

(Pages : 12)

R – 3383

Reg. No. :

Name :

Second Semester B.Sc./B.Com./B.B.A./B.C.A./B.S.W./B.M.S./B.Voc. Degree
Examination, September 2023

Career Related First Degree Programme under CBCSS

Language Course – English

EN 1211.4/EN 1211/EN 211 : ENGLISH FOR CAREER

(2019 Admission onwards)

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** the following questions. Follow the instructions given in the brackets wherever needed.
1. The correct spelling of the word 'fortresses' is _____.
 2. Another word for a film director who is involved in all the audio visual elements of his films.
 3. "World view" is another word for _____.
 4. Everybody are interested. (Underline the error).
 5. The audience comprised of students and their parents. (Correct the sentence)
 6. She will call him soon, _____? (Supply suitable question tag).
 7. She is always _____ her husband. (Use the appropriate phrasal verb which means "criticise").
 - (a) Run after
 - (b) Run down
 - (c) Run over
 - (d) Run through

P.T.O.

8. He _____ (study) music since his school days. (Use the correct tense form of the verb in brackets).
9. The antonym of the word 'economical' is _____.
10. _____ is the noun form of 'hinder'.

(10 × 1 = 10 Marks)

II. Answer any **eight** of the following questions.

11. Provide one word substitutes for any two of the phrases.
 - (a) The condition of being a candidate.
 - (b) Fraudulent emails making one reveal personal data.
 - (c) search in vain'
 - (d) diminish in size, amount or strength.
12. Give the antonyms of two of the following words.
 - (a) Dynamic
 - (b) Native
 - (c) Clustered
 - (d) Urbane
13. Make sentences of your own with any two of the following phrasal verbs.
 - (a) Look into
 - (b) Turn up
 - (c) Go ahead with
 - (d) Fan the flames
14. Choose the correct option from the brackets.
 - (a) A leading expert in the field, her _____ include a Ph.D. and multiple research publications. (expertise/credentials)
 - (b) Numerous high-rise buildings and infrastructure projects are _____ in every corner. (winding up/mushrooming)
15. Fill in the blanks using a collective noun from those given below.
 - (a) The _____ of wolves prowled stealthily through the dense forest.
 - (b) The _____ of fish moved in synchronized harmony through the coral reef.

16. Fill in the blanks using the suitable degree of the adjective given in brackets.

- (a) This book is _____ than the one I read last week. (interesting)
(b) The elephant is the _____ land mammal. (large)

Correct the error in the words given in italics.

17. (a) Reading literature *affording* a person diversion from hard work.
(b) After reading the notice I went *fumes* to my room.
18. (a) He bought a new pair of *scissor*.
(b) Measles *are* sometimes dangerous.
19. (a) She had to face numerous *hinderances* on her way to clear the Civil Service.
(b) The *privetisation* of many state-run companies has sparked a heated debate among the citizens.

20. Fill in the blanks with suitable words from those given in brackets.

(utilising, organized, disappointed, breathtaking)

The sight of Bokaro Steel Plant, the largest steel plant in India was _____ I saw hundreds of men working in an _____ way as the sweat poured off their bodies, while the molten steel flowed from the furnace like a river on fire. Impressive as the plant was, I was _____ to see that there were no industrial estates around it, _____ the steel produced here to make various products.

21. Read the paragraph and answer the question given below.

Solar energy is a renewable source of power that harnesses the energy from the sun. This clean and sustainable energy technology has got environmental benefits and long-term cost savings. Solar power is used in a variety of applications, including residential homes, commercial buildings, and even spacecraft. It offers an alternative to fossil fuels, reducing greenhouse gas emissions and dependence on non-renewable resources. As technology advances, solar energy continues to play a significant role in the global transition toward a cleaner and more sustainable energy future.

- (a) Identify the word which means 'replacement' from the passage.
(b) What are some benefits of solar power?

22. Drug abuse, a term used for obsessive and excessive use of drugs, is a common problem these days. Regular use of drugs is self-damaging. It leads to addiction and causes behavioural changes. Drug abuse particularly impacts the brain and can also lead to other health issues such as kidney failure and heart problem.

