

230510196

UNITED UNIVERSITY	Mid Term II exam	ODD SEM 2024-25	ROLL NO.																													
COURSE – BBA 2 <sup>nd</sup> year										SEMESTER III <sup>rd</sup>																						
TIME: 2 Hrs	SUBJECT- Operation Research		SUBJECT CODE- CMUCBB902T		MML 30																											
SECTION – A (ATTEMPT ALL QUESTIONS)										05	CO	BETWEEN TWO SEMESTER LEVELS																				
1	A	What is the name of the method used in getting the optimum assignment?								1	CO2	K1																				
	B	Define distinguish between slack and float time. <i>AC</i>								1	CO3	K1																				
	C	Define a game and value of the game.								1	CO4	K1																				
	D	Define a queue.								1	CO4	K1																				
	E	What is a network? what are the two basic planning and control techniques in a network analysis?								1	CO3	K1																				
SECTION – B (ATTEMPT ANY FIVE QUESTIONS)										10																						
2	A	Express the expected duration and variance of an activity of a project in terms of $t_o$ , $t_p$ and $t_e$ .								2	CO3	K2																				
	B	Distinguish between PERT and GPM.								2	CO3	K1																				
	C	Construct a network for the project whose activities and precedence relationship are as given below:								2	CO3	K3																				
<table border="1" style="width: 100%; text-align: center;"> <tr> <td>Activities</td> <td>A</td> <td>B</td> <td>C</td> <td>D</td> <td>E</td> <td>F</td> <td>G</td> <td>H</td> <td>I</td> </tr> <tr> <td>Predecessor</td> <td>---</td> <td>A</td> <td>A</td> <td>---</td> <td>D</td> <td>B, C, E</td> <td>F</td> <td>D</td> <td>G, H</td> </tr> </table>													Activities	A	B	C	D	E	F	G	H	I	Predecessor	---	A	A	---	D	B, C, E	F	D	G, H
Activities	A	B	C	D	E	F	G	H	I																							
Predecessor	---	A	A	---	D	B, C, E	F	D	G, H																							
	D	Solve the game whose pay off matrix is given by, $\begin{bmatrix} -2 & 0 & 0 & 5 & 3 \\ 3 & 2 & 1 & 2 & 2 \\ -4 & -3 & 0 & -2 & 6 \\ 5 & 3 & -4 & 2 & -6 \end{bmatrix}$								2	CO4	K3																				
	E	Distinguish between Pure and Mixed strategies.								2	CO4	K2																				
	F	Define a saddle point. And when is the game fair?								2	CO4	K1																				
SECTION – C (ATTEMPT ANY ONE PART FROM EACH QUESTION)										15																						

Solve the following transportation problem starting with the initial solution obtained by VAM.

	$D_1$	$D_2$	$D_3$	$D_4$	Supply
$O_1$	21	16	25	13	11
$O_2$	17	18	14	23	13
$O_3$	32	17	18	41	19
Demand	6	10	12	15	

The following table shows the job of a network along their time estimates. Draw the project network and find the critical path and total project duration.

Job	1-2	1-6	2-3	2-4	3-5	4-5	6-7	5-8	7-8
a(days)	1	2	2	2	7	5	5	3	8
m	7	5	14	5	10	5	8	3	17
b	13	14	26	8	19	17	29	9	32

What is network scheduling, defines common error in network construction.

A project schedule has the following characteristics:

Activity	1-2	1-3	2-4	3-4	3-5	4-6	5-6	5-7	6-8	7-8	8-10	9-10
Time (days)	4	1	1	1	6	5	4	8	1	2	5	7

From the above information, you are required to:

- (1) Construct a network diagram.
- (2) Compute the earliest event time and latest event time.
- (3) Determine the critical path and total project duration.
- (4) Compute the total and free float for each activity.

Define Queuing theory and their basic queuing process

Using the Principal of Dominance, Solve the following game.

