

C-8423

Sub. Code

80615/84715

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**First Semester**

**MATHEMATICS FOR MANAGEMENT – I**

**(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. If  $A = \{a, b, c, d, e\}$  and  $B = \{a, e, i, o, u\}$ . Find  $A - B$  and  $B - A$ .

2. If  $A = \begin{pmatrix} 2 & -5 \\ 0 & -1 \\ 1 & 3 \end{pmatrix}$  and  $B = \begin{pmatrix} 1 & 3 \\ -2 & 5 \\ 2 & -2 \end{pmatrix}$  find  $A + B$ .

3. The population of a city increases by 10% per year, what will be the population after 2 years if the city has a population of 20,000.

4. Which term of the G. P. : 6, - 12, 24, - 48 ... is 384?

5. Name the different types of diagrams commonly used to represent the data in statistics.

6. Draw a Pie diagram to represent the distribution of a certain blood group “o” among Gypsies, Indians and Hungarians :

Gypsies	Indians	Hungarians	Total
343	313	344	1009

7. Write the empirical relation between mean, median and mode.
8. Write the formula for Karl–Pearson’s coefficient of correlation.
9. What are the various components of the Time Series?
10. What are the uses of Index numbers?

**Part B** (5 × 5 = 25)

Answer **all** questions.

11. (a) Using Venn diagram prove

(i)  $(A \cup B)' = A' \cap B'$

(ii)  $(A \cap B)' = A' \cup B'$ .

Or

(b) Find  $ABC$  if  $A = (4 \ 8 \ 2)$ ;  $B = \begin{pmatrix} 3 & 2 \\ 0 & 1 \\ -1 & 0 \end{pmatrix}$ ;  $C = \begin{pmatrix} 3 \\ -1 \end{pmatrix}$ .

12. (a) Sum of three numbers in A.P is 21 and the product of the first and third number is 45. What are the three numbers?

Or

- (b) The 3<sup>rd</sup> and the 8th term of a G.P. are 4 and 128 respectively. Find the G.P.

13. (a) Draw a Pie-diagram of the following data :

Type of Commodity	Expenditure in Rupees	
	Family A	Family B
Food	300	500
Rent	200	350
Clothes	125	250
Education	110	225
Miscellaneous	75	125
Savings	90	150

Or

- (b) Construct a histogram and frequency curve for the following frequency distribution :

Weights	41-45	46-50	51-55	56-60
Number of men	4	5	9	6
Weights	61-65	66-70	71-75	76-80
Number of men	11	5	7	3

14. (a) Calculate the mode for the following data :

Class	3-7	8-12	13-17	18-22	23-27	28-32	33-37
Frequency	2	108	580	175	80	32	18

Or

(b) For a given series of values, the following data were obtained,  $\bar{x} = 36$ ,  $\bar{y} = 85$ ,  $\sigma x = 11$ ,  $\sigma y = 8$  and Correlation Coefficient  $r = 0.66$ . Find

- (i) two regression equations
- (ii) estimation of  $x$  when  $y = 75$ .

15. (a) Construct index number of prices from the following data using

- (i) Laspeyre's and
- (ii) Fisher's methods.

Commodity	1970		1980	
	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

Or

(b) Draw a trend line by

- (i) Graphical and
- (ii) Semi average method for the data given below.

Year	1980	1981	1982	1983	1984	1985
Sales (in Lakhs)	78	85	82	90	87	92

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Using Matrices solve  $x + y + z = 4$ ;  $x + 2y + 4z = 12$ ;  $2x - 3y - 1z = 4$ .

Or

- (b) Find the sum up to  $n$  terms of the sequence :  $0.7, 0.77, 0.777, \dots$

17. (a) Draw the Histogram for the following distribution :

Life of electric lamp (in hours) Mid values	1010	1030	1050	1070	1090
Firm A	10	130	482	360	18
Firm B	287	105	26	230	352

Or

- (b) Ten competitors in a musical test were ranked by the three judges  $A, B$  and  $C$  in the following order.

Ranks by A : 1 6 5 10 3 2 4 9 7 8

Ranks by B : 3 5 8 4 7 10 2 1 6 9

Ranks by C : 6 4 9 8 1 2 3 10 5 7

Using rank correlation coefficient method, discuss which pair of judges has the nearest approach to common likings in music.

18. (a) Calculate Karl–Pearson’s coefficient of correlation from the following data :

X	14	16	17	18	19	20	21	22	23
Y	87	78	70	75	66	67	62	58	60

Or

- (b) From the following data calculate the 4 yearly moving average and determine the trend values. Find the short term fluctuations also plot the original data and the trend.