- (a) What are the health issues caused by drug abuse?
- (b) Find out the word which is synonymous to 'compulsive'.

(8 × 2 = 16 Marks)

III. Answer any **six** of the following questions.

23. Fill in the blanks with the correct option.

- (a) Mr Haran is a very _____ person when it comes to business. (affluent/competent)
- (b) All of us quickly _____ to his suggestion. (assented/ascended)
- (c) If he hadn't _____ me to do my work, I would have forgotten. (remembered/reminded)
- (d) Sudev always comes up with a _____ story whenever he is late to the class. (Cock and hen/cock and bull)

24. Fill in the blanks with suitable phrases from those given in brackets.

(go out, gave away, go about, got away, got over, go up)

- (a) The police are looking for two prisoners who _____ last night.
- (b) He has not yet _____ the death of his wife.
- (c) The President _____ the prizes.
- (d) Two days after the accident, people began to _____ their work as usual.

25. Correct the error in four of the following sentence.

- (a) Jim or his brother are sure to come.
- (b) Neither Paul nor I are responsible.
- (c) 'Arms and the Man' were written by G.B. Shaw.
- (d) The jury have given a unanimous verdict.

26. Correct the error in the section in italics in four of the following sentences.
- How* a delightful performance!
 - Which* a beautiful sight!
 - So* an incredible performance!
 - Oh, how* a breathtaking view from the mountaintop!
 - Wow! I'm* such excited for our vacation!
27. Fill in the blanks with the suitable pronouns from those given in brackets (his, it, you, I, me, mine, he, their, them)
- A: Did _____ see what happened at the game last night? _____ was incredible!
- B: No, _____ missed _____. What happened?
- A: The home team scored a goal in the last minute and won the match!
- B: That's amazing! _____ wish _____ had been there to witness _____.
- A: _____ was truly unforgettable! And the team captain played exceptionally well _____ scored the winning goal. _____ should definitely watch the highlights.
- B: Thanks for letting _____ know.
28. Correct the error in the sections in italics.
- Sira is the *shorter* girl in the class.
 - Her sister is *more smarter* than him.
 - The room allotted to us is *big than* all the other rooms.
 - This road is not as broad *than the* other road.
29. Fill in the blanks with suitable words from those given in brackets (reclining, understand, imagined, gossiping, happiness, bossing, prattling, narrating)
- When I was young, I always _____ old age to be a state of _____, with naps taken while _____ in an armchair, playing with all my grandchildren, _____ tales and _____ with them, _____ with friends and relatives who visited, and _____ over people in the house. Now that I am old, I _____ it better.

30. Read the passage and answer the questions given below.

Sportsmanship is a vital aspect of any athletic endeavor. It can be conceptualized as an enduring and relatively stable characteristic or disposition that one is expected to display in sports situations. It refers to virtues such as fairness, self-control, courage and persistence and has been associated with interpersonal concepts of treating others fairly, maintaining self-control in dealing with others and respect for both authority and opponents. It goes beyond winning or losing; it's about how you play the game and treat others. A true sportsman values the spirit of competition over personal glory. In society, the principles of sportsmanship translate into valuable life lessons. It fosters character development and builds a foundation for integrity and respect in all areas of life.

- (a) The word which has a similar meaning to the word 'enduring' in the passage is _____.
- (i) Suffering (ii) Long lasting
(iii) Perishable (iv) Imminent
- (b) What does the term sportsmanship imply?
- (c) The word in the passage which means 'promote' is _____.
- (d) How does sportsmanship help society?

31. Read the passage and answer the questions given below.

Mount Everest, standing at an awe-inspiring height of 8848 meters is the world's highest peak. It has captivated the hearts and minds of adventurers, mountaineers, and nature enthusiasts for centuries. First successfully summited by Sir Edmund Hillary and Tenzing Norgay in 1953, conquering Mount Everest has since become a symbol of human determination and endurance. Despite its allure, climbing Everest presents numerous challenges, including extreme weather conditions, treacherous terrain, and the risk of altitude-related illnesses. As a result, careful planning, physical fitness, and mountaineering expertise are essential prerequisites for those aspiring to reach its coveted summit.

