



44475/C05010

Reg. No.

--	--	--	--	--	--	--	--

III Semester B.B.A. 4 Degree Examination, March - 2022

BUSINESS POLICY AND STRATEGY

(CBCS Syllabus)

(Regular)

Time : 1 ½ Hours

Maximum Marks : 40

Instructions to Candidates:

Write all the questions Numbers Properly.

SECTION - A

I. Answer any **Five** of the following questions. (5×2=10)

- 1) Define Strategic management.
- 2) What do you mean by strategic direction?
- 3) What do you mean by vision?
- 4) What do you mean by Corporate Planning?
- 5) What do you mean by strategy implementation?
- 6) What is offensive strategy?
- 7) What do you mean by social responsibility?

SECTION - B

II. Answer any **Two** of the following questions. (2×5=10)

- 8) Explain the advantages of strategic management.
- 9) Explain the levels of strategies.
- 10) Write a note on Diversification strategies.

SECTION - C

III. Answer any **Two** of the following questions. (2×10=20)

- 11) Explain the generic strategies.
- 12) Explain the macro environmental factors.
- 13) Write a note on:
 - a) Corporate Culture
 - b) SMART Governance



44471/C0201

Reg. No.

--	--	--	--	--	--	--	--

III Semester B.B.A.4 (CBCS) Degree Examination, April - 2022

CORPORATE COMMUNICATION

(Regular)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Write question numbers Correctly.

PART - A

Answer any **Ten** of the following.

(10×2=20)

1. Define corporate communication?
2. What is Persuasion?
3. What is RTI act?
4. What do you mean by semantic barrier?
5. What is post-script?
6. What do you mean by vertical communication?
7. What is decoding in communication?
8. What do you mean by facsimile communication?
9. What is visual sign? Give example
10. Define CSR.
11. What do you mean by adjustment sales letter?
12. What is Informal communication?

PART - B

Answer any **Four** questions of the following

(4×5=20)

1. Explain various barriers to communication?
2. Write a note on business ethics.

[P.T.O.]



3. Explain various objectives of communication?
4. Write a short note on Non-verbal communication?
5. Explain various business etiquetic modes.
6. Design promotional leaflet for a New Hospital which is going to open in your city.

PART - C

Answer any **Three** questions of the following. **(3×10=30)**

1. Explain various dimensions of organizational communication?
2. Write to your supplier claiming compensation for shortage in a consignment of computer which you have just received. Give full details.
3. A customer has returned a bill stating that he has been charged for goods that were not delivered to him. Draft a letter to be sent with the corrected bill.
4. Explain the characteristics & types of both verbal and Non-verbal communication methods.

PART - D

Compulsory

- 1) Explain the communication process with a neat diagram, illustrating with an example. **(1×10=10)**
-

44472/C0220

Reg. No.

--	--	--	--	--	--	--	--	--	--

III Semester B.B.A.4 (CBCS) Degree Examination, April - 2022

QUANTITATIVE TECHNIQUES

(Regular)

Time : 3 Hours

Maximum Marks : 80

Instruction to Candidates:

Write the question numbers properly.

SECTION - A

Answer any **Ten** of the following.

(10×2=20)

1. What do you mean by Operation Research.
2. Write any two two models.
3. Define unbalanced Transportation problem.
4. Write methods to solve the transportation problem.
5. Define game theory.
6. Define mixed strategy.
7. Define balanced assignment problem.
8. Define Poisson distribution?
9. What is probability?
10. What is null hypothesis?
11. What is level of significance?
12. If $P(A) = \frac{1}{5}$, $P(B) = \frac{7}{10}$, $P(A \cup B) = \frac{12}{5}$ Find $P(A \cap B)$

[P.T.O.]



SECTION - B

Answer any Four of the following.

(4×5=20)

13. Explain the properties of normal distribution.
14. Solve the following transportation problem by using matrix minimum method.

	D ₁	D ₂	D ₃	D ₄	Available
O ₁	5	4	3	8	20
O ₂	3	7	9	6	30
O ₃	5	11	10	12	40
Required	30	10	20	40	

15. Solve the following assignment schedule.

	M	N	O	P
A	17	20	13	21
B	15	21	14	18
C	17	18	17	21
D	14	22	12	22

16. A firm manufactures 2 type of articles i.e. A & B. These articles fetch a profit of Rs.2,000 and Rs.3,000. Type A article required 10 meters of red wool, 15 meters of blue wool and 8 meters of green wool. Type B article requires 15 meters of red wool, 25 meters of blue wool and 8 meters green wool. If the firm has a stock of 100 meters of red wool, 250 meters of blue wool and 170 meters of green wool. Formulate L.P.P.
17. Solve the following game by dominance method.

