or

(b) Briefly describe about the types and reasons for Transfer.

18. (a) Explain about the Safety, health and security in short.

Or

(b) State about the workers participation in management.

C-6097

Sub. Code

80643

B.B.A. DEGREE EXAMINATION, APRIL 2022.

Fourth Semester

Logistics and Shipping

FINANCIAL MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Financial Management.
2. How do you define debenture?
3. What do you mean by Weighted Average Cost of Capital?
4. What is Operating Leverage?
5. How do you calculate Capital Structure?
6. What are the sources of declaring dividend?
7. Enlist the strategies of Cash Management.
8. What is a Collection Policy?
9. Name any two kinds of Capital Budgeting Decisions.
10. List any two advantages of Net Present Value Method.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) List and explain the factors that influence financial decision.

Or

- (b) How do you differentiate Profit Maximization from Wealth Maximization?

12. (a) Classify Costs with suitable examples.

Or

- (b) Find out the problems in determination of cost of capital.

13. (a) Write short notes on "Optimal Capital Structure".

Or

- (b) What are the determinants of dividend policy?

14. (a) Identify the factors which influence the size of receivables.

Or

- (b) What are the components of a Credit Policy?

15. (a) Discuss the importance of Capital Budgeting.

Or

- (b) The project cost Rs. 100000 and yields an annual cash inflow of Rs.20000 for 8 years. Calculate its payback period.

Part C

(3 × 10 = 30)

Answer **all** the questions.

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

Or

- (b) A company issues 10,000 10% preference shares of Rs. 100 each redeemable after 10 years at a premium of 5% The cost of issue is Rs.2 per share. Calculate the cost of Preference Capital.

17. (a) Write down the advantages and limitations of Financial Leverage.

Or

- (b) Detail the factors which influence capital structure.

18. (a) What do you mean by Receivables Management? Give its benefits.

Or

- (b) A company is considering an investment proposal to install a new mill at a cost of Rs. 50,000. The facility has a life expectancy of 5 years without any salvage value. The firm uses SLM of depreciation and the same is used for tax purposes. The tax rate is assumed to be 35%. The estimated cash flows before depreciation and tax (CFBT) from the investment proposal are as follows:

years	1	2	3	4	5
CFBT(Rs)	10,000	10,692	12,769	13462	20,385

Compute:

- (i) Payback period
- (ii) Average rate of return
- (iii) NPV at 10% discount rate
- (iv) Profitability index at 10% discount rate

C-6098

Sub. Code

80644

B.B.A. DEGREE EXAMINATION, APRIL 2022.

Fourth Semester

Logistics And Shipping

ADVERTISING AND SALES PROMOTION

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Advertising.
2. Give your understanding on 'Media'.
3. List any two advertising agencies in India.
4. Name any two types of advertising copies.
5. What do you mean by Advertising Layout?
6. What is Lithography?
7. Define Recruitment.
8. What is meant by Sales Quota?
9. Define Sales Promotion.
10. Give your understanding on 'Salesmanship'.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) State the importance of Advertising.

Or

- (b) Why Radio Advertising still survives in spite of the growing popularity Television Media?

12. (a) Why companies prefer advertising agencies?

Or

- (b) Write down the social effects of advertising.

13. (a) Specify the functions of Advertising Layout.

Or

- (b) How do you prepare an advertisement layout?

14. (a) Identify the various sources of recruitment.

Or

- (b) Explain any two Training methods.

15. (a) Differentiate advertising from sales promotion.

Or

- (b) Explain any two dealer promotion methods.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Discuss the merits and demerits of Outdoor advertising.

Or

- (b) List and explain the elements of copywriting.

17. (a) Identify and analyze the steps involved in the planning of an Advertising Campaign.

Or

(b) Explain in Detail the Process of Selection.

18. (a) Enumerate the various consumer promotion methods.

Or

(b) Elaborate the Process of Personal Selling.

C-6099

Sub. Code

80645

B.B.A. DEGREE EXAMINATION, APRIL 2022.

