UNITED UNIVERSITY	FIRST MID TERM EXAM	OOD SEM 2024-25	ROLL NO.						

COURSE – BBA (ALL)		SEMESTER IIIrd

TIME:2 Hrs	SUBJECT- Operation Research	SUBJECT CODE- CMUCBB302T	MM. 30

SECTION –A (ATTEMPT ALL QUESTIONS)	05	CO	BLOOMS TAXONOMY LEVEL
A What is Operation research?	1	CO1	K1
B What is a feasible solution and optimum solution?	1	CO1	K1
C What do you mean by the canonical form of a LPP?	1	CO1	K1
D What do you mean by a balanced Transportation Problem?	1	CO2	K1
E What is the name of the method used in getting the optimum assignment?	1	CO2	K1

SECTION –B (ATTEMPT ANY FIVE QUESTIONS)	10		

2

A State the characteristics of standard form and write the standard form of following LPP. — 2 CO1 K4

$$Max Z = 3x_1 + 2x_2$$
subject to $x_1 + x_2 \leq 4$
$$x_1 - x_2 \leq 2$$
where $x_1, x_2 \geq 0$

B Write the Dual of this LPP — 2 CO1 K1

$$Max Z = 4x_1 + 10x_2$$
subject to $2x_1 + x_2 \leq 10$
$$2x_1 + 5x_2 \leq 20$$
$$2x_1 + 3x_2 \leq 18$$
where $x_1, x_2 \geq 0$

C Describe general mathematical formation of a transportation problem. — 2 CO1 K1

D Obtain the initial solution for the following Transportation problem using North west corner rule. — 2 CO2 K5

	D_1	D_2	D_3	D_4	Supply
O_1	6	4	1	5	14
O_2	8	9	2	7	16
O_3	4	3	6	2	5
Demand	6	10	15	4	35

E	Solve the following transportation problem starting with the initial solution obtained by Least cost method:				2 CO2 K3

	D_1	D_2	D_3	D_4	Supply
O_1	13	11	15	40	2
O_2	17	14	12	13	6
O_3	18	18	15	12	7
Demand	3	3	4	5	

F	Explain the difference between a transportation problem and an assignment problem.	2 CO2 K2

SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)   15

3 A Use Simplex Method to solve the Lpp: 5 CO1 K3

$$Max Z = 10x_1 + 6x_2$$
subject to $x_1 + x_2 \leq 2$
$$2x_1 + x_2 \leq 4$$
$$3x_1 + x_2 \leq 12$$
where $x_1, x_2 \geq 0$

B Use the Graphical method to find the Minimum value of   5 CO1 K3

$$Max Z = 5x_1 + 7x_2$$
subject to $x_1 + x_2 \leq 4$
$$3x_1 + 8x_2 \leq 24$$
$$10x_1 + 7x_2 \leq 35$$
where $x_1, x_2 \geq 0$

4 A Describe the use and limitations of operation research?   5 CO1 K2

B   5 CO2 K5

	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.
Effected 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?

A Solve the following assignment model.

$$\begin{bmatrix} 3 & 8 & 2 & 10 & 3 \\ 8 & 7 & 2 & 9 & 7 \\ 6 & 4 & 2 & 7 & 5 \\ 8 & 4 & 2 & 3 & 5 \\ 9 & 10 & 2 & 9 & 10 \end{bmatrix}$$

| | | | | 5 | CO2 | K4 |

B 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	

| | | | | 5 | CO2 | K5 |

O MARKS DISTRIBUTION	CO1-24	CO2-23	CO3-0	CO4-0	CO5-0
	K1-19%	K2-15%	K3-21%	K4-15%	K5-30%

COURSE (BRANCH)- BBA (FACULTY OF COMMERCE AND MANAGEMENT)

SEMESTER- 3"

TIME:2 HRS	SUBJECT- BUSINESS ETHICS AND CORPORATE GOVERNANCE	SUBJECT CODE-CMUCBB303T	MM. 30		
			5	CO	
	SECTION –A (ATTEMPT ALL QUESTIONS)		1	CO1	K1
1 A	Define business ethics.		1	CO1	K1
B	Enlist any two advantages attained by organizations by following business ethics.		1	CO1	K1
C	Define the principle of utilitarianism.		1	CO2	K2
D	What is meant by social responsibility?		1	CO2	K2
E	What is meant by corporate governance ethics?		10		
	SECTION –B (ATTEMPT ANY FIVE QUESTIONS)		2	CO1	K4
2 A	What is the role of ethics in business? Analyze in brief.		2	CO1	K2
B	How do corporates make decisions regarding ethical issues? Discuss the steps in brief.		2	CO1	K
C	What benefits can an organization achieve while being socially responsible and following basic business ethics?		2	CO2	K
D	Mention the corporate governance ethics which an organization can follow.		2	CO2	K
E	Give an example in brief of a renowned organization/company following corporate social responsibility (CSR) practices.		2	CO2	K
F	Illustrate in brief the benefits achieved by firms by following social responsibility practices.		15		
	SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)		5	CO1	
3 A	Discuss one ethical theory in detail.		5	CO1	
B	What is meant by ethical issues? Discuss in detail the ethical issues faced by an organization.		5	CO1	
4 A	What are the roots/causes of unethical behaviour in an organization? How can organizations improve ethical behaviour?		5	CO2	
B	Explain in detail the characteristics of an ethical organization.		5	CO2	
5 A	How can corporates/organizations encourage ethical behaviour among their employees? Explain.		5	CO2	
B	Determine in detail about the social responsibility issues faced by organizations.				

