

UNITED UNIVERSITY		END TERM EXAM		ODD SEM 2024-25		ROLL NO.					
COURSE (BRANCH) - BBA (IBM & CORE) ALL SECTIONS								SEMESTER			
TIME: 2 HRS.		SUBJECT: IT TOOLS IN BUSINESS				SUBJECT CODE- CMUCBB307T				MM	
SECTION -A (ATTEMPT ALL QUESTIONS)										20	CO
1	A	List features of MS-Word								4	CO
	B	What is proof reading of documents?								4	CO
	C	What is a spreadsheet?								4	CO
	D	What is a patent? Why is it used for?								4	CO
	E	Explain IPR.								4	CO
SECTION - B (ATTEMPT ANY FIVE QUESTIONS)										35	
2	A	Write short notes on creating and editing of documents in MS- Word.								7	CO
	B	Explain Document Template and its uses.								7	CO
	C	Explain various ways of formatting spreadsheets in Excel.								7	CO
	D	What are the uses & steps of creating charts and graphs in Excel?								7	CO
	E	Discuss the features of IT ACT 2008.								7	CO
	F	Explain the application of IT in the Airlines sector.								7	CO
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)										45	
3	A	Describe the steps in page designing and page layout in MS-Word.								15	CO
	B	Discuss the major uses & applications of MS-Word in business.								15	CO
4	A	Discuss the importance of MS-Excel in business administration.								15	CO
	B	Discuss the different ways of protecting worksheets in Excel.								15	CO
5	A	Outline the various categories of IPR with examples.								15	CO
	B	Classify the various types of cyber-crimes in India.								15	CO
CO MARKS DISTRIBUTION		CO1-48	CO2-52	CO3-52	CO4-00	CO5-00					
BLOOMS TAXONOMY DISTRIBUTION		K1-00	K2-115	K3-00	K4-30	K5-00					

UNITED UNIVERSITY		END TERM EXAMINATION		ODD SEM 2024-25		ROLL NO.													
TIME-3 HRS.		COURSE (BRANCH)- BBA/ BBA-IBM (Finance)										SEMESTER-III							
		SUBJECT- Macro Economics										SUBJECT CODE- CMUB86304T				MM. 100			
SECTION -A (ATTEMPT ALL QUESTIONS)														20	CO	BTL			
1.	A	Define 'Study of whole/aggregate'?												2	CO1	K1			
	B	Explain 'applicability' of macroeconomics												2	CO1	K1			
	C	What is Gross National Product (GNP)?												2	CO2	K1			
	D	What is the circular flow of goods in the economy?												2	CO2	K1			
	E	Define 'Demand creates its own supply'												2	CO3	K1			
	F	Define Investment multiplier?												2	CO3	K1			
	G	What is high powered money?												2	CO4	K1			
	H	Describe Irving Fisher's 'purchasing power of money theory'?												2	CO4	K1			
	I	Define cooperative banks in India?												2	CO5	K1			
	J	What is 'remittances'?												2	CO5	K1			
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)														30					
2.	A	What are the main objectives of macroeconomic policy?												6	CO1	K2			
	B	What is the difference between nominal GDP and real GDP.												6	CO2	K2			
	C	Explain Keynesian consumption function with the help of diagram. What is propensity to consume?												6	CO3	K2			
	D	How is the effect of monetary policy different from fiscal policy as a tool of stabilization?												6	CO4	K2			
	E	Explain the process of creation of credit by commercial bank.												6	CO4	K2			
	F	What components are included in the balance of payments that are not part of balance of trade?												6	CO5	K2			
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)														50					
3.	A	What are the key components of macroeconomic policy, and how do they work together to achieve economic stability?												10	CO1	K3			
	B	Why is it important to study both macro and microeconomics for understanding the economy as a whole? And also Distinguish macro and micro economics?												10	CO1	K3			
4.	A	Why are goods and services counted in GDP at market value? Explain the problems in using market value to measure production.												10	CO2	K3			
	B	How Factors of Production and income flows in the economy? Explain the role of Government in circular flow.												10	CO2	K2			
5.	A	What is the classical theory of economics? Explain the assumptions of classical economics.												10	CO3	K3			
	B	What role does the marginal propensity to consume (MPC) play in determining the consumption function? And how are consumption and saving related in an economy?												10	CO3	K3			
6.	A	Discuss the main causes of Inflation in India. What remedies do you suggest for its control?												10	CO4	K4			
	B	Explain the motives of liquidity preference and liquidity trap. How Keynesian theory of demand for money is important for the economy?												10	CO4	K3			
7.	A	Write the evolution of banking? Explain various types of banks currently functional in India												10	CO5	K3			