Year	1958	1959	1960	1961	1962
------	------	------	------	------	------

Value	50	36.5	43	44.5	38.9
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Year	1963	1964	1965	1966	1967
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Value	38.1	32.6	41.7	41.1	33.8
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**C-8424**

**Sub. Code**

**84723**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**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. Define Financial Management.
2. What is debenture?
3. What is cost of capital?
4. What is Financial leverage?
5. What is Capital gearing?
6. What is Stock dividend?
7. Define working capital management.
8. Define Accounts receivable.
9. Define capital budgeting.
10. What is Average rate of return?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the significance of Financial management.

Or

- (b) State the merits and demerits of debentures.

12. (a) What is the cost of preference share? Explain various approaches for computing it.

Or

- (b) The operating and cost data of ABC Ltd. are:

Sales Rs. 20,00,000

Variable Cost Rs. 14,00,000

Fixed cost Rs. 4,00,000 (including 15% interest on  
Rs. 10,00,000)

Calculate its operating ,financial and combined leverages.

13. (a) What are the factors which influence the dividend policy of a firm?

Or

- (b) Explain the importance of the capital structure.

14. (a) Explain Various Factors influencing working capital.

Or

- (b) Enumerate the various costs of receivables.



15. (a) Explain the pay-back method of evaluating alternative capital requirement. What are the advantages and limitations?

Or

- (b) Calculate the average rate of return for project X and Y from the following.

	Project X	Project Y
Investment	Rs. 30,000	Rs. 40,000
Net profit for Year 1	6,000	12,000
2	6,000	10,000
3	4,000	8,000
4	4,000	6,000
5	–	4,000

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the main functions of financial management.

Or

- (b) Explain the sources from which a large sized industrial enterprise can raise capital for its various requirements.

17. (a) What factors should be considered in determining the capital structure of a company?

Or

- (b) Determine the pay back period for a project which requires a cash outlay of Rs. 10,000 and generates cash inflows of Rs. 2000, Rs. 4000, Rs. 2000 in the first, second, third and fourth year respectively.

18. (a) A company issues 10% irredeemable debentures of Rs. 1,00,000 . The company is in the 55% tax bracket. Calculate the cost of dept (before as well as after tax) if the debentures are issued at (i) par (ii) 10% discount and (iii) 10% premium.

Or

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

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**C-8425**

**Sub. Code**

**84724/80624**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Second Semester**

**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. What are the objectives of business firms?
2. What is profit maximization with example?
3. How is break even analysis calculated?
4. What defines perfect competition?
5. What are some examples of a monopoly market?
6. Define oligopoly.
7. What are the 4 factors of production and examples?
8. What do you mean by break- even point?
9. State the meaning of risk and uncertainty
10. What is the meaning of public sector enterprises?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss about the types and degrees of elasticity of demand.

Or

- (b) Describe the different types of cost.

12. (a) Discuss the different types of price discrimination.

Or

- (b) Is price discrimination good or bad? Discuss.

13. (a) Price and output determination under monopoly.

Or

- (b) Describe the features of monopolistic competition.

14. (a) Explain Keynes Liquidity preference theory of interest.

Or

- (b) Why does the demand curve become a kinked-demand curve under oligopoly?

15. (a) Discuss the role of public enterprises in India.

Or

- (b) Why are public sector companies in India doing badly even after having government support?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Do you think that price elasticity of a demand could be greater for car industry as a whole or Maruti 800 of the Maruti firm.

Or

- (b) Why was the MRTP Act introduced? Explain the features of MRTP Act.
17. (a) What are the three stages production functions? Discuss.

Or

- (b) What are external economies and external diseconomies? Give some examples.
18. (a) Do inferior goods follow the law of demand? And what are the exceptions to the law of demand?

Or

- (b) Discuss about the marginal productivity theory.

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C-8426

Sub. Code

80625/84725

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Second Semester**

**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. What is the use of Graphical Method in LPP model?
2. List any two characteristics of a good model.
3. What is an unbalanced transportation problem?
4. Define optimal solution.
5. List the types of Replacement policies.
6. Define Payoff matrix.
7. In CPM what are the different types of float.
8. Draw the event oriented network for the following data:

Event No.	1	2	3	4	5	6	7
Immediate Predecessors	–	1	1	2,3	3	4,5	5,6

9. What is Critical path in PERT?
10. How to compute expected duration of each activity in PERT?

**Part B** (5 × 5 = 25)

Answer **all** questions.