- (a) The word 'captivated' in the given passage is closest in meaning to
- (i) Betray (ii) Disenchant
(iii) Fabulous (iv) Fascinate
- (b) What does conquering Mount Everest symbolize?
- (c) What are the challenges faced by mountaineers while climbing Mount Everest?
- (d) The word in the passage which means 'something required as a prior condition'.

(6 × 4 = 24 Marks)

IV. Answer **two** of the following questions, choosing **one** from each group.

GROUP A

32. Read the following passage and answer the questions given below.

If a person suddenly encounters any terrible danger, the change of nature one undergoes is equally great. Sometimes fear numbs our senses. Like animals, one stands still, powerless to move a step in fright or to lift a hand in defense of our lives, and sometimes one is seized with panic, and again, act more like the inferior animals than rational beings. On the other hand, frequently in cases of sudden extreme peril, which cannot be escaped by flight, and must be instantly faced, even the most timid men at once as if by miracle, become possessed of the necessary courage, sharp quick apprehension and swift decision. This is a miracle very common in nature. Man and the inferior animals alike, when confronted with almost certain death 'gather resolution from despair' but there can really be no trace of so debilitating a feeling in the person fighting, or prepared to fight for dear life. At such times, the mind is clearer than it has ever been, the nerves are steel, there is nothing felt but a wonderful strength and daring.

- (a) The meaning of the word 'debilitating' is
- | | |
|----------------|--------------------|
| (i) Thriving | (ii) Strengthening |
| (iii) Debasing | (iv) Weakening |
- (b) 'Gather resolution from despair' means
- | |
|--|
| (i) Find peace in times of difficulty |
| (ii) A state of utter hopelessness makes one determined to face the difficulty |
| (iii) To remain calm and not to lose hope |
| (iv) To be enthusiastic and brave the odds |
- (c) _____ is a word from the passage which means 'anxiety or fear that something bad or unpleasant will happen'.
- (d) The word 'peril' means
- | | |
|------------|-------------|
| (i) Danger | (ii) Anger |
| (iii) Fear | (iv) Trauma |

33. Answer all the following questions.

Fill in the blanks with suitable articles, prepositions, conjunctions, adverbs or adjectives.

- (a) You, _____ are the captain of the team, have to show them the way.
- (b) I went to _____ school to meet _____ old friend who is working there as _____ teacher.
- (c) _____ moon is _____ satellite of _____ earth.
- (d) He flies everyday _____ Mumbai and Kolkata.
- (e) Soon after it took off _____ the airport, the plane fell _____ the sea.
- (f) The people sat silent _____ the concert was going on.
- (g) He was arrested _____ he had stolen the car.
- (h) _____ you pay the fee you cannot sit for the examination.
- (i) I have _____ seen her without a hat.
- (j) _____ work ends in success.

Rewrite as directed

- (k) They will honour the champion at a meeting. (Change into passive voice)
- (l) the hindu one of the leading dailies of south india has started an edition from new delhi (punctuate the sentence)
- (m) "Please do not punish the boy," I said to the teacher. (Change into indirect speech).
- (n) The scenery is beautiful. (Write as exclamatory sentence)
- (o) _____ (appoint) to guard the building, he started working today. (Use the correct form of 'appoint').

GROUP B

34. Read the passage and answer the questions given below

The two boys started in surprise at the fresh muddy imprints of a pair of bare feet. What was a barefooted man doing on the steps of a house, in the middle of London? And where was the man?

As they gazed, a remarkable sight met their eyes. A fresh footmark appeared from nowhere! Further footprints followed, one after another, descending the steps and progressing down the street. The boys followed, fascinated, until the muddy impressions became fainter and fainter, and at last disappeared altogether.

The explanation of the mystery was really simple enough. The bewildered boys had been following a scientist who had just discovered how to make the human body transparent.

