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G – 4311

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2019

Career Related First Degree Programme under CBCSS

Group 2(b)

**Core Course : BM 1442 BUSINESS ETHICS AND CORPORATE
GOVERNANCE**

(2017 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions in one or two sentences. Each question carries 1 mark.

1. What do you meant by corporate governance?
2. What do you meant by corporate social responsibility?
3. Differentiate between ethics and values?
4. What is culture?
5. What do you mean by whistle blowing?
6. What is ethical Dilemma?
7. What is ethics committee?
8. What is code of conduct?

P.T.O.

9. Who is an independent Director?

10. What is SEBI?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions not exceeding one paragraph. **Each** question carries **2** marks.

11. What are the objectives of ethics?

12. What are OECD principles?

13. What are the sources of values?

14. What is a cultural diversity?

15. What do you meant by organisation culture?

16. What are the obligations of a corporate towards investors?

17. What are the pillars of corporate governance?

18. What is the role of the audit committee in corporate governance?

19. What do you meant by the term 'strong Culture'?

20. Why should a business act ethically?

21. What are the constituents of corporate governance?

22. Name the different unethical practices of corporate?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions not exceeding one page. **Each** question carries **4** marks.

23. Explain the Ackerman's model of social responsibility?

24. What are the benefits of Corporate Governance?
25. What are the features of business ethics?
26. What are the functions of organisational culture?
27. What are the different ways in managing cultural diversity in organization?
28. Discuss the need of corporate governance in India?
29. What are the different principles of ethics?
30. Write a note on Kumar Mangalam Birla Committee Report?
31. What are the characteristics of values?

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions not exceeding four pages. Each question carries **15** marks.

32. Discuss the mandatory requirements under clause 49 of the listing agreement?
33. Give the arguments in favour and against corporate social responsibility?
34. Explain the importance of ethics in business in the wake of liberalisation?
35. Briefly describe the factors influencing corporate governance?

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2019

Career Related First Degree Programme Under CBCSS

Group 2(b)

Core Course : BM 1441 ENTREPRENEURSHIP DEVELOPMENT

(2017 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences. Each question carries **1** mark.

1. Define Entrepreneurship.
2. Who is a business entrepreneur?
3. Define a small unit.
4. Give the expansion of NMCC.
5. What do you mean by STED project?
6. Write a short note on KITCO.
7. What is a start-up?
8. What is seed capital?
9. What is meant by venture capital?
10. What is a Project?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer any **eight** questions, not exceeding one paragraph. **Each** question carries **2** marks.

11. Give any two features of micro enterprises.
12. Give any two causes of industrial sickness in India.
13. What do you mean by bridge capital?
14. Mention any two remedial measures taken by the Government of India for the revival of sick industrial units.
15. What are industrial clusters?
16. What are the main objectives of NEISBUD?
17. Write a short note on MUDRA scheme.
18. List out any two functions of NSIC.
19. Explain briefly the activities of TCOs.
20. Name any two activities of STED project.
21. Write a short note on financial viability of a project.
22. Mention any two objectives of a Project Report.

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions, not exceeding one page. **Each** question carries **4** marks.

23. Enumerate the characteristics of an entrepreneur.
24. What are the objectives of MSMEs?
25. Enumerate the disadvantages of MSMEs.

26. Explain the functions of Small Industries Service Institutes.
27. What are the functions of Kerala Financial Corporation?
28. What are the requisites of an ideal project report?
29. What are the incentives and subsidies given by Government of Kerala to SSI units?
30. Explain the functions of Khadi and Village Industries Commission.
31. What are the major functions of NSIC?

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions not exceeding four pages. Each question carries **15** marks.

32. Discuss the role of MSMEs in developing countries.
33. Discuss in detail the barriers to entrepreneurship.
34. Discuss the functions of Small Industries Development Bank of India.
35. Discuss the different methods of profitability appraisal of capital projects.

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2019

Career Related first Degree programme under CBCSS

Group 2(b)

CORE COURSE : BM 1441: ENTREPRENEURSHIP DEVELOPMENT

(2014 Admission – 2016 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in one or two sentences

Each question carries 1 mark

1. What is entrepreneurship?
2. Who is an agricultural entrepreneur?
3. What is subsidy?
4. Who is an entrepreneur?
5. What is entrepreneurial development programme?
6. What is partnership?
7. What is industrial estate?
8. What is a project report?
9. What is bounty?
10. Who is a drone entrepreneur?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions. Each question carries 2 marks

11. What are the needs for incentives and subsidies?
12. What are the short term objectives of EDP?
13. What are the disadvantages of partnership?
14. Write a short note on Technical Consultancy Organisation.
15. What are the characteristics of a project?
16. What are the functions of an Entrepreneur?
17. Write a note on imitating entrepreneurs.
18. Discuss the relationship between entrepreneurship and economic development?
19. What are the objectives of MSMEs?
20. What are the problems faced in preparation of project reports?
21. Discuss the key elements in the concept of entrepreneurship.
22. Discuss the qualities of a successful entrepreneur?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions. Each question carries 4 marks

23. What are the nature and characteristics of entrepreneurship?
24. What are the skills required for an entrepreneur?
25. Discuss the important personal barriers to entrepreneurship.