11. (a) Solve the given linear programming problems graphically: Maximize:  $Z = 8x + y$  and the constraints are:  $x + y \leq 40, 2x + y \leq 60, x, y \geq 0$ .

Or

- (b) A paper mill produces two grades of paper, X and Y. Because of raw material restrictions, it cannot produce more than 400 tonnes of grade X and 300 tonnes of grade Y in a week. There are 160 production hours in a week. It requires 0.2 and 0.4 hours to produce a tonne of products X and Y respectively with corresponding profits of 200 and 500 per tonne. Formulate this as a LPP to maximize profit.
12. (a) Find the initial basic feasible solution for the following transportation problem by Least Cost Method.

	To				Supply
From	1	2	1	4	30
	3	3	2	1	50
	4	2	5	9	20
Demand	20	40	30	10	100

Or

- (b) Determine the optimum schedule for the following assignment problem.

		Job				
		1	2	3	4	5
Person	A	8	4	2	6	1
	B	0	9	5	5	4
	C	3	8	9	2	6
	D	4	3	1	0	1
	E	9	5	8	9	5

13. (a) Solve the following  $2 \times 2$  game  $\begin{bmatrix} 5 & 1 \\ 3 & 4 \end{bmatrix}$ .

Or

- (b) A milk plant is considering replacement of a machine whose cost price is Rs. 12,200 the scrap value Rs. 200. The running (maintenance and operating) costs in Rs. are found from experience to be as follows: When should the machine be replaced?

Year :	1	2	3	4	5	6	7	8
Running cost:	200	500	800	1200	1800	2500	3200	4000

14. (a) Determine the critical path, project duration, Earliest start and latest finish of:

Activity :	1-2	2-3	3-4	3-7	4-5	4-7	5-6	6-7
Duration (in weeks) ;	3	4	4	4	2	2	3	2

Or



- (b) Determine the critical path and project duration of the project.

Activity	1-2	1-3	2-4	2-5	3-4	4-5
Duration (in days)	8	4	10	2	5	3

15. (a) Explain the three time estimates used in PERT and List any two difference between PERT and CPM.

Or

- (b) Determine the critical path and estimate the project duration for the following project.

Activity	1-2	1-3	1-4	2-4	2-5	3-5	4-5
$t_0$	2	3	4	8	6	2	2
$t_m$	4	4	5	9	8	3	5
$t_p$	5	6	6	11	12	4	7

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Find solution using graphical method Max  $z = 15x_1 + 10x_2$  subject to  $4x_1 + 6x_2 \leq 60$ ;  $3x_1 \leq 180$ ;  $5x_2 \leq 200$ ; and  $x_1, x_2 \geq 0$ .

Or

- (b) Solve the following transportation problem to maximize the profit.

Sources	Destination				Supply
	A	B	C	D	
P	15	51	41	33	23
Q	80	42	26	81	44
R	90	40	66	60	33
Demand	23	31	16	30	

17. (a) Using Dominance property solve the following game.

	Player B		
	1	7	2
Player A	6	2	7
	6	1	6

Or

- (b) A Machine owner finds from his past records that the maintenance costs per year of a machine whose purchase price is Rs. 8,000 are as given below : Determine at which time it is profitable to replace the machine.

Year :	1	2	3	4	5	6	7	8
Maintenance Cost :	1000	1300	1700	2200	2900	3800	4800	6000
Resale Price :	4000	2000	1200	600	500	400	400	400

18. (a) Determine the critical path, project duration, total float, free float and independent float for the projects whose activities are given below:

Activity :	1-2	1-3	1-5	2-3	2-4	3-4	3-5	3-6	4-6	5-6
Duration (in weeks)	8	7	12	4	10	3	5	10	7	4

Or

(b) For the following activity find the critical path and compute expected duration, expected variance of each activity.

Activity	1-2	2-3	2-4	3-5	4-5	4-6	5-7	6-7	7-8	7-9	8-10	9-10
$t_0$	3	1	2	3	1	3	4	6	2	1	4	3
$t_m$	4	2	3	4	3	5	5	7	4	2	6	5
$t_p$	5	3	4	5	5	7	6	8	6	3	8	7

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**C-8427**

**Sub. Code**

**84726**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**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. What is value education?
2. Write down the list of IITs in India.
3. Mention the five most powerful Hindu dynasties in India.
4. How British rule impacted the human values across India?
5. Define the term Democracy.
6. How corruption affects the society?
7. What is meant by free atmosphere?
8. Write a short note about N.S.S.
9. What are the functions of National Resource Centre for Value Education?
10. Name few renowned social reformers from India.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a brief note on Humanistic movements in India.