B	What is Reserve Bank of India (RBI), and what role does it play in the Indian Economy?						10
CO MARKS DISTRIBUTION		CO1-30	CO2-30	CO3-30	CO4-36	CO5-30	
BLOOMS TAXONOMY DISTRIBUTION		K1-20	K2-46	K3-80	K4-10	K5-0	

UNITED UNIVERSITY	END TERM EXAMINATION	ODD SEM. 2024-25	ROLL NO- 23051010004			
COURSE (BRANCH) BBA & BBA HIM			SEMESTER- III			
TIME-3 HRS.	SUBJECT- BUSINESS ETHICS & CORPORATE GOVERNANCE	SUBJECT CODE- CUMCB030T	MM. 100			
SECTION –A (ATTEMPT ALL QUESTIONS)			20			
A	Define business ethics.	2	CO1 K1			
B	Describe ethical issue	2	CO1 K2			
C	Define social responsibility	2	CO2 K1			
D	What do you mean by corporate governance ethics?	2	CO2 K2			
E	What do you mean by corporate governance.	2	CO3 K2			
F	Define corporate governance models.	2	CO3 K1			
G	What do you mean by board of directors?	2	CO4 K2			
H	Define kinds of directors.	2	CO4 K1			
I	Define regulatory roles of government in the economy.	2	CO5 K1			
J	What do you mean by economic regulation?	2	CO5 K2			
SECTION –B (ATTEMPT ANY FIVE QUESTIONS)			30			
A	Describe the features of business ethics.	6	CO1 K1			
B	Discuss the business benefits of Corporate Social Responsibility (CSR).	6	CO1 K2			
C	Describe the key components of corporate governance systems.	6	CO2 K1			
D	What do you mean by Executive Directors? Discuss its key roles.	6	CO3 K1			
E	Examine the key roles of government in corporate governance.	6	CO4 K1			
F	Analyze the different roles of government in the economy.	6	CO5 K1			
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)			50			
A	Explain the role of ethics in business.	10	CO1 K1			
B	Examine the ways to improve ethical behavior in business.	10	CO1 K2			
A	Discuss the characteristics of an ethical organization.	10	CO2 K1			
B	How corporate observe ethics in their organizations? Discuss in brief.	10	CO2 K2			
A	Examine the principles of corporate governance.	10	CO3 K1			
B	Evaluate the key players in the Japanese Model.	10	CO3 K2			
A	What is a Board of Directors? Discuss the role of the Board of Directors.	10	CO4 K1			
B	Explain the key steps in the appointment of directors.	10	CO4 K2			
A	Analyze the government interference in market economies.	10	CO5 K1			
B	Evaluate the scope of Government's relations with business.	10	CO5 K2			
MARKS DISTRIBUTION		CO1-36	CO2-30	CO3-30	CO4-30	CO5-30
BLOOMS TAXONOMY DISTRIBUTION		K1-	K2-	K3-	K4-	K5-

COURSE - BBA IInd yearSEMESTER IIIrd

TIME: 3 HRS.