26. What are the disadvantages of Micro, Small and Medium enterprises?
27. What are the phases of EDP?
28. What are the functions and activities of Technical Consultancy Organisation?
29. What are the responsibilities of Kerala State Small Industries Development Corporation Limited?
30. What are the important aspects which are highlighted in a project report?
31. What are the objectives of a project report?

(6 × 4 = 24 Marks)

SECTION – D

Answer any two questions. Each question carries 15 marks

32. Explain the types of entrepreneurs.
33. Discuss the problems of small scale industries
34. Explain the contents of project report.
35. Explain the factors governing location of small scale industries.

(2 × 15 = 30 Marks)

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Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2019

Career Related First Degree Programme Under CBCSS

Group 2(b)

Core Course

BM1444 SKILL ENHANCEMENT AND EMPLOYABILITY ORIENTATION

(2017 Admn)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer all questions in one or two sentences. Each question carries 1 marks.

1. Define SWOT.

2. What is Self esteem?

3. What is stress management?

4. Define public speaking.

5. What is debate?

6. What is bio – sketch?

P.T.O.

7. What is etiquette?
8. Define CV.
9. What is GD?
10. What is Conflict?

(10 × 1 = 10 Marks)

PART – B

II. Answer **any eight** questions not exceeding one paragraph. Each question carries **2** marks.

11. What is emotional intelligence?
12. What is semantic barrier?
13. What is mind mapping?
14. What do you mean by EQ?
15. What is body language?
16. Define memo.
17. What is decoding?
18. Define communication.
19. What is proxemics?
20. What is self control?
21. What do you mean by interpersonal communication?
22. Define time management.

(8 × 2 = 16 Marks)

PART – C

III. Answer **any six** questions not exceeding one page. Each question carries 4 marks.

23. What are the principles of effective writing?
24. Explain assertive communication skills.
25. Write about e-mail etiquette.
26. How to enhance self esteem?
27. Discuss about decision making and problem solving.
28. What are the features mind mapping?
29. Explain different types of interview.
30. How can write acceptance letters?
31. What are the types of body language?

(6 × 4 = 24 Marks)

PART – D

IV. Answer **any two** questions not exceeding four pages. Each carries 15 marks.

32. Explain the different types of meeting arrangements.
33. Explain the barriers to effective communication.
34. What are the different techniques of interviews.
35. Explain about self motivation.

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Fourth Semester B.B.A Degree Examination, July 2019

Career Related First Degree Programme under CBCSS

Group 2(b)

**Core Course : BM 1444 SKILL ENHANCEMENT AND EMPLOYABILITY
ORIENTATION**

(2014 – 2016 Admission)

Time : 3 Hours

Maximum Marks : 80

SECTION-A

I. Answer all questions in one or two sentences. Each question carries 1 mark.

1. Define Report.
2. What is Non - verbal communication?
3. Define Interview.
4. What is a resume'?
5. What is Intrapersonal Communication?
6. What is Encoding?
7. What is Transactional Analysis?
8. What is public speaking?

9. What is etiquette?
10. What is conflict?

(10 × 1 = 10 Marks)

SECTION - B

II. Answer any **eight** questions not exceeding one paragraph. Each question carries 2 marks.

11. What is time management?
12. What are critical and creative thinking?
13. Explain the relationship between a resume and an application letter.
14. What are the advantages of formal communication?
15. Discuss memos.
16. Discuss the guidelines to write a description.
17. State the significance of handshake in communication.
18. Discuss Proxemics.
19. Explain brainstorming.
20. What are the preparations required for an interviewee for the interview?
21. What are the essentials for drafting a letter of resignation?
22. What are the purposes of conducting meetings in business organisations?

(8 × 2 = 16 Marks)

SECTION - C

III. Answer any **six** questions not exceeding one page. Each question carries 4 marks.

23. What are the components of communication process?
24. Discuss about grapevine communication.

25. "Effective communication is a building block of successful organizations". Explain.
26. What are the components of non - verbal communication?
27. Discuss the process of running an effective meeting.
28. How to improve intercultural communication?
29. Discuss corporate dressing and personal grooming.
30. Discuss the types of listening.
31. Discuss about upward communication.