Or

- (b) What is IGNOU? Explain its functions.

12. (a) Describe the influence of Buddhism on human values.

Or

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

13. (a) Explain the fundamental duties of citizens in India.

Or

- (b) What does 'Politics without Principle' mean, according to Mahatma Gandhi?

14. (a) Express the need for value education in schools and colleges.

Or

- (b) How does 'Freedom' differ from 'License'?

15. (a) Write a brief note on Teaching of etiquettes.

Or

- (b) Share your personal experience on values learnt from your family.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Give an account on agencies meant for Teaching value education in India.

Or

- (b) Discuss in detail about role played by various Social reformers in value education.

17. (a) Write an essay on “Seven Deadly Sins” proposed by Mahatma Gandhi.

Or

- (b) Describe the efforts of Dr. A.P.J. Abdul Kalam and Mother Teresa to teach values.

18. (a) Explain the steps taken by Central and State governments to remove disparities.

Or

- (b) Address any value based problem in your campus and suggest a solution.

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**C-8428**

**Sub. Code**

**80634/84734**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Third Semester**

**Shipping and Logistics Management**

**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. What do you understand by marketing environment?
3. What is buyer behavior?
4. What is channel of distribution?
5. What is Product planning?
6. What is product mix?
7. What is penetration pricing?
8. What is pricing decision?
9. Define Brand.
10. What is brand equity?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the facilitating function of marketing.  
Or  
(b) Enumerate the micro environment factors affecting marketing environment.
12. (a) What are the steps involved in buying decision process?  
Or  
(b) What are the different types of channel of distribution?
13. (a) What are the classification of product?  
Or  
(b) Explain the stages of product life cycle.
14. (a) State the various method of pricing.  
Or  
(b) Write the various types of pricing variation policies?
15. (a) List out the essential of good brand.  
Or  
(b) What are the types of brand?

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) What are the functions of marketing?  
Or  
(b) Describe the factors influence the marketing environment.



17. (a) What are the bases of market segmentation?

Or

(b) Explain the factors to be consider channel selection.

18. (a) What are the contents of product mix?

Or

(b) Elaborate the functions of channel of distribution.

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**C-8429**

**Sub. Code**

**84742/**

**80642**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Fourth Semester**

**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** the questions.

1. Define Personnel Management.
2. Write short note Personnel policies.
3. What is job analysis?
4. What is recruitment?
5. What is performance appraisal?
6. Define Job evaluation.
7. What is labour welfare?
8. What is social security?
9. Define Industrial relations.
10. What do you mean by Grievance?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

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

Or

- (b) What are the roles of personnel manager?

12. (a) State the forecasting human resource requirements.

Or

- (b) What are the types of selection tests?

13. (a) Explain briefly the performance appraisal process.

Or

- (b) What are the approaches to good human relations?

14. (a) What are the individual incentive plan?

Or

- (b) What are the retirement benefit plans for the employees?

15. (a) Discuss the causes of grievances.

Or

- (b) What are the approaches of industrial relations?

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Elaborate the scope of personnel management.

Or

(b) Explain the functions of personnel department.

17. (a) What are the sources of recruitment?

Or

(b) Discuss the steps involved in selection process.

18. (a) Explain the various methods of performance appraisal.

Or

(b) What are the elements of promotion policy?

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**C-8430**

**Sub. Code**

**84743**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**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. Narrate the advantages of sea transport.
2. Write short notes on tonnage.
3. List the types of ships.
4. Why ships are called liners?
5. What is dry cargo market?
6. How load line is calculated?
7. What are the types of ship registration?
8. How does geography play a role in trade?
9. What does arbitration mean?
10. Write short notes on TORT Law.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the importance of sea transport.

Or

(b) What do you mean by Port State control?

12. (a) What do you mean by load line and state its purpose?

Or

(b) How cargo ships chartered parties are negotiated?

13. (a) Bring out the brief history of Liners.

Or

(b) What is a tariff in shipping? How are freight charges calculated?

14. (a) Describe the procedure for ship sale and purchase.

Or

(b) Explain the role of ship management.

15. (a) List out and explain the remedies for breach of contract.

Or

(b) Write note on Fundamentals of English Law.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the different shipping market.

Or

(b) Explain the procedures involved in the successful shipping of export products.

17. (a) Describe the Hamburg rules defining sea carrier's obligations and liability.

Or

(b) What is chartering? Explain in detail.

18. (a) Describe the terms and conditions for Bill of Lading.

