

**BBA (SDE) (2020 BATCH )**

**5th SEMESTER ASSIGNMENT QUESTIONS**

- 1. Assignments shall be hand written in one's own hand writing and the same shall be submitted to the Coordinator (BBA), School of Distance education, University of Kerala.**
- 2. Each Assignment shall be of 10 pages and the problems need be solved.**
- 3. Total marks for each Assignment is 10.**
- 5. Assignments should be send through speed post/courier.**

**Core: BM1542 Research Methodology**

- 1) Discuss the phases of research process(CASE)
- 2) Describe the similarities and differences of graphs and diagrams
- 3) Enlist the types of research
- 4) Explain research and its need.
- 5) Define a) Descriptive Research  
b) Hypothesis  
c) Multidimensional scaling  
d) Stratified Sampling

**BM 1541 Quantitative Techniques for Management**

1. A company manufactures two products A and B. These products are processed in the same machine. It takes 10 minutes to process one unit of product A and 2 minutes for each unit of product B and the machine operates for maximum 35 hours in a week. Product A requires 1 kg and 0.5 kg of raw material per unit the supply of which is 600 kg per week. Market constraint on product B is known to be 800 unit every week. Product A costs Rs. 5 per unit sold at Rs. 10. Product B costs Rs. 6 per unit and can be sold in the market at a unit price of Rs. 8. Determine the number of units of A and B per week to maximize the profit.(CASE)
2. Solve the following LPP using Big M method

Maximize  $Z = 2x_1 + x_2 + 3x_3$

Subject to constraints  $x_1 + x_2 + 2x_3 \leq 5$

$2x_1 + 3x_2 + 4x_3 = 12$

$x_1, x_2, x_3 \geq 0$

3. Find the initial feasible solution to the transportation problem by northwest corner rule

Origin	D1	D2	D3	Supply
01	2	7	4	5
02	3	3	1	8
03	5	4	7	7
04	1	6	2	14
Demand	7	9	18	

**Core: BM 1543 Investment Management**

1. Define the term investment. Discuss the different avenues available to an investor for making investments.(CASE)
2. What are the functions of Capital Market? Outline the structure of the Indian capital market.
3. a)What do you mean by a Stock Exchange? Give its characteristics.  
b) Discuss various functions of a stock exchange.

**ELECTIVE ASSIGNMENT QUESTIONS**

**BM 1561.1- LABOUR LAW AND INDUSTRIAL RELATIONS**

1. Define the term industrial relations and discuss on its importance
2. Elaborate on the role of courts in industrial relations
3. What is Factories act 1948?Explain its implications(CASE)

**BM 1561.2 Customer Relationship Management**

4. Discuss the features of electronic customer relationship management
5. What are the technologies used in electronic CRM
6. What are the objectives of CRM
7. What are the four C's of CRM process(CASE)

## **S5 INTERNATIONAL FINANCING**

Write a note on

1. Balance of payments
2. The Bretton Woods System(CASE)
3. IMF and World Bank.
4. Swaps and Forward contracts
5. International Portfolio Investment

## **S5 FRONT OFFICE MANAGEMENT**

Write a note on

1. Front Office organization structure
2. Applications of Computers in Reservation & Billing(CASE)
3. Front Office Software
4. Yield Management
5. Fire Precautions