(6 × 4 = 24 Marks)

SECTION - D

- IV. Answer any **two** questions not exceeding 4 pages. Each question carries 15 marks.
32. Discuss interview etiquette.
 33. How to overcome barriers of communication?
 34. Explain seven C's of communication?
 35. Explain the importance of a resume.

(2 × 15 = 30 Marks)

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G – 4312

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2019

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course BM 1443 : OPERATIONS MANAGEMENT

(2017 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

I. Answer all questions in one or two sentences. Each question carries 1 mark.

1. What is Product Design?
2. Define Plant Layout.
3. What is Mass Production?
4. What do you understand by Process Layout?
5. What is Materials Management?
6. Define Capacity.
7. What is inventory?
8. What is BOM?
9. What are control charts?
10. What is Quality Control?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

- II. Answer any **eight** questions not exceeding one paragraph. Each question carries **2** marks.
11. What are the limitations of Process Layout?
 12. Give a brief account of Aggregate Planning.
 13. Distinguish periodic inventory system from perpetual inventory system.
 14. What is Actual Capacity?
 15. What do you understand by Descriptive Statistics?
 16. What are the objectives of Quality Control?
 17. What is Statistical Quality Control?
 18. Name any two benefits of TQM.
 19. What is a master production schedule?
 20. What do you mean by Acceptance Sampling?
 21. Define value analysis.
 22. Write a short note on Process Selection.

(8 × 2 = 16 Marks)

SECTION – C

- III. Answer any **six** questions not exceeding 1 page. Each question carries **4** marks.
23. What are the factors to be borne in mind in plant layout?
 24. What are the factors affecting the design of a Product?
 25. What are the benefits of Computer Aided Manufacturing System?

26. What are the factors determining Plant Location.
27. What are the merits of MRP?
28. What are the advantages of Perpetual Inventory Control System?
29. What are the advantages of JIT?
30. Write a short note on Quality Movement.
31. What are the objectives of Quality Circles?

(6 × 4 = 24 Marks)

SECTION – D

- IV. Answer any **two** questions not exceeding **4** pages. Each question carries **15** marks.
32. Define operation management. Explain the objectives of operation management.
 33. What do you understand by Production Planning and Control? Explain the techniques of Production Planning and Control.
 34. What do you understand by Capacity Requirement Planning? Explain the process involved in Capacity Planning.
 35. Define Quality Circle. Discuss the characteristics of effective Quality Circles.

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2019

Career Related First Degree Programme under CBCSS

Elective Course

BM 1461.2 ADVERTISING AND SALES PROMOTION

(2017 Admn)

Time : 3 Hours

Max. Marks : 80

PART – A

Answer all questions in one or two sentences each. Each carries 1 mark.

1. Define promotion.
2. What is publicity?
3. What do you understand by ad appeals?
4. What is the meaning of advertising agency?
5. What is pioneer advertising?
6. What is advertising budget?
7. What is scientific advertising?

P.T.O.

8. What is media planning?
9. What do you mean by marketing communication?
10. What is point of purchase promotion?

(10 × 1 = 10 Marks)

PART – B

Answer **any eight** questions in not exceeding one paragraph. Each carries 2 marks.

11. What are the features of advertising?
12. Give a brief note on local advertising?
13. What is the role of newspaper in advertising?
14. What do you mean by salesmanship?
15. What is buy back allowance?
16. Distinguish between couponing and rebate?
17. What is price skimming?
18. What is online marketing?
19. Who is sales person?
20. What is informative advertising?
21. What are the elements of promotion mix?
22. What do you mean by sales promotion tool?

(8 × 2 = 16 Marks)

PART – C

Answer **any six** questions in not exceeding one page. Each carries 4 marks.

23. What is advertising? What are the characteristics of advertising?
24. What is the role of Advertising appeals?
25. Distinguish between advertising and sales promotion?
26. What is personal selling and what are the features of personal selling?
27. "Advertisement sells the product"- Do you agree?
28. What are the difficulties of advertising effectiveness?
29. What is the process of personal selling?
30. Explain AIDA approach of selling.
31. Explain the social issues of advertising.

(6 × 4 = 24 Marks)

PART – D

Answer **any two** questions in not exceeding four pages. Each carries 15 marks.

32. What are the methods for setting advertising budget?
33. What is advertising media? What are the factors governing the selection of advertising media?
34. Advertising brings long term effects but sales promotion is for quicker result- Do you agree? Explain.
35. What are the promotion tools used in advertising?