	Player B		
Player A	4	5	8
	6	4	6
	4	2	4

CO MARKS DISTRIBUTION

CO1-

CO2-13

CO3-16

CO4-18

CO5-0

BLOOMSTAXONOMY DISTRIBUTION

K1-17%

K2-57%

K3-29%

K4-31%

UNITED UNIVERSITY		SECOND MID TERM EXAM		ODD SEM 2024-25		ROLL NO. 2805010004			
COURSE (BRANCH) BBA IBM AND CORE (ALL SECTIONS)							SEMESTER- 3RD		
TIME: 75 MIN.		SUBJECT- IT TOOLS IN BUSINESS			SUBJECT CODE- CMUCBB307T		MM. 30		
SECTION -A (ATTEMPT ALL QUESTIONS)							6	CO	BLOOMS TAXONOMY LEVEL
1	A	Define MS-Word					2	CO1	K1
	B	What is Indentation?					2	CO1	K2
	C	What is a spreadsheet and why are they used?					2	CO2	K2
SECTION -B (ATTEMPT ANY THREE QUESTIONS)							12		
2	A	Explain the main features of MS-Word processing					4	CO1	K1
	B	Discuss the steps in paragraph formatting in MS-Word					4	CO1	K2
	C	Write a short note on document templates.					4	CO1	K2
	D	What are the various uses of MS-Excel in business management?					4	CO2	K2
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)							12		
3	A	Discuss the various steps in page design and page layout in MS-Word.					6	CO1	K1
	B	Explain checking, correcting and proof reading of documents.					6	CO1	K2
4	A	Describe the procedure of creating tables and charts.in MS-Word.					6	CO1	K2
	B	How can one edit a workbook in MS-Excel?					6	CO2	K2
CO MARKS DISTRIBUTION			CO1- 34	CO2- 12	CO3- 00	CO4-00	CO5-00		
BLOOMS TAXONOMY DISTRIBUTION			K1- 12	K2- 34	K3- 00	K4-00	K5-00		

UNITED UNIVERSITY		SECOND MID SEMESTER		ODO SEM 2023-24		ROLL NO. 23051010801		
COURSE (BRANCH)-BBA / BBA IBM						SEMESTER 3rd		
TIME-2HRS		SUBJECT- Production and Operation management			SUBJECT CODE- CMUCBB301T		MM. 30	
SECTION –A (ATTEMPT ALL QUESTIONS)						5	CO	
1	A	When and Where Schedule is used in manufacturing organization?				1	CO3	
	B	Briefly explain Production Control.				1	CO3	
	C	Name the tools used in PPC.				1	CO3	
	D	What WMSD and CTD stand for?				1	CO4	
	E	What is Productivity?				1	CO4	
SECTION –B (ATTEMPT ANY FIVE QUESTIONS)						10		
2	A	How does Production Control differ from Production Planning?				2	CO3	
	B	What are the factors influencing Productivity?				2	CO4	
	C	Elaborate the objectives and benefits of Ergonomics?				2	CO4	
	D	State the objectives of Production Planning and Control				2	CO3	
	E	Discuss the importance of Productivity with respect to manufacturing?				2	CO4	
✓	E	Why Production and planning and control considered important in manufacturing organizations?				2	CO3	
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						15		
3	A	Effective production planning and control guarantees better utilization of machines and labor. Discuss.				5	CO3	
	B	Discuss Productivity measurement in detail and along with the model.				5	CO4	
4	A	Discuss the techniques involved in Production Planning and Control.				5	CO3	
	B	Explain types and components of ergonomics.				5	CO4	
5	A	What are the steps involved in Production Planning and Control?				5	CO3	
	B	What are the techniques of Productivity improvement in an organization?				5	CO4	
CO MARKS DISTRIBUTION				CO1 – 00	CO2-00	CO3-24	CO4-23	CO5-23
BLOOMS TAXONOMY DISTRIBUTION				K1 – 09	K2–24	K3- 09	K4-05	K5 -00

