

**C-6069**

**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  $n^{\text{th}}$  term.

(iii) If the 20<sup>th</sup> 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

**C-6070**

**Sub. Code**

**84723**

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

**Second Semester**

**Shipping and Logistics Management**

**FINANCIAL MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is mean by financial management?
2. Point out the different types of shares.
3. List out any two advantages of equity share.
4. Point out any three sources of capital.
5. What is dividend policy?
6. Indicate any two types of dividend.
7. What is working capital?
8. Mention any three objectives of receivables management.
9. Define capital budgeting.
10. What is a cash budget?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

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

Or

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

12. (a) Differentiate Operating Leverage from Financial Leverage.

Or

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

13. (a) Explain the various classifications of dividends.

Or

- (b) Mention the various factors influencing capital structure.

14. (a) Describe the types of capital budgeting techniques.

Or

- (b) Bring out the advantages and disadvantages of the internal rate of return.

15. (a) Categorize the various sources of dividend.

Or

- (b) Summarize the benefits of credit policies.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Differentiate profit maximization from wealth maximization.

Or

- (b) Bring out the various sources of finance.

17. (a) A firm has the following capital structure as the latest statement shows :

Source of Funds	Rs.	After tax cost (%)
Debt	30,00,000	4
Preference shares	10,00,000	8.5
Equity share	20,00,000	11.5
Retained earnings	40,00,000	10
Total		

Based on the book values, compute the cost of capital.

Or

- (b) Discuss the advantages and disadvantages of equity shares.

18. (a) Describe the determinants of dividend policy.

Or

- (b) Star Limited is contemplating the following Projects A & B as detailed below. Calculate the NPV assuming at 10% discount rate. And IRR of both the projects and suggest which project is more feasible?

Year	Base Year	1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year
Project - A	Rs. 44,000	Rs. 17,000	Rs. 17,000	Rs. 41,000
Project - B	Rs. 48,000	Rs. 22,000	Rs. 26,000	Rs. 23,000

**C-6071**

**Sub. Code**

**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.

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**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	$\lambda$

(i) Show that the game is strictly determinable, whatever  $\lambda$  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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**C-6073**

**Sub. Code**

**84726**

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

**Second Semester**

**Shipping and Logistics Management**

**HUMAN RIGHTS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define NCERT.
2. State the importance of human values.
3. What are the Gandhian initiatives for Human rights?
4. Write a short note on Bhakti cult.
5. How does science without humanism affect humans?
6. Define the term social equality.
7. Write about N.C.C.
8. State the importance of value education to college students.
9. How cultural clashes impact human values?
10. What are the contributions of Mother Teresa?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is value education? State its importance for human values.

Or

- (b) Write a note on teaching of values in Hinduism literatures.

12. (a) State the period of Mughal invasion and its impact on Indian culture.

Or

- (b) Discuss the influence of Jainism in human values education.

13. (a) According to Gandhi, what does it mean 'Wealth without work'?

Or

- (b) Explain about the fall of standards in the field of Social, economic and politics after independence.

14. (a) Discuss the ways of inculcating value education.

Or

- (b) Describe the challenges faced while teaching values to students.

15. (a) Explain the steps taken by governments to create value education.

Or

- (b) Discuss the role of Tagore in value education.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Give an account on teaching of values in literatures of Islam and Christianity.

Or

- (b) Discuss in detail about the effects of invasions on Indian values.

17. (a) Describe the value crisis occurred after independence.

Or

- (b) Write an essay on value education on college students.

18. (a) Discuss in detail about the types and principles of democracy.

Or

- (b) Explain the various extracurricular activities for developing values.
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**C-6076**

**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.

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**C-6054**

**Sub. Code**

**84738/80438**

**B.Com. DEGREE EXAMINATION, APRIL 2022**

**Third Semester**

**Logistics and Shipping**

**CONSTITUTION OF INDIA**

**(Common to (B.Com. (L & S)/B.B.A./  
B.Com. Degree Examination/B.B.A., CS & LM)**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

**(10 × 2 = 20)**

Answer **all** questions.

1. Define constitution.
2. Who is Dr. Rajendraprasath?
3. Who is Vice President of India?
4. Define cabinet.
5. What is Loksabha?
6. What is Rajyasabha?
7. Define Union Judiciary.
8. What is the meaning for Rule of Law?
9. Define state.
10. Define executive.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe about making of constitution.

Or

- (b) Write short note about Dr. Rajendra Prasath.

12. (a) State the functions of President of India.

Or

- (b) State the functions of Prime Minister.

13. (a) Explain the powers of Union legislature.

Or

- (b) Explain the powers of Rajya Sabha.

14. (a) Explain supreme court functions.

Or

- (b) Explain the term Rule of Law.

15. (a) Explain the powers of legislature.

Or

- (b) Explain the powers of judiciary.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss about fundamentals rights.

Or

- (b) Explain the role of Dr. B.R. Ambedkar related with constitution.



17. (a) Explain the function of cabinet.

Or

(b) Discuss the powers of Loksabha.

18. (a) Discuss the powers of Supreme Court.

Or

(b) Discuss the powers of executive.

