

FACULTY OF MANAGEMENT
BBA (Business Analytics) III - Semester Examination, November 2024
Subject: Management Science
Paper : DSC-302

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.**(5 x 4 = 20 Marks)**

1. Define the term Casting?
2. Explain Job Shop?
3. Explain the term Dispatching?
4. Define Work Study?
5. Define Codification?
6. Explain FNSD Analysis?
7. Explain the Limitations of OR?
8. Discuss Unbalanced Transportation Problem?

PART – B
(Essay Answer Type)

Note: Answer all the questions.**(5 x 12 = 60 Marks)**

9. (a) Define Production and Operations management and explain the characteristics of POM.

(OR)

- (b) Discuss the functions of Production planning and control?

10. (a) Define Plant Layout. Explain the types of the Plant Layout?

(OR)

- (b) Find the total elapsed time and idle time of the following data:

Jobs	J1	J2	J3	J4	J5	J6
A	10	8	9	14	20	15
B	6	11	12	16	25	26

11. (a) Define Stores Management. Explain the functions of stores management?

(OR)

- (b) A factory uses annually 12,000 units of raw material which costs Rs.120 per unit. Placing each order costs Rs.20 and carrying cost is 6% per year of the average Inventory.

(i) Find out the EOQ?

(ii) How many orders are to be placed in a year?

12. (a) Define Operations Research. Discuss different types of Operation Research models?

(OR)

- (b) Solve the following LPP graphically,

$$\text{Max } Z = 5x_1 + 3x_2$$

$$\text{Subject to, } 3x_1 + 5x_2 \leq 15$$

$$5x_1 + 2x_2 \leq 10$$

$$x_1, x_2 \geq 0$$

13. (a) Define Queuing theory. Discuss the operating characteristics of Queues?

(OR)

(b) Solve the assignment problem given in the following data:

Programmer	A	B	C	D
1	120	100	80	90
2	90	90	110	70
3	110	140	120	100
4	90	90	80	90

Note: Graph Paper is required for the Question No.12 (b)

(OR)

Students can draw the Graph in Booklet.

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FACULTY OF MANAGEMENT
BBA (CBCS) III - Semester Examination, November 2024
Subject: Introduction to Information Technology
Paper: DSC - 302

Time: 3 Hours

Max. Marks: 60

PART - A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. List the function of operating systems.
2. What is TCP/IP?
3. State the advantages of expert system.
4. Write the key characteristics of MIS?
5. List the decompression issues in multimedia.
6. Define browser? Mention its types.
7. What is social networking?
8. Spell out the uses of Blue-tooth.

PART - B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

9. (a) Define Software. List the various types of software's.
(OR)
(b) Why do we need computer networks? Discuss different types of networks topologies.
10. (a) Write about any four functional information systems along with its features.
(OR)
(b) Elaborate on ethical and social issues in information system.
11. (a) Differentiate between audio format and video format.
(OR)
(b) Discuss the business applications of multimedia.
12. (a) Elucidate the history of Internet in detail.
(OR)
(b) What is e-commerce? Discuss its merits and demerits.
13. (a) Describe the role of wireless communication in business along with its advantages.
(OR)
(b) Mention the uses of MS-Access/databases for office with suitable examples.

FACULTY OF MANAGEMENT
BBA (Fashion Management) III - Semester Examination, November 2024
Subject: Fashion Product Awareness
Paper Code : DSC-304

Time: 2 Hours

Max. Marks: 50

PART – A
(Short Answer Type)

Note: Answer any five questions.

(5 x 2 = 10 Marks)

1. Explain the term transitional clothing in fashion.
2. What are the key points in 'Rebellious' look?
3. How can the normcore look be explained with examples?
4. What were the highlights of Elizabethan era men's clothes?
5. Write 2 differences between punk wear & hippy style.
6. What are the key points in the rococo era?
7. Briefly describe the origin of t-shirts.
8. Describe with examples the meaning of high end fashion.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(4 x 10 = 40 Marks)

9. (a) Explain in detail the various types of casual attires for men with examples.
(OR)
(b) Explain the difference between mass market and haute couture with examples.
10. (a) Explain the terms casual chic, power dressing for women with examples.
(OR)
(b) Describe mod & urban safari looks with examples.
11. (a) What is the glam rock look and sci-fi look mean?
(OR)
(b) Explain the categories in kids wear.
12. (a) Explain the difference between petite, plus size, maternity wear.
(OR)
(b) Explain about the vintage, hip hop & sustainable fashion.