CO MARKS DISTRIBUTION	CO1- 24	CO2-23	CO3-00	CO4-00	CO5-00
BLOOM'S TAXONOMY DISTRIBUTION	K1-12	K2-24	K3-8	K4-4	K5-00

UNITED UNIVERSITY	FIRST MID SEMESTER		ODD SEM 2024-25	ROLL NO. 2305/D/6004			
	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	BLOOM'S TAXONOMY UNIT LEVEL
A	What is the Scope of Production and Operation management?				1	CO1	K1
B	Is it necessary for an organization to have a Plant layout and why?				1	CO1	K1
C	List the tools of Product Development.				1	CO2	K1
D	What is the Product policy?				1	CO2	K1
E	Are Product Design and Product Development separate or same?				1	CO2	K1
	SECTION –B (ATTEMPT ANY FIVE QUESTIONS)				10		
2 A	"Production is the core function of any business organization". Explain				2	CO1	K2
B	Explain with example Continous Production System.				2	CO1	K3
C	What is Plant layout and what are the objectives of Plant layout?				2	CO1	K1
D	Comment on relationship between Research, development and design.				2	CO2	K2
E	What is the importance of Product policy of the organization?				2	CO2	K2
F	Explain the characteristics of successful product development.				2	CO2	K3
	SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)				15		
3 A	Explain the type of layout that will be selected in given scenario and why a) An organization wants to set up a chocolate factory b) An organization is building a bridge				5	CO1	K4
B	Differentiate between Intermittent and Continuous production system.				5	CO1	K2
4 A	A pharmaceutical company is setting up there unit in Himachal Pradesh what all factors they will consider in deciding the Plant location.				5	CO1	K3
B	Elaborate Standardization, Simplification with its advantages and Disadvantages.				5	CO2	K2
5 A	Elaborate the different stages of New product development.				5	CO2	K3
B	Explain the factors responsible for Product Development.				5	CO2	K1

CO MARKS DISTRIBUTION	CO1 – 23	CO2-24	CO3-00	CO4-00	CO5-00
BLOOMS TAXONOMY DISTRIBUTION	K1 – 12	K2-16	K3- 14	K4-05	K5 - 00

UNITED UNIVERSITY	FIRST MID TERM		ODD SEM 2024-25	ROLL NO. 2305/0
COURSE (BRANCH)- BBA / BBA-IBM				
TIME: 2HRS	SUBJECT- Macro Economics		SUBJECT CODE-CMUCBB304T	

SECTION –A (ATTEMPT ALL QUESTIONS)

			5
1	A	Meaning of Greek work ' Makro' Economics?	1
	B	What is meaning of Scarcity	1
	C	How is titled as father of Modern Economics	1
	D	Define Capital Goods	1
	E	What is NFIA	1

SECTION –B (ATTEMPT ANYFIVE QUESTIONS)

			10
2	A	Explain top down approach of macro economics?	2
	B	Explain Economic policy formulation and implementation?	2
	C	What is Growth in macro economics?	2
	D	Define Expenditure method of GDP	2
	E	If GDP(fc) is 200, NFIA 40, Net indirect tax 30, & subsidy 10 then Calculate GNP (mp)	2
	F	Define circular flow of income	2

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

			15
3	A	Explain meaning, features and limitation of Macro Economics?	5
	B	How classical economics is different from Keynesian Economics? Explain.	5
4	A	What do you understand by 'study of aggregate', and Explain the scope of macro economics?	5
	B	What is National Income? And Explain various methods to compute it.	5
5	A	Explain the concept of GNP, Per capita income, and Depreciation?	5
	B	How Factors of Production and income flows in the economy? Explain the role of Government in circular flow.	5

CO MARKS DISTRIBUTION	CO1-24	CO2-23	CO3-	CO4-	CO5-
BLOOMS TAXONOMY DISTRIBUTION	K1-5	K2-32	K3-10	K4-	K5-

UNITED UNIVERSITY	FIRST MID TERM EXAM	ODD SEM 2024-25	ROLL NO.	

SEMESTER-3rd
MM. 30

COURSE (BRANCH) BBA IBM AND CORE (ALL SECTIONS)
SUBJECT CODE- CMUCBB307T
TIME: 75 MIN. SUBJECT- IT TOOLS IN BUSINESS

			Marks	CO	BLOOMS TAXONOMY LEVEL
SECTION –A (ATTEMPT ALL QUESTIONS)			6	CO	
1	A	Define Intellectual property.	2	CO3	K1
	B	What is Machine Learning?	2	CO3	K2
	C	Explain Find and Replace feature in MS-Excel.	2	CO2	K2
SECTION –B (ATTEMPT ANY THREE QUESTIONS)			12		
2	A	Explain the main provisions of IT Act 2008 that have been amended.	4	CO3	K1
	B	Discuss the role of information Technology in the banking sector.	4	CO3	K2
	C	How has IT enhanced the customer services in the Airlines industry?	4	CO3	K2
	D	What are the various uses of MS-Word?	4	CO2	K2
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)			12		
3	A	Discuss the various types of cybercrimes being committed in India.	6	CO3	K
	B	Explain briefly the various types of Intellectual Property rights.	6	CO3	K
4	A	Describe the latest developments in IT & its impact in business.	6	CO3	K
	B	Explain the importance of MS-office in business administration.	6	CO2	K

CO MARKS DISTRIBUTION	CO1- 00	CO2- 12	CO3- 28	CO4-00	CO5-00
BLOOMS TAXONOMY DISTRIBUTION	K1- 12	K2- 34	K3- 00	K4-00	K5-00