Fourth Semester

Logistics and Shipping

IT SKILLS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Describe Windows 2000.
2. Name any two examples of Windows.
3. Write down the screen elements of Microsoft word.
4. State the functions of MS Word.
5. What do you mean by Worksheet?
6. What is graph in Excel?
7. How do you do an outline views in PowerPoint?
8. Distinguish between Presentation and Slide.
9. Differentiate reports from forms.
10. How do you define 'Query'?

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Elaborate MS Office.

Or

(b) Write down the functions of MS Office.

12. (a) What are the Commands used in Microsoft Word?

Or

(b) How to create tables in MS Word?

13. (a) How do you format the worksheet?

Or

(b) How do you create a graph using Excel?

14. (a) How do you create a new presentation?

Or

(b) How do you create a custom template in PowerPoint?

15. (a) How do you create a table in MS Access?

Or

(b) How do you find records in Access?

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Why are IT Skills important?

Or

(b) What are basic Microsoft Office Skills?

17. (a) Explain in Detail the features of MS Word.

Or

(b) Discuss the functions of MS Excel.

18. (a) How do you make a Slide Show Presentation?

Or

(b) How do you create a query report in MS Access?

C-6100

Sub. Code

80646

B.B.A. DEGREE EXAMINATION, APRIL 2022.

Fourth Semester

Logistics and Shipping

SUPPLY CHAIN AND DISTRIBUTION MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Give the meaning of Supply Chain.
2. Mention any two types of channel members.
3. What is a Distribution Plan?
4. Name any two types of consumer products.
5. What do you mean by Transportation Cost?
6. Who are the participants in Transportation?
7. Define Cost.
8. What is Routing in Transportation?
9. Name any two softwares used in Logistics.
10. What is meant by Fleet Management

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) What are the thrust areas of Supply Chain Management.

Or

- (b) Describe the role of distribution in Supply Chain.

12. (a) What are the factors influencing distribution network design?

Or

- (b) What are the types of industrial goods?

13. (a) Describe the role of transportation in supply chain process.

Or

- (b) Identify the factors which influence transportation decisions.

14. (a) Spell out the factors which influence transportation Performance.

Or

- (b) Categorize transportation costs.

15. (a) State the importance of Advanced Fleet Management System.

Or

- (b) How is technology used in Transportation?

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Give the fundamentals of Supply Chain Management.

Or

- (b) Explain in Detail the benefits of distribution network.

17. (a) Enumerate the various modes of transportation.

Or

- (b) List and explain the factors driving transportation costs.

18. (a) Explain in Detail the benefits of transportation software's.

Or

- (b) Enlist the advantages and disadvantages of Intermodal Freight Technology.

C-5664

Sub. Code

**16/17/23/25/
26/27/29**

**Common for All U.G. B.Sc./B.B.A. DEGREE
EXAMINATION, APRIL 2022**

First/Second Semester

ENVIRONMENTAL STUDIES

(2019/2020 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. ZSI.
2. WII.
3. What is renewable energy?
4. Food web.
5. Pyramid of numbers in aquatic ecosystem.
6. Red data book.
7. List out any five Endemic species of India.
8. List out marine pollutants.
9. *Ex Situ* Conservation.
10. Enlist Option Values of Biodiversity.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write notes on definition, scope and importance of environmental studies.

Or

- (b) Write notes on soil erosion and desertification.

12. (a) Write notes on energy flow in the ecosystem.

Or

- (b) Write notes on threads to biodiversity.

13. (a) Write notes on Biodiversity at Global, National and Local levels.

Or

- (b) Write notes on various strategies of conservation of Biodiversity.

14. (a) Write notes on ecological pyramids.

Or

- (b) Write notes on air pollution.

15. (a) Write notes on noise pollution.

Or

- (b) Write notes on effects and control measures of nuclear hazards.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on the multidisciplinary nature of Environmental Studies.

Or

- (b) Write an essay on the following resources with special emphasis to how they are overexploited/utilized which in turn damage the environment, (i) Forest Resources and (ii) Food Resources.

17. (a) Write an essay on “India is a mega-diversity nation”.

Or

- (b) Write an essay on Biodiversity and their values.

18. (a) Write an essay on causes, effects and control measures of (i) Marine Pollution and (ii) Water Pollution.

Or

- (b) Write an essay on concept, structure and function of ecosystem.