UNITED UNIVERSITY		SECOND MID TERM EXAM		ODD SEM 2024-25		ROLL NO. 23051010	
COURSE (BRANCH)- BBA (CORE+ IIM)				SUBJECT- BUSINESS ETHICS AND CORPORATE GOVERNANCE		SUBJECT CODE- CMUCBB303T	
TIME: 2 HRS						SEMESTER- 3 <sup>rd</sup>	
						MM. 30	
SECTION –A (ATTEMPT ALL QUESTIONS)						5	CO
1	A	What is meant by 'corporate governance'?				1	CO3 K2
	B	Enlist any two merits of corporate governance.				1	CO3 K1
	C	What is meant by 'Keiretsu system' in the Japanese Model of Corporate Governance?				1	CO3 K2
	D	Define the term 'Board of Directors'.				1	CO4 K1
	E	Define corporate management structure.				1	CO4 K1
SECTION –B (ATTEMPT ANY FIVE QUESTIONS)						10	
2	A	Discuss in brief any two principles of corporate governance.				2	CO3 K2
	B	Briefly mention the key players of the German model of corporate governance.				2	CO3 K1
	C	State two key obligations that an organization has each for its shareholders and its customers.				2	CO3 K1
	D	Determine in brief using examples about any two common grounds for the disqualification of Directors.				2	CO4 K3
	E	Briefly discuss about the guidelines that the shareholders are expected to follow.				2	CO4 K2
	F	Enumerate the key steps involved in the appointment of Directors in the company.				2	CO4 K1
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						15	
3	A	Discuss the Anglo-Saxon Model of Corporate Governance in detail.				5	CO3 K2
	B	Explain the regulatory framework of corporate governance in India.				5	CO3 K2
4	A	Discuss in detail about the key players of the Japanese Model of Corporate Governance.				5	CO3 K2
	B	Illustrate in detail the key rights typically enjoyed by the shareholders of a company.				5	CO4 K2
5	A	How can the effectiveness of the Board of Directors ensured in a company? Describe.				5	CO4 K2
	B	Categorize in detail the kinds of directors that an organization can have.				5	CO4 K2
CO MARKS DISTRIBUTION		CO1-00	CO2-00	CO3-24	CO4-23	CO5-00	
BLOOM'S TAXONOMY DISTRIBUTION		K1-09	K2-26	K3-02	K4-10	K5-00	

UNITED UNIVERSITY		SECOND MID TERM		ODD SEM 2024-25		ROLL NO. 230510196		
COURSE (BRANCH)- BBA / BBA-IBM						SEMESTER-3 <sup>rd</sup>		
TIME:2HRS		SUBJECT- Macro Economics			SUBJECT CODE- CMUCB8304T		MM. 30	
SECTION -A (ATTEMPT ALL QUESTIONS)						5	CO	BLOOMS TAXONOMY LEVEL
1	A	What is 'dissaving'?				1	CO3	K1
	B	What is 'induced Consumption'?				1	CO3	K1
	C	What do you mean by 'equilibrium' in economics?				1	CO3	K1
	D	Define 'flat money'?				1	CO4	K1
	E	Explain 'deflation'				1	CO4	K1
SECTION -B (ATTEMPT ANYFIVE QUESTIONS)						10		
2	A	Explain laissez-faire in economics.				2	CO3	K2
	B	Write the functions of paper currency?				2	CO4	K2
	C	Define the role of the multiplier in an economy.				2	CO3	K2
	D	Explain the concept of demand for money.				2	CO4	K2
	E	What is the marginal efficiency of capital?				2	CO3	K2
	F	What is stagflation?				2	CO4	K2
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						15		
3	A	What is the classical theory of economics? Explain the assumptions of classical economics.				5	CO3	K2
	B	What is inflation? Explain its causes and controlling measures.				5	CO4	K3
4	A	Define a demand-driven economy. Explain the Keynesian theory of income and employment.				5	CO3	K3
	B	Why money is important for any economy? Explain the advantages and disadvantages of money.				5	CO4	K2
5	A	Explain the consumption function and the relationship between consumption and saving.				5	CO3	K3
	B	Explain the quantity theory of money. How is the Keynesian theory of demand for money important for the economy?				5	CO4	K3
CO MARKS DISTRIBUTION		CO1-	CO2-	CO3-24	CO4-23	CO5-		
BLOOMS TAXONOMY DISTRIBUTION		K1-5	K2-22	K3-20	K4-	K5-		