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**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-6081**

**Sub. Code**

**84743**

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

**Fourth Semester**

**Shipping and Logistics Management**

**INTRODUCTION TO SHIPPING**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by carrier?
2. List out any two ship classification.
3. What are load lines?
4. Define chartering.
5. What is containerization?
6. What is a freight tariff?
7. Write a short note on Ports.
8. What is meant by Exchange rate?
9. Write a short note on TORT.
10. What is arbitration?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the advantages and disadvantages of transport by sea.  
Or  
(b) Describe the supply of shipping.
12. (a) Describe the dry cargo chartering market.  
Or  
(b) Enumerate the different types of ships.
13. (a) Who are involved in tanker charter parties?  
Or  
(b) Describe about bill of lading terms and conditions.
14. (a) Describe about ship management.  
Or  
(b) Write a note on Maritime geography.
15. (a) What are the contracts related to the carriage of goods by sea?  
Or  
(b) What are the remedies for breach of contract?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the different types of shipping markets.  
Or  
(b) Write about registration of ships and port state control.

17. (a) Discuss the development of tankers and the tanker market.

Or

(b) Write an essay about a brief history of liners.

18. (a) Discuss the various functions performed by the Institute of chartered ship brokers.

Or

(b) Explain Hamburg rules in detail.

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**C-6082**

**Sub. Code**

**84744**

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

**Fourth Semester**

**Shipping and Logistics Management**

**WAREHOUSING AND INVENTORY MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is a warehouse?
2. What are the steps in warehouse decision making?
3. List out any two factors affecting warehouses.
4. What are the operations performed by warehouse?
5. What is a decentralized storage?
6. What are the advantages of palletized storage systems?
7. Write any two uses of EOQ.
8. What is Inventory cost?
9. Expand RFID.
10. What is a Bar code?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the characteristics of ideal warehouse?

Or

- (b) How to sequence the warehouse decision?

12. (a) What are the various functions of warehouse?

Or

- (b) Write a note on Inventory records.

13. (a) Explain the centralized storage systems.

Or

- (b) Describe the process of palletization.

14. (a) Discuss the role of inventory control.

Or

- (b) Describe the various functions of inventory.

15. (a) Describe any three type of conveyors.

Or

- (b) Point out the potential benefits of RFID.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the factors determining the location of the warehouse.

Or

- (b) Discuss the various types of Warehouses in detail.

17. (a) Explain in detail about the Selective Inventory control.

Or

(b) Compare independent demand system with dependent demand system.

18. (a) Explain ABC Inventory control in detail.

Or

(b) Explain EOQ and its importance in inventory management.

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**C-6083**

**Sub. Code**

**84745**

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

**Fourth Semester**

**Shipping and Logistics Management**

**PC SOFTWARE – MS OFFICE**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is menu commands?
2. Write a short note on formatting options.
3. How to create a new word document?
4. Write a short note on Find and Replace option.
5. How to format a cell in MS Excel?
6. How to delete cells in worksheet?
7. Write a short note on custom slide show.
8. How to insert graphs in Ms Power point?
9. Write a short note on Queries.
10. How to enter Records in MS Access?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Give an account on windows Arranging icons.  
Or  
(b) Explain about manipulating windows.
12. (a) Explain about formatting option available in MS word.  
Or  
(b) Discuss how to do Find and Replace option in MS Word.
13. (a) Explain about how to select range in MS Excel.  
Or  
(b) Explain the steps involved in printing a worksheet.
14. (a) Explain the Advantage of merging presentation in slider softer view.  
Or  
(b) Discuss how to use out line view in Ms power point.
15. (a) Detail how to change structure in MS Access.  
Or  
(b) Discuss how to create Forms in MS Access.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the steps involved in manipulating windows.  
Or  
(b) Explain important keyboard shortcuts used in windows.

17. (a) Explain about how to copying entries between workbooks.

Or

(b) Explain about how to move sheets between workbooks.

18. (a) Enumerate about establish able relationship using queries to extract information in MS Access.

Or

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

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**C-6084**

**Sub. Code**

**84747**

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

**Fourth Semester**

**Shipping and Logistics Management**

**RETAIL LOGISTICS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define Retailing.
2. Enumerate the characteristics of retailer.
3. What is Accordion Theory?
4. What are the stages in Retail Life Cycle?
5. Enumerate the objectives of Situation Analysis.
6. Why feedback is important in Strategic Retail Planning Process?
7. What is the role of FDI in Indian Retail Industry?
8. What are the challenges faced in Retailing in India?
9. Define global retailing.
10. List down the top players of Global Retail Market.

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Provide your viewpoints in taking retailing as a career in India.

Or

- (b) Explain the special characteristics of a retailer in detail.

12. (a) Explain the environmental theory in retail.

Or

- (b) Discuss the different retail business models in detail.

13. (a) Why feedback and control is significant in retailing? Explain with suitable instances.

Or

- (b) Discuss the different strategies followed in retailing.

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

Or

- (b) What is Omni Channel Retailing? Discuss few other emerging trends in retailing.

15. (a) Explain the strategic planning process for global retailing.

Or

- (b) Elucidate the factors affecting the success of global retailing strategy.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Write a SWOT Analysis of Retail Sector in India.

Or

- (b) "Identifying consumer needs is a vital process for retail business" - Discuss.

17. (a) Elaborate the theories of retail development in detail.

Or

- (b) Illustrate the evolution of 'Future Group' in Indian Retail Industry.

18. (a) Explain the role of FDI in Indian retail sector.

Or

- (b) Discuss the different retailing trends in detail.

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**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.