SUBJECT- Operation Research

SUBJECT CODE-
CMUCBB302T

MM: 100

SECTION -A (ATTEMPT ALL QUESTIONS)

20 CO BLOOMING
TAXONOMY
LEVELS

- 1 A What is Operation research? 2 CO1 K1
- B What is feasible solution and optimum solution? 2 CO1 K1
- C What do you understand by transportation problem (T.P.)? and how do you convert an unbalanced T.P. into a balanced one? 2 CO2 K1
- D What is the assignment problem? What do you mean by an unbalanced assignment? 2 CO2 K1
- E What is a network? what are the two basic planning and control techniques in a network analysis? 2 CO3 K1
- F Define Total Float and Free Float in network Techniques. 2 CO3 K2
- G What is queuing system? Explain the main characteristics. 2 CO4 K1
- H Define a saddle point. And when is the game fair? 2 CO4 K2
- I Define inventory. What is the various type of inventory? 2 CO5 K2
- J What is replacement problem? Describe some important replacement situations. 2 CO5 K1

SECTION -B (ATTEMPT ANY FIVE QUESTIONS)

30

- 2 A Solve the LPP by Graphical method. 6 CO2 K3
- $$\text{Max } Z = 5x_1 + 7x_2$$

$$\text{subject to: } x_1 + x_2 \leq 4$$

$$3x_1 + 8x_2 \leq 24$$

$$10x_1 + 7x_2 \leq 35$$

$$\text{where } x_1, x_2 \geq 0$$
- B Solve the following assignment model. 6 CO2 K2
- | | | | | |
|---|----|---|----|----|
| 3 | 8 | 2 | 10 | 3 |
| 8 | 7 | 2 | 9 | 7 |
| 6 | 4 | 2 | 7 | 5 |
| 8 | 4 | 2 | 3 | 5 |
| 9 | 10 | 2 | 9 | 10 |

- C Obtain the initial solution for the following Transportation problem using Least cost Method

	D_1	D_2	D_3	D_4	Supply
O_1	11	13	17	14	250
O_2	16	18	14	10	300
O_3	21	24	13	20	400
Demand	200	225	275	250	

- D Construct a network for the project whose activities and precedence relationship are as given below:

Activities	A	B	C	D	E	F	G	H	I	J	K
Predecessor	-	-	-	A	B	B	C	D	E	H, I	F, G

- E Solve the game whose pay-off matrix is given by,

	Player B				
Player A	-2	0	0	5	3
	3	2	1	2	2
	-4	-3	0	-2	6
	5	3	-4	2	-5

- F Discuss in brief replacement procedure for the parts that deteriorate with time

SECTION - C (ATTEMPT ANY ONE PART FROM EACH QUESTION)

Use Simplex Method to solve the Linear programming problem:

$$\begin{aligned} \text{Max } Z &= 10x_1 + 8x_2 \\ \text{subject to } x_1 + x_2 &\leq 2 \\ 2x_1 + x_2 &\leq 4 \\ 3x_1 + x_2 &\leq 12 \\ \text{where } x_1, x_2 &\geq 0 \end{aligned}$$

Write the Dual of this LPP and obtain its solution without solving

$$\begin{aligned} \text{Max } Z &= 4x_1 + 10x_2 \\ \text{subject to } 2x_1 + x_2 &\leq 16 \\ 2x_1 + 5x_2 &\leq 20 \\ 2x_1 + 3x_2 &\leq 18 \\ \text{where } x_1, x_2 &\geq 0 \end{aligned}$$

10 CO3 K4

Solve the following transportation problem starting with the initial solution

Obtained by VAM method.

	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	

10 CO3 K5

B

	1	2	3	4	
A	5	5	-	2	2
B	7	4	2	3	1
C	9	3	5	-	2
D	7	2	6	7	8

Solve the following assignment model machine

Effectuated machine is make available its respected assignment cost to the four operators are the new machine replace and existing. One if the replacement can be justify economical reformulate as an assignment model and find the optimal solution.