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FACULTY OF MANAGEMENT**BBA (Fashion Design Management) III - Semester Examination, November 2024****Subject: Marketing Research****Paper Code : DSC-302****Time: 3 Hours****Max. Marks: 80****PART – A**
(Short Answer Type)**Note: Answer any five questions.****(5 x 4 = 20 Marks)**

1. Secondary data advantages
2. Stratified Sampling
3. Limitations of marketing research
4. What are sampling & non-sampling errors?
5. Chi Square test
6. One way ANOVA
7. Mechanical Observation
8. Concurrent Validity

PART – B
(Essay Answer Type)**Note: Answer all the questions.****(5 x 12 = 60 Marks)**

9. (a) Explain stages involved in research process.
(OR)
(b) Explain the nature & objectives of Marketing Research?
10. (a) What is interview, depth and focus interview? Where can they be used?
(OR)
(b) What are the different types of research? Explain in detail.
11. (a) What are the various sources of secondary data?
(OR)
(b) Explain how secondary data can be judged for quality.
12. (a) Explain Interval Scale & Ration Scale.
(OR)
(b) What are the pros and cons of Thurston scale.
13. (a) Explain the various sources and types of Hypothesis.
(OR)
(b) The table talks of the numbers of users of 3 brands of detergents in 4 months. Find out at 5% level of significance: (a) Do the 3 brands significantly differ in their performance? (b) Is there a significant difference between the months:

Month	Brand X (in lakhs)	Brand Y (in lakhs)	Brand Z (in lakhs)
September	3	3	3
October	6	5	5
November	8	7	4
December	7	5	4

FACULTY OF MANAGEMENT
BBA (Logistics) III - Semester Examination, November 2024
Subject: International Logistics Management
Paper: DSC – 301

Time: 3 Hours

Max. Marks: 80

PART - A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Explain origin and evolution of international logistics.
2. Explain briefly what are the logistics subsectors?
3. What are FCL and LCL?
4. Explain the importance of international trade?
5. What is the difference between class rate and general cargo rate?
6. What are various carrier types? Explain its benefits and drawbacks.
7. Write a note on Arbitration?
8. Explain applications of cold chain?

PART - B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) What are the components and objectives of international Logistics ? How do they impact our day to day life?
(OR)
(b) Explain seven R's of logistics management? Can you correlate them with real life examples?
10. (a) Discuss in detail the various modes of transportation?
(OR)
(b) Explain the transportation cost and its components. Explain the factors impacting transportation costs.
11. (a) What is multi-modalism and explain its characteristics? How does it differ from inter-modalism?
(OR)
(b) What is the origin of Air transport? Explain its benefits and Limitations
12. (a) Explain different types of containers in detail for international trade and their impact?
(OR)
(b) What is Inland container Depot or Inland container station and its function? Explain CONCOR origin and benefits.
13. (a) Write a detail note on customs clearance.
(OR)
(b) Describe Trans-shipment in detail.

FACULTY OF MANAGEMENT
BBA (CBCS) (Retail Operations) III - Semester Examination, November 2024
Subject: Enterprise Resource Planning
Paper Code : DSC-303

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Define ERP and discuss its primary purpose.
2. What are the main reasons for the growth of ERP systems?
3. What is Business Process re-engineering (BPR)?
4. Write advantages of implementing BPR in organizations.
5. What are the functional modules of ERP?
6. What is the role of inventory management in an ERP system?
7. Write the concept of web enabling in ERP.
8. What are Business Application Programming Interfaces (BAPIs) in ERP?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(4 x 15 = 60 Marks)

9. (a) Discuss the evolution of ERP and write the benefits of ERP implementation in businesses.

(OR)

(b) Explain the causes of ERP implementation failure and the features of an ideal ERP system.
10. (a) Describe the concept and life cycle of Business Process Re-engineering (BPR).

(OR)

(b) Explain the challenges and implications of implementing BPR in an organization.
11. (a) Discuss the different functional modules in ERP in detail?

(OR)

(b) Explain the significance of plant maintenance and quality management modules in ERP.
12. (a) Analyse the future directions in ERP with new market channels and faster implementation methodologies.

(OR)

(b) Describe the role of new business models in shaping ERP's future.

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