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2019

Career Related First Degree Programme under CBCSS

Group 2(b)

Elective Course Stream II: Marketing Management

BM 1461.2 ADVERTISING AND SALES PROMOTION

(2014 - 2016 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Define the following terms in **one** or **two** sentences each. **Each** carries **1** mark.

1. Communication Barriers.
2. Broadcast Media.
3. Institutional Advertising.
4. Social Advertising.
5. Economic aspects of advertising.
6. Advertising Copy.
7. Story Copy.
8. Radio Commercials.

9. Advertising Campaign.

10. Media Scheduling

(10 × 1 = 10 Marks)

SECTION – B

Answer **any eight** questions in not exceeding one paragraph. **Each** question carries **2** marks.

11. Discuss the legal aspects of advertising.

12. What are the functions of advertising?

13. What are the benefits of advertising?

14. What is institutional advertising?

15. What do you understand by industrial advertising?

16. What qualities does a person need to be successful in the field of advertising?

17. What is text?

18. What do you mean by advertising budget?

19. Discuss the role of advertising in the marketing mix.

20. How is media selected? How cost efficiency is a determinant in media selection?

21. What are the Objectives of sales Promotion?

22. What are the various media vehicles used under sales promotion?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions in not exceeding one page each. **Each** question carries **4** marks.

23. Explain the various sources of print media information in brief?
24. Explain the problems or risk involved in sales promotion?
25. Define how sales promotion effects sales. Illustrate with an example?
26. What are the different types of sales promotion? Define the various tools and techniques used in sales promotion (briefly)?
27. Discuss the requisites of an effective layout.
28. What is media planning? Discuss the various factors that are to be considered for the selection of a suitable media.
29. Discuss the social aspects of advertising. Give examples.
30. What factors would you consider to decide the target audience of your Ad?
31. Define DAGMAR Approach? What are the challenges to the DAGMAR Approach?

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions in not exceeding four pages each. **Each** question carries **15** marks

32. What is advertising effectiveness? State and explain the pre testing methods of evaluating advertising effectiveness.
33. Explain classification of advertising
34. How effective is online advertising? Which type of products should be advertised online?
35. What do you mean by advertising? Also explain the various objectives of advertising?

(2 × 15 = 30 Marks)

Reg. No. :

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Fourth Semester B.B.A. Degree Examination, July 2019

Career Related First Degree Programme under CBCSS

Group 2(b)

**Core Course : BM1442 BUSINESS ETHICS AND CORPORATE
GOVERNANCE**

(2014-2016 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions in one or two sentences. Each carries one mark.

1. What are Business Ethics?
2. What is Ethical Egoism?
3. Define Ethos.
4. What is code of Ethics?
5. What is cultural diversity?
6. What is attitude?
7. Define social responsibility.
8. What is the primary objective of Kumar Mangalam Birla Committee by SEBI?
9. Explain the term 'values'.
10. Name the pillars of corporate governance.

(10 × 1= 10 Marks)

SECTION – B

Answer any 8 questions. Each question carries 2 marks.

11. Why business ethics become necessary?
12. List the sources of business ethics.
13. Distinguish between Descriptive ethics and normative ethics.
14. Is ethics the same as being lawful.
15. Mention the features of good corporate governance.
16. What are the components of culture?
17. Explain self-awareness.
18. How ethics are different from morals?
19. Examine the five basic characteristics of a good work ethic.
20. State the importance of organisational culture concept.
21. Write a note on N.R. Narayana Moorthy Committee.
22. Point out the common ethical issues confronted in marketing area.

(8 × 2 = 16 Marks)

SECTION – C

Answer any six questions. Each question carries 4 marks.

23. Explain the scope of business ethics.
24. List out the benefits of corporate social responsibility.
25. Describe the importance of Corporate Governance.

26. Briefly state main mandatory requirements under clause 49 of listing agreement regarding Board of Directors.
27. What are the steps in building a strong company culture?
28. Examine the factors influencing business ethics.
29. Discuss the characteristics of business ethics.
30. Write a note on Ethical leadership.
31. Explain the Ethical Value System of an individual. **(6 × 4 = 24 Marks)**

SECTION – D

Answer **any two** questions not exceeding four pages. **Each** question carries **15** marks.

32. Why business ethics is important? Explain the benefits of business ethics.
33. Explain ethical leadership characteristics.
34. Describe the role of independent directors in corporate governance.
35. What is meant by corporate Social Responsibility (CSR) of business? Briefly explain Ackerman's model of Social Responsibility.

(2 × 15 = 30 Marks)