Is it economical to the place of one of existing machine?

10 CO3 K4

A

A project schedule has the following characteristics:

Activity	1-2	1-3	2-4	3-4	3-5	4-5	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) Determiine the critical path and total project duration.
- Compute the total and free float for each activity

B The following table shows the job of a network along with their time estimates. 10 CO
Draw the Project network and Find the probability of the project completing in 40 days

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 (days)	7	5	14	5	10	5	8	3	17
b (days)	13	14	26	8	19	17	29	9	32

A Using the Principal of Dominance, Solve the following game.

Player B

Player A

	4	5	8
6	4	6	
4	2	4	

B Define Queuing theory and their basic queuing process and its characteristic. 10 CO4

A Solve the following 2×3 game graphically. 10 CO5

1	3	11
8	5	2

B The cost of a machine is Rs 61,000 and its scarp value is Rs 1000. The maintenance costs found from the past experiences are as follows: 10 CO5

Year	1	2	3	4	5	6	7	8
Running cost	1000	2500	4000	6000	9000	12000	16000	20000

When should be machine be replaced?

CO MARKS DISTRIBUTION

CO1-36	CO2-30	CO3-30	CO4-30	CO5-30
K1-22%	K2-21%	K3-30%	K4-21%	K5-6%

BLOOMS TAXONOMY DISTRIBUTION

UNITED UNIVERSITY		END TERM EXAMINATION		ODD SEM 2024-25		ROLL NO.					
		COURSE: BBA/BBA IBM				SEMESTER					
TIME: 3 HRS		SUBJECT: Production and Operations Management			SUBJECT CODE- CMUCBB301T		MM. 100				
SECTION -A (ATTEMPT ALL QUESTIONS)							20	CO			
1	A	Define production management.					2	CO1			
	B	List two factors influencing plant location decisions.					2	CO2			
	C	Differentiate between job shop and batch production.					2	CO2			
	D	Mention two objectives of plant layout.					2	CO3			
	E	Define product design.					2	CO3			
	F	State the relationship between research and product development.					2	CO4			
	G	What are the functions of production planning and control?					2	CO4			
	H	Name two techniques of productivity improvement.					2	CO3			
	I	What is Ergonomics?					2	CO1			
	J	Define Six Sigma in quality management.					2	CO5			
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)							30				
2	A	Explain the importance of plant location and the factors influencing plant location decisions.					6	CO1			
	B	Discuss the key stages of product development with examples.					6	CO3			
	C	Describe the objectives and functions of production planning and control.					6	CO2			
	D	Explain the concept of productivity and outline the productivity measurement models.					6	CO3			
	E	Discuss the objectives and components of ergonomics.					6	CO5			
	F	Write a short note on Total Quality Management (TQM).					6	CO4			
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)							50				
3	A	Discuss the classification of production systems with suitable examples.					10	CO3			
	B	Explain the advantages and disadvantages of continuous production systems.					10	CO1			
4	A	Explain the factors affecting product design and the role of product policy in an organization.					10	CO4			
	B	Discuss the key stages of product development with real-world examples.					10	CO2			
5	A	Elaborate on the production procedure and the challenges in production planning and control.					10	CO3			
	B	Discuss the objectives and techniques of production planning and control.					10	CO5			
6	A	Define productivity and discuss the techniques of productivity improvement.					10	CO2			
	B	Explain the productivity measurement models with examples.					10	CO3			
7	A	Explain ISO 9000 standards for the quality system and the steps for implementation in an organization.					10	CO1			
	B	Write a detailed note on Kaizen and its impact on organizational quality management.					10	CO5			
CO MARKS DISTRIBUTION		CO1-20		CO2-30		CO3-48		CO4-30		CO5-28	
BLOOMS TAXONOMY DISTRIBUTION		K1-9		K2-11		K3-2		K4-4		K5-0	