Griffin, the scientist, had carried out experiment after experiment to prove that the human body could become invisible. Finally he swallowed certain rare drugs and his body became as transparent as a sheet of glass - though it also remained as solid as glass.

Brilliant scientist though he was, Griffin was rather a lawless person. His landlord disliked him and tried to eject him. In revenge Griffin set fire to the house. To get away without being seen he had to remove his clothes. Thus it was that he became a homeless wanderer, without clothes, without money, and quite invisible - until he happened to step in some mud, and left footprints as he walked!

(H.G. Wells: Footprints without Feet)

Questions

- (a) Pick out the antonym of the word 'ascending' from the passage.
- (b) The word 'bewildered' in the passage means
- | | |
|------------------|----------------|
| (i) Contemplated | (ii) Confused |
| (iii) Connived | (iv) Contained |
- (c) Pick out from the passage the one word for 'one who travels aimlessly'.
- (d) The word 'gaze' in the passage means
- | | |
|-----------------------|--------------------|
| (i) Wonder | (ii) Follow |
| (iii) Inspect closely | (iv) Look intently |

- (f) When is you going to get a new car? No error.
 a b c d
- (g) I want to tell you a little about myself. No error.
 a b c d
- (h) I was 13 when I first learnt how to ice skate. No error.
 a b c d
- (i) The lady in front was wearing a hat that was too big seeing. No error.
 a b c d
- (j) The police advised local residents not to leaving their windows
 a b
open at night. No error.
 c d
- (k) My brother is good at sport but he is very bad in English. No error.
 a b c d
- (l) The percentage in women attending university is increasing. No error.
 a b c d
- (m) Tourism can be very benefit to poorer areas. No error.
 a b c d
- (n) The advice my tutor gave was unvaluable in the exam. No error.
 a b c d
- (o) Write a letter complaint to the manager. No error.
 a b c d

(2 × 15 = 30 Marks)

(Pages : 3)

R – 3422

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, September 2023

Career Related First Degree Programme under CBCSS

Logistics

Foundation Course

BL 1221 : LOGISTICS MANAGEMENT

(2020 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer in one word to maximum of two sentences.

Answer all questions. Each question carries 1 mark.

1. What is business logistics?
2. What is an integrated logistics system?
3. What is BTO?
4. What is the direct distribution channel?
5. What is CTM?
6. What is TQM?
7. Explain Fourth Party Logistics.

P.T.O.

8. What is WMS?
9. What is inbound logistics?
10. What is the main purpose of ULD?

(10 × 1 = 10 Marks)

SECTION – B

(Not to exceed one paragraph)

Answer any **eight** questions. Each question carries **2** mark.

11. Explain logistics outsourcing.
12. What are the objectives of logistics design?
13. What are the functions of a logistics network?
14. Explain marketing logistics?
15. Explain objectives of LM.
16. Explain the benefits of E-logistics.
17. Explain ASRS.
18. What are TQM initiatives?
19. What are integrated logistical activities?
20. What are the benefits of customer service in logistics?
21. What is strategic logistic management?
22. Describe the Functions of logistic intermediaries.

(8 × 2 = 16 Marks)

SECTION – C

(Not to exceed 120 words)

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

23. Examine the nature and importance of logistics.
24. What are four functional areas of logistics?
25. Examine the objectives of logistics management.
26. What are the scope and functions of logistics?
27. Explain the different types of logistics.
28. Explain the components of logistics management.
29. Discuss the competitive advantages of LM.
30. What do you know about logistical competency?
31. Explain logistical mission.

(6 × 4 = 24 Marks)

SECTION – D

Long Essay Questions.

Answer any **two** questions. Each question carries **15** marks.

32. What is integrated logistics and write down its advantages and disadvantages?
33. Discuss about logistical renaissance and technology advancements in logistics management.
34. Explain the role and impact of IT in logistics.
35. What is Logistics Management and explain the different types of logistics management in detail.