Or

(b) Explain in detail the development of tankers and the tanker market.

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**C-8431**

**Sub. Code**

**84744**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**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. List out Warehousing activities.
2. Briefly explain any two advantages of warehousing.
3. Describe the factors determining the size of warehouse.
4. Give any two functions of a warehouse.
5. List out the characteristics of an ideal warehouse.
6. Explain any two differences between centralized and decentralized warehouse.
7. Define the purpose of warehousing.
8. State any two types of warehouse.
9. What are the Scope of inventory management?
10. Define ABC Inventory control.



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Summarize the selection of Warehouse.

Or

(b) Narrate the factors determining location warehouse.

12. (a) Elucidate the factors affecting number of warehouses.

Or

(b) Describe the functions of warehouses.

13. (a) Clarify the importance of storage systems.

Or

(b) Illuminate the Centralized warehouse in detail.

14. (a) Narrate the functions and types of inventory in detail.

Or

(b) Discuss the inventory control in detail.

15. (a) Describe the requirement planning and its types in detail.

Or

(b) Evaluate the various types of material handling equipment.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Illuminate the Warehouse Management system in detail.

Or

- (b) Justify the Demand systems.

17. (a) Expound the principles, methods and benefits of material storage system of a warehouse.

Or

- (b) Designate and explain the factors facilitating warehouse location decision.

18. (a) Explain in detail: On what basis inventory is classified.

Or

- (b) Narrate the RFID in detail.
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**C-8432**

**Sub. Code**

**84745**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**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 the shortcut key to open a 'New Blank' document in MS – Word?
2. What is the overall term for creating, editing, formatting, storing, retrieving and printing a text document?
3. How many data formats are available in Excel? Name some of them.
4. How many maximum slides can be added to a PowerPoint presentation?
5. Explain what do you mean by queries.
6. How can we create forms?
7. What is an Operating System?
8. What is sort? Write steps for sorting.

9. What do you mean by cells in an Excel sheet?
10. What is relationship in MS access?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write features of MS Access.

Or

- (b) List the advantages of using an spreadsheet.

12. (a) Write short note on Header and Footer.

Or

- (b) Write the use of animations in MS-POWERPOINT.

13. (a) Write a note on sorting and filtering data in MS-Excel.

Or

- (b) How are tables inserted in MS-Word?

14. (a) Write a short note on :

(i) Tables

(ii) Spell check.

Or

- (b) Describe the various options in page layout of MS-word.

15. (a) Explain the steps in changing the width and height in a table.

Or

- (b) Explain the financial functions in Excel.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain format menu in MS-Word.

Or

- (b) Discuss the steps for creating a presentation in MS PowerPoint.

17. (a) How can we use the functions in Excel? Explain with example different mathematical functions in Excel.

Or

- (b) Explain the basic type of form in MS access and also write the utility of designing a form in database.

18. (a) Describe moving, copying, inserting and deleting rows and columns in MS Excel.

Or

- (b) Explain Templates and wizards in MS word.

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**C-8433**

**Sub. Code**

**84747**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Fourth Semester**

**Shipping and Logistics Management**

**RETAIL LOGISTICS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Retailing in Business.
2. What do you mean by Retail Logistics?
3. List out the trends of Retailing.
4. What is Retail Development?
5. What are the reasons for Retailing?
6. Define FDI in Retailing.
7. What is meant by Strategic Planning in Retailing?
8. What are the points related with consumer needs
9. List out the characteristics of Retailing.
10. How Retailing is treated as a Business Strategy?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain Retail Logistics.

Or

- (b) What are the Marketing concepts applied to Retailing? Explain.

12. (a) Write the short note on concept of Retailing as a Career.

Or

- (b) What are the objectives of Retail Models in Business? Explain.

13. (a) What are the advantages of Strategic Planning in Retailing? Explain.

Or

- (b) Explain in brief about the Concept of Situation Analysis.

14. (a) Explain the importance of identifying Consumer needs.

Or

- (b) Write a short note on Business Model.

15. (a) Explain the objectives of Global Retail Markets in International Business.

Or

- (b) What are the objectives of Retail Logistics in Business? Explain.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the Life cycle and Phases in growth of Retail Markets.

Or

- (b) Elaborate the concept of Evolution and Size of Retail in India.

17. (a) Elaborate FDI in Retail.

Or

- (b) What are the factors influencing the success of a Global Retailing? Explain.

18. (a) Describe the challenges facing Global Retailers.

Or

- (b) Explain the challenges in global retailing.
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