		Player B				
		B ₁	B ₂	B ₃	B ₄	B ₅
Player A	A ₁	-2	2	0	5	-8
	A ₂	3	2	1	2	2
	A ₃	-1	3	0	-4	2
	A ₄	0	-5	-4	3	-2



18. Among 300 truck-drivers who are tested for Covid-19 positive 50 were found to be infected. Does this data support the argument that truck drivers have 20% chance of Covid-19.

SECTION - C

Answer any **Three** questions of the following.

(3×10=30)

19. Solve the following transportation problem by vogels approximation method. Test for optimality.

	D ₁	D ₂	D ₃	D ₄	Available
O ₁	11	13	17	14	250
O ₂	16	18	14	10	300
O ₃	21	24	13	10	400
Required	200	225	275	250	

20. Solve the game by graphical method.

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

21. a) Assuming birth to male and birth to female children to be equiprobable, find the probability that a family with 4 children has 2 or more children.
b) What is probability that a card drawn from a pack of playing card is i) Red Suit ii) King or Queen.
22. From the following data, test whether the sample means differ significantly.

	I Sample	II Sample
Size	200	300
Mean	219.3	220.1
S.D.	3	2

[P.T.O.]



(4)

44472/C0220

23. Solve the following assignment schedule

	W	X	Y	Z
A	18	24	28	32
B	8	13	17	19
C	10	15	19	22

SECTION - D (Compulsory)

(1×10=10)

24. Maximize $Z = 400x + 1000y$

Subject to $12x + 6y \leq 6000$

$4x + 10y \leq 4000$

$2x + 3y \leq 1800$

$x \geq 0, y \geq 0$



37324/C240

Reg. No.

--	--	--	--	--	--	--	--

III Semester B.B.A. Degree Examination, April - 2022

QUANTITATIVE TECHNIQUES

(Repeaters)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

1. *Calculators are allowed.*
2. *Section D is Compulsory.*

SECTION - A

Answer any Ten of the following.

(10×2=20)

1. Define random variable.
2. Define Poisson distribution.
3. Define regression.
4. What is type I and type II errors?
5. Indicate Scatter diagrams for $r = +1$ & $r = -1$.
6. A card is randomly drawn from a pack of playing cards, the color of the drawn card is noted.
7. Define null & alternative hypothesis.
8. State the parameters of binomial distribution.
9. What are the properties of correlation?
10. When a die is rolled once. Find the probability of number 4 or above?
11. What is complement of an event? Give an example.
12. Find the mean variance and standard deviation of a binomial distribution, whose parameters are $n = 7$ & $p = 0.1$.

[P.T.O.]

SECTION - B

Answer any Four of the following.

(4×5=20)

13. The probability of a person surviving after an accident is $\frac{2}{5}$. Find the probability of survival of 5 persons when 8 persons met with an accident.
14. Mention the features & properties of normal distribution.
15. In the following probability distribution, find the missing probability & find the mean variance.

x	:	4	6	8	10	12
$p(x)$:	$\frac{1}{8}$	$\frac{1}{6}$	-	$\frac{1}{4}$	$\frac{1}{12}$

16. Explain the testing of hypothesis procedure.
17. Calculate Spearman's Rank Correlation from the following data.

x : 8 10 15 17 20 22 24 25

y : 25 30 32 35 37 40 42 45

18. A receptionist at an office, receives on an average 3 telephone calls between 10:00 am to 10:05 a.m. Find the probability that on a particular day.
- i) She doesn't receive any call
- ii) She receives at least 2 calls in that time period.

SECTION - C

Answer any Three of the following

(3×10=30)

19. A random sample of 1000 Apples in a box has mean weight 187 grams & standard deviation 8 grams. A random sample of 800 Apples in another box has mean weight 188.4 grams and standard deviation 10 grams. Test the hypothesis that the mean weight of Apples in 2 boxes are same.
20. Calculate Karl Pearson's co-efficient of correlation.

x : 41 51 54 59 65 67 64 59 57 33

y : 10 12 17 21 25 39 30 26 23 17



21. Mean life of electric bulbs manufactured by a firm is 1200 hrs. The standard deviation is 200hrs.
- In a lot of 10,000 bulbs, how many bulbs are expected to have life 1,050 hrs. or more.
 - What is the percentage of bulbs, which are expected to fuse before 1,500 hrs. of service?
22. What is scatter diagram? Explain its various types.
23. In a correlation analysis between production & price of a commodity, the following data are observed;

	Production (x)	Price Index (y)
Arithmetic Mean	110	98
Standard Deviation	12	5

Co-efficient correlation between production and price is -0.4. Obtain both the regression equations and estimate the price index when the production index is 116.