(2 × 15 = 30 Marks)

(Pages : 3)

R –3418

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, September 2023

Career Related First Degree Programme under CBCSS

Core Course

BM 1241/ BL 1241 : MARKETING MANAGEMENT

(Common For BBA (2022 Admission) & BBA Logistics (2020 Admission Onwards))

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** the questions in **one** or **two** sentences. Each question carries **1** mark.

1. What is social marketing?
2. What is mass marketing?
3. What is promotion?
4. What do you mean by merchandising?
5. What is kiosk marketing?
6. What is relationship marketing?
7. What is mail order business?
8. What is specialty goods?

P.T.O.

9. What is marketing management?
10. What is marketing mix?

SECTION – B

(10 × 1 = 10 Marks)

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

11. What is mega marketing?
12. What is catalogue marketing?
13. What is behavioral segmentation?
14. What are the types of promotion blend?
15. What is grade label?
16. Who is a itinerant retailer?
17. What is online advertising?
18. Define value- based segmentation
19. What is meant by product positioning?
20. What do you mean by cognitive dissonance?
21. What is USP?
22. What is product motives?

SECTION – C

(8 × 2 = 16 Marks)

Answer any **six** questions. Each questions carries **4** marks.

23. What are the elements of marketing mix?
24. Explain classification of products/goods.

25. What are the advantages of branding?
26. Explain the objectives of pricing.
27. In pricing a new product, what are the strategies suggested?
28. What are the functions of channels of distribution?
29. What are the patterns of segmentation?
30. What are the objectives of advertising?
31. What are the steps in the target marketing?

(6 × 4 = 24 Marks)

SECTION – D

Answer any two questions. Each question carries 15 marks.

32. Enumerate the methods of pricing.
33. What is the role of advertising in marketing?
34. Explain the factors influencing promotion mix.
35. Explain the scope of marketing.

(2 × 15 = 30 Marks)

(Pages : 3)

R – 3423

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, September 2023

Career Related First Degree Programme Under CBCSS

Logistics

Core Course

BL 1242 – HUMAN RESOURCE MANAGEMENT

(2020 Admission onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in one word to a maximum of two sentences. **Each** question carries **1** mark.

1. Define Personnel Management.
2. What is Job description?
3. What is soft skills training?
4. Define merit rating.
5. What is Rowan Plan?
6. What is meant by Induction?
7. Write a note on Fringe benefits.

P.T.O.

8. What is meant by QWL?
9. Define HRD.
10. What is meant by Time wage system?

(10 × 1 = 10 Marks)

SECTION – B

Answer **any eight** questions in not exceeding one paragraph. **Each** question carries **2** marks.

11. Describe the objectives of HRM.
12. Write a note on Job Analysis.
13. State the advantages of external sources of recruitment.
14. What are the different methods of off-the job training?
15. Explain the merits of Training programme.
16. What is meant by Checklist method of Performance Appraisal?
17. Discuss the role of Quality circles.
18. State the merits of Profit Sharing.
19. Explain the system approach in HRM.
20. Explain the reasons for Work life Imbalance.
21. State the concept of Collective Bargaining.
22. Examine the importance of HR audit.

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions in not exceeding 120 words each. **Each** question carries 4 marks.

23. State and explain the factors affecting morale of employees.
24. Examine briefly the limitations of performance appraisal.
25. Distinguish between HRM and HRD.
26. State the importance of Reward management in an organization.
27. Write a note on Outsourcing.
28. What are the steps involved in the process of HR planning?
29. Discuss the significance of training for an organizational.
30. Distinguish between Performance appraisal and Merit rating.
31. Discuss briefly the factors affecting the Quality of Work life.

(6 × 4 = 24 Marks)

SECTION – D

Answer **any two** questions. **Each** question carries 15 marks.

32. Examine in detail the different methods of Recruitment of employees.
33. Discuss briefly the different methods and techniques of Training and Development.
34. Discuss the duties and responsibilities of HR Manager in an organization.
35. Explain the concept forms and merits of workers' Participation in Management.

