

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY 2019

Paper Code: BBA-202

Subject: Human Resource Management
(Batch 2017 Onwards)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 What is Human Resource Management (HRM)? Why is it important? Why is it correct to conclude that all managers are involved in the HRM function and implementing HRM activities?
- Q2 Differentiate between traditional and strategic HRM. Small firms, like large enterprises, must engage in developing clearly stated strategic plans. Why?
- Q3 What is job analysis? Describe the necessity for job analysis in organizations. Describe the advantages and disadvantages of using interviews, observations and questionnaires for collecting information for job analysis.
- Q4 What do you mean by selection? Discuss in detail types of interviews as a method of selection. What are some errors that an interviewer may commit?
- Q5 (a) Why is training an important requirement for organizations to undertake? Do you believe that acceptance of training programs would be better in organizations classified as learning organizations?
(b) Identify training needs for a group of new salespeople in a high-end jewellery store.
- Q6 (a) What is performance appraisal? What is its aim(s)?
(b) Suppose you are a supervisor. What errors might you make when preparing the performance appraisal on a clerical employee? How might you avoid those errors?
- Q7 (a) What is management development? Describe any two techniques of management development.
(b) What is succession planning? What happens in its absence?
- Q8 Attempt **any two** of the following:-
(a) Distinguish between forecasting human resource supply and demand.
(b) Describe some employee wellness programs offered by organizations. What features do these programs offer?
(c) What is total compensation? What are its components?
(d) What impact does internal mobility and job changes have on organization's structure and strategy?

(Please write your Exam Roll No.)

Exam Roll No. 6234101217

END TERM EXAMINATION

FOURTH SEMESTER [BBA] APRIL- MAY 2019

Paper Code: BBA 206

Subject: Research Methodology

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions.

- Q1. A lot of business magazines conduct surveys, for examples the best management schools in the country; the top ten banks in the country; the best schools to study in etc. What do you think of these studies, would you call them research? Why /why not? (15)
- Q2. a) 'Hypotheses are the guiding force in any research study'. Justify and explain. (5)
b) Select a research problem, enlist the variables in the problem and formulate a theoretical framework to demonstrate the link between the variables under study. (10)
- Q3. a) Differentiate between a laboratory experiment and a field experiment. (5)
b) What is the observation method? What are the different types of observation methods available to the researcher? Elaborate with suitable examples. (10)
- Q4. Distinguish between (any three): (5x3=15)
a) Open-ended and closed-ended questions
b) Schedules and questionnaires
c) Structured vs unstructured questionnaires
d) Dichotomous questions vs multiple-choice questions
- Q5. Design a 5-item Likert scale to measure the opinion of the general public for what measures should be taken to ensure the safety of women in the Indian cities. (15)
- Q6. As the head of a department of a consumer research organization, you have the responsibility for testing and comparing the lifetime of four brands of electric bulbs. Suppose you test the lifetime of three electric bulbs of each of four brands. The data is show below, each entry representing the lifetime of an electric bulb, measured in hundreds of hours. (15)

Brand			
A	B	C	D
20	25	24	23
19	23	20	20
21	21	22	20

Can we infer that the mean lifetimes of the four brands of electric bulbs are equal?

- Q7. Discuss in detail the steps that a researcher needs to follow to formulate a good research report. Do the criteria become different for different kinds of report? Explain with examples. (15)
- Q8. Examine online research reports available and evaluate the process of reporting by them. Do you think that the structure followed by them is effective and efficient? Comment. (15)

(Please write your Exam Roll No.)

Exam Roll No. 0229101712

END TERM EXAMINATION

FOURTH SEMESTER [BBA] APRIL-MAY 2019

Paper Code: BBA210

Subject: Information Systems Management

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1 (a) Differentiate among data, information and knowledge. What is the role of Decision Support System (DSS)? (7)
✓ (b) What types of decisions are taken by top level, middle level and lower level of management? Give suitable examples. (8)
- Q2 (a) What are the components and characteristics of management information system? (9)
✓ (b) Can an information system provide competitive advantage to an organization? Justify your answer. (6)
- Q3 (a) Draw and explain the structure of DBMS. Give five examples of each DDL and DML. (6)
✗ (b) Why is normalization important in databases? (4)
(c) Explain the use of referential integrity constraint. (5)
- Q4 (a) Explain the syntax of DML commands. (8)
✗ (b) What is an entity and relationship in E-R model? Why is E-R model required? Draw an ER diagram from a e-commerce site who sells the products online. Make assumptions as required. (7)
- Q5 Differentiate between: (15)
✓ (a) File processing system and DBMS ✓
(b) Deterministic system and probabilistic system ✓
(c) Centralized processing and Distributed processing
- Q6 (a) Describe the phases of information system development life cycle. What are the activities carried out in system implementation? (10)
✓ (b) Compare waterfall model with spiral model and discuss their advantages and disadvantages. (5)
- Q7 (a) Explain the characteristics of executive information system. (7)
✗ (b) How is knowledge management system important for an organization? Differentiate between tacit and explicit knowledge. (8)
- Q8 Write notes on the following: (5x3=15)
✓ (a) Transaction processing system
(b) Prototyping
(c) Cloud computing
(d) Multimedia approach to information processing
(e) Distributed Processing.

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY 2019

Subject: Project Planning and Evaluation

Paper Code: BBA-304
 BBA(MOM)-304
 BBA(TTM)-304
 BBA(B&I)-304

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

Q1 Two projects X and Y have the following cash flow stream.

Year	Cash Flows (Rs 000's)	
	Project X	Project Y
0	-1680	-1680
1	+1400	+140
2	+700	+840
3	+140	+1510

The company's cost of capital is 9% required:-
 (a) Compute NPV and IRR of both projects.
 (b) Which project would you choose and why?

Q2 Discuss the possible sources of optimistic bias as well as pessimistic bias in cash flow estimation.

Q3 Discuss the factors which determine 'plant location', 'plant capacity' and 'product mix' of a large scale project.

Q4 The funds and personnel requirement is to be assessed accurately. These requirements change significantly during the course of implementation of a project. Discuss how to ensure the availability of resources as and when required.

Q5 A project consists of 6 activities and their time estimates are shown below:

Activity	Time in weeks		
	Optimistic	Most likely	Pessimistic
1-2	1	3	5
1-3	3	6	9
2-4	2	6	4
3-4	5	9	13
2-5	3	4	5
4-5	5	8	11

Draw the network. Required:-

- (a) Determine the critical path.
- (b) Find the standard deviation of the critical path duration.
- (c) Compute the probability of completing the project in 20 weeks.

Q6 The floats associated with each project task can only be derived following the completion of the forward and backward passes. Explain why this is true?

Q7 Do you agree with the following statement: "With proper planning it is possible to eliminate most/all risks from a project"? Why or why not?

Q8 Write a short note on any three of the following:-

- (a) Means of financing a large scale project
- (b) Preparation of projected financial statements
- (c) Human aspects of project management
- (d) Sensitivity of cash flows.

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