

BBA (SDE) (2021 BATCH)

5th SEMESTER ASSIGNMENT QUESTIONS

- 1. Assignments shall be handwritten in one's own handwriting 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 to be solved.**
- 3. Total marks for each Assignment is 10.**
- 5. Assignments should be sent 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

$$\text{Maximize } Z = 2x_1 + x_2 + 3x_3$$

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

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

$$x_1, x_2, x_3 \geq 0$$

- 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

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

ELECTIVE ASSIGNMENT QUESTIONS

BM 1561.1- LABOUR LAW AND INDUSTRIAL RELATIONS

- Define the term industrial relations and discuss its importance.
- Elaborate on the role of courts in industrial relations
- What is Factories act 1948? Explain its implications(CASE)
- Explain Industrial Disputes Act.

BM 1561.2 Customer Relationship Management

- Discuss the features of electronic customer relationship management
- What are the technologies used in electronic CRM
- What are the objectives of CRM
- 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