(2 × 15 = 30 Marks)

(Pages : 3)

R – 3421

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, September 2023

Career Related First Degree Programme Under CBCSS

Complementary Course

BM 1231/BL 1231 : BUSINESS REGULATORY FRAMEWORK

**(Common For BBA (2022 Admission) and BBA Logistics
(2020 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences. **Each** carries **1** mark.

1. What is an offer?
2. What are reciprocal promises?
3. What is a 'contract of guarantee'?
4. What is a 'bailment'?
5. What is a contract of sale of goods?
6. Under Sale of Goods Act, 1930 which are recognized as documents of title to goods? Write any two.
7. What is meant by consumerism?
8. What is the role of Central Consumer Protection Authority?
9. What is the jurisdiction of District Forums under Consumer Protection Act?
10. When IGST is levied?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions in not exceeding **one** paragraph. **Each** question carries **2** marks.

11. Distinguish between a void agreement and a voidable contract?
12. What is the time for revocation of offer and acceptance?
13. What is the effect of refusal to accept offer of performance?
14. When finder of lost goods has right to sell?
15. Which are the different modes of delivery, in a bailment?
16. What are the duties of finder of lost goods?
17. What are the rights of a pawnor?
18. What are 'contingent goods, under contract of sale?
19. Write any four duties of seller, under Sale of Goods Act.
20. What are the responsibilities of the consumer?
21. What is the nature of State Consumer protection Councils?
22. What is the nature of SGST?

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions in not exceeding **one** page each. **Each** question carries **4** marks.

23. Which are the different types of contracts based on enforceability?
24. When consent is said to be free?
25. Which are the different types of guarantee?
26. What are the rights of a bailee?

27. Which are the different modes of creation of agency?
28. What are the essential elements of valid contract of sale?
29. What are the rights of a consumer, as per Consumer Protection Act?
30. Bring out the objectives and scope of the Consumer Protection Act?
31. What were the reasons for implementing GST in India?

(6 × 4 = 24 Marks)

SECTION – D

Answer **any two** questions in not exceeding **four** pages each. **Each** question carries **15** marks.

32. What are the essentials of a valid offer?
33. Explain the duties and rights of a bailor?
34. Explain the different types of implied conditions and implied warranties, under contract of sale?
35. What are the features of GST?

(2 × 15 = 30 Marks)

(Pages : 3)

R – 3424

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, September 2023

Career Related First Degree Programme under CBCSS

Logistics

Core Course

BL 1243 : OPERATIONS MANAGEMENT

(2020 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions in one word to maximum two sentences each. Each question carries 1 mark.

1. What is operations management?
2. What do you mean by facility planning?
3. What do you mean by capacity planning?
4. What is quality control?
5. What is routing?
6. What is product layout?
7. Expand EOQ
8. What do you mean by stock?

P.T.O.

9. Safety stock is a method of _____
10. Expand SQC.

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions in one paragraph each. Each question carries **2** mark.

11. What is motion study?
12. What is inventory control?
13. What is X chart?
14. What is Quality planning ?
15. What is scatter diagram?
16. State the significance of minimum stock level?
17. State the importance of work measurement.
18. Mention any two tools used for quality analysis.
19. What is material requirement planning?
20. What is fixed position layout?
21. State the importance of maintenance management
22. Explain any two elements of MRP.

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions in about 120 words each. Each question carries **4** marks.

23. Describe the evolution of Operations Management
24. What are the factors determining good plant location?

25. Explain different types of capacity?
26. Write short note on Assembly line Balancing.
27. State the steps in conducting time study.
28. Explain about manufacturing operations in OM.
29. State the importance of Material Requirement Planning
30. What are the benefits of statistical quality control?
31. Explain various costs associated with inventory management

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions in not exceeding 4 pages each. Each question carries **15** marks.

32. Explain various inventory classification models.
33. Explain in detail the objectives and importance of quality circle in Operations Management.
34. Discuss the important Operations Management Decisions taken by management
35. Write short notes on (a) Ishikawa Diagram (b) safety stock (c) Process layout.

(2 × 15 = 30 Marks)