

K22U 0331

Reg. No. :

Name :

VI Semester B.B.A. Degree (CBCSS – OBE – Regular) Examination, April 2022
(2019 Admission)

Core Course

Discipline Specific Elective : III.MARKETING
6B17BBA : Logistics Management

Time : 3 Hours

Max. Marks : 40

PART – A
Very short answer

Answer **all** questions. **Each** question carries **one** mark :

1. What is reverse logistics ?
2. What is supply chain ?
3. What is customer order fulfillment ?
4. What is meant by procurement ?
5. What is SRM ?
6. What is meant by contract warehousing ?

(6×1=6)

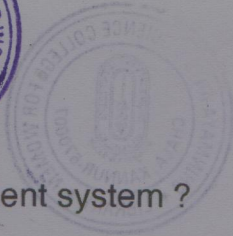
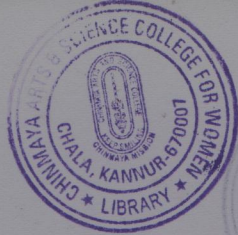
PART – B
Short answer

Answer **any 6** questions. **Each** question carries **2** marks :

7. Define logistics.
8. Explain the push/pull view of supply chain process.
9. What does demand management mean ?
10. What is meant by manufacturing flow management ?

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11. What is warehouse management system ?
12. Explain the term drop shipping.
13. Explain the term 'Bull-whip effect'.
14. Differentiate between private warehouse and public warehouse. (6×2=12)

PART – C
Essay

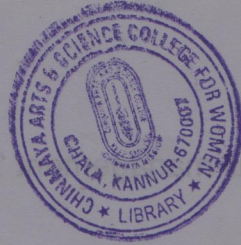
Answer **any 4** questions. **Each** question carries **3** marks :

15. Distinguish between inbound logistics and outbound logistics.
16. What are the elements of logistics ?
17. What are the advantages of integrated logistics ?
18. Who are the participants of supply chain management ?
19. State and explain various elements of customer service.
20. State and explain types of order fulfillment. (4×3=12)

PART – D
Long Essay

Answer **any 2** questions. **Each** question carries **5** marks :

21. Briefly discuss the importance and role of logistics in business.
22. Explain in detail the important objectives of supply chain management.
23. Discuss the role of warehousing in supply chain management.
24. What is meant by procurement management ? Briefly explain the steps involved in procurement management process. (2×5=10)



K22U 0332

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VI Semester B.B.A. Degree (CBCSS – OBE – Regular) Examination, April 2022
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Core Course

Discipline Specific Elective : III. Marketing

6B18BBA : RETAIL MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What is Retail ?
2. Define CRM.
3. What do you mean by Merchandising ?
4. What do you mean by Warehouse Stores ?
5. What is E-retailing ?
6. What is retail image mix ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. What is space planning in retail ?
8. What is store positioning ?
9. What is mark up pricing ?
10. What is customer service in retail management ?
11. What is floor space management ?

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12. What is store positioning in retail management ?

13. What is store security ?

14. What is retail inventory management ?

(6×2=12)

PART - C

Answer **any 4** questions. **Each** question carries **3** marks.

15. What are the types of retail marketing ?

16. What is shrinkage in retail management ?

17. What are 4 basic pricing strategies ?

18. What is a Specialty Stores ?

19. What are the factors influencing the choice of stores location ?

20. What are the types of retail layouts ?

(4×3=12)

PART - D

Answer **any 2** questions. **Each** question carries **5** marks.

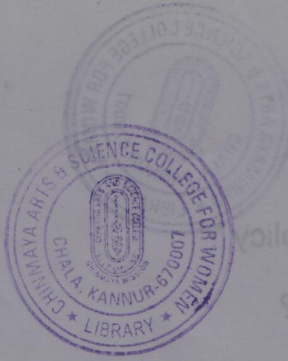
21. What are the different formats of retail store ?

22. What are the basic steps in Retail Inventory Management ?

23. What are the different floor plans and layouts ?

24. What are the different types of pricing models ?

(5×2=10)



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Reg. No. :

Name :

VI Semester B.B.A./B.B.A. (RTM) Degree (CBCSS-OBE - Regular)

Examination, April 2022

(2019 Admission)

Core Course

6B15BBA (RTM)/BBA : BANKING THEORY AND PRACTICE

Time : 3 Hours

Max. Marks : 40

PART - A

Answer **all** questions, **each** carries **1** mark.

1. Define banking.
2. What is debit card ?
3. Define RTGS.
4. What is letter of credit ?
5. What is crossing ?
6. What is REPO ?

(6×1=6)

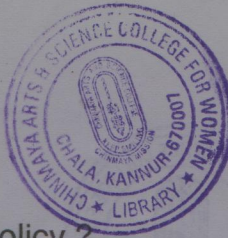
PART - B

Answer **any six**, **each** question carries **2** marks.

7. What do you mean by Tele banking ?
8. What is NEFT ?
9. Explain about endorsement.
10. What is bill discounting ?

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11. What is bank rate policy ?

12. What is cash credit ?

13. What is universal bank ?

14. What is EFT ?

(6×2=12)

PART – C

Answer **any four** questions, **each** carries **three** marks.

15. What are the advantages of E-Cheques ?

16. What are the differences between Debit and Credit Card ?

17. Explain the types of banks on the basis of functions.

18. What are the reasons for dishonor of cheque ?

19. Explain the procedure for opening a bank account.

20. What are the features of Core Banking ?

(4×3=12)

PART – D

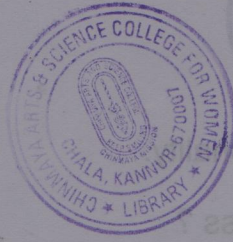
Answer **any two** questions, **each** carries **five** marks.

21. What are the merits and demerits of retail banking ?

22. Explain the functions of commercial banks.

23. What are the functions of Reserve Bank of India ?

24. What do you mean by RTGS ? What are its features and advantage ? (2×5=10)



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VI Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – OBE – Regular)
Examination, April 2022
(2019 Admission)
Core Course
6B14 BBA (RTM)/BBA : ORGANISATION BEHAVIOUR

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** carries **1** mark.

1. What is Job Design ?
2. Explain Halo effect.
3. Describe the term positive reinforcement.
4. Explain group dynamics.
5. Define Organizational Behaviour.
6. Explain Laissez-faire style of leadership. (6×1=6)

PART – B

Answer **any six** questions. **Each** carries **2** marks.

7. Differentiate between leaders and managers.
8. Explain the components of Attitude.
9. Explain ERG theory of motivation.
10. What is role conflict ?

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11. Explain trait theory of personality.

12. What is Group Cohesiveness ?

13. Explain different types of formal groups.

14. What is job rotation ?

(6×2=12)

PART – C

Answer **any four** questions. **Each** carries **3** marks.

15. Explain the stages of group development.

16. Explain Lewin's models of organizational changes.

17. What is Managerial grid style of leadership ?

18. Explain the features of OB.

19. What are different factors that influencing the development of personality ?

20. Explain the components of perception.

(4×3=12)

PART – D

Answer **any two** questions. **Each** carries **5** marks.

21. Explain the organizational behaviour model.

22. 'The individual needs are arranged in order of importance' – Abraham Maslow published his classic paper in 1943. Explain.

23. "Leadership differs from person to person according to their style of functioning in a particular situation." Explain.

24. Explain conflict management styles.

(2×5=10)