SECTION - D
(Compulsory)

(1×10=10)

24. From the following data of the age of husband and the age of wife, from two regression lines and calculate the husband's age when the wife's age is 16.

Husband's Age : 36, 23, 27, 28, 28, 29, 30, 31, 33, 35

Wife's Age : 29, 18, 20, 22, 27, 21, 29, 27, 29, 28



44474/C250

Reg. No.

13	2	0	2	3	2	1	8
----	---	---	---	---	---	---	---

III Semester B.B.A.4 (CBCS) Degree Examination, March - 2022

Computer Applications in Business

(Repeater)

Time : 3 Hours

Maximum Marks : 80

Instruction to Candidates:*Write the question number correctly*

SECTION - A

I Answer any TEN of the following.

(10×2=20)

- 1) Distinguish between data and information.
- 2) Mention the levels of Information system.
- 3) Expand MSS, GDSS.
- 4) Define process control system.
- 5) What is the difference between formula and function?
- 6) What do you mean by cell referencing?
- 7) What are the features of tally?
- 8) What is ledger?
- 9) Mention any two uses of power point.
- 10) Define database.
- 11) What is database transaction?
- 12) What is Row in Excel?

SECTION - B

II Answer any FOUR of the following:

(4×5=20)

- 13) What is system? Explain its characteristics.
- 14) Explain pre-defined groups in Tally.
- 15) Explain different types of vouchers in Tally.
- 16) Explain different types of database system.

[P.T.O.]



- 17) What is DSS? Explain its characteristics.
- 18) Explain any 5 statistical functions with syntax and examples.

SECTION - C**III Answer any THREE of the following****(3×10=30)**

- 19) Explain the components of Business Information system.
- 20) What is MIS? Explain its advantages and disadvantages.
- 21) What is mail-merge? Explain the steps to create mail-merge in MS-word.
- 22) Who is DBA? What are the roles and responsibilities of DBA?
- 23) Write short notes (any two)
 - a) Tables in MS-word
 - b) Database users
 - c) Balance sheet
 - d) TPS

SECTION - D

- 24) Create table employee with following field

(1×10=10)

Emp.id,Firstname,Lastname,deptname.designation,city,birthdate,datehired, salary.

Insert five records.

Use appropriate queries to

- a) Display all records.
 - b) Display emp.id, deptname, salary
 - c) Display the employee details who is in marketing department and salary above Rs.30,000
 - d) Delete record where emp.id is 5.
-



37321/C210

Reg. No.

--	--	--	--	--	--	--	--

III Semester B.B.A. 3 Degree Examination, March - 2022**Personality Development & Life Skills****(Repeater)****Time : 3 Hours****Maximum Marks : 80****Instructions to Candidates :**

- 1) Write question numbers correctly.
- 2) Section - D Compulsory

SECTION - A**I. Answer any TEN of the following:****(10×2=20)**

1. What is critical thinking ?
2. What is self grooming ?
3. What is the meaning of personality ?
4. What is will power ?
5. What do you mean by dress-code.
6. Mention any two qualities of good leader.
7. What is the meaning of Team.
8. What is emotional stress.
9. Write two professional etiquettes.
10. What is goal setting ?
11. What is Brainstorming ?
12. What is self confidence ?

SECTION - B**II. Answer any Four of the following:****(4×5=20)**

13. Explain physical determinants of personality.
14. What are benefits of Brainstorming.
15. What is Type - A & Type - B personality.
16. Explain qualities of good Leader.

[P.T.O.]



17. Write a Note on out of box thinking.
18. Discuss importance of Team work.

SECTION - C

III Answer any **Three** of the following:

(3×10=30)

19. Explain Johari window.
20. What is creativity explain how you can be creative.
21. Explain Erikson's eight life stages of personality development.
22. Write the techniques of building self-confidence .
23. Write short notes on :-
 - a) Time Management.
 - b) Short term goal setting.

SECTION - D

[Compulsory]

IV Answer the following :

(1×10=10)

24. Explain the process of Decision making & its applicability in Business problems.
-