

# OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JANUARY 2023

Program Name: BBA

Program Code: 02UG010

Time: 3 Hrs

Semester: 3<sup>rd</sup>

Max. Marks: 100

Course Code: MGT-B 301

Course Name: Organizational Behaviour

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
<b>Section A (Unit-I) (20 marks)</b>					
1	a.	Discuss about Biographical Characteristics of Human Behaviour.	10	1	1
	b.	Explain the Comprehensive Organizational Behaviour Model.	10	1	1
<b>OR</b>					
2	a.	What are various Biological Foundations of Behaviour? Explain in detail.	12	1	2
	b.	Why it is important to study Human Behaviour in any organization? Explain with suitable example.	8	2	2
<b>Section B (Unit-II) (20 marks)</b>					
3	a.	Define Personality. Explain the theory of "Myers-Briggs Type Indicator" (MBTI).	8	3	2
	b.	Explain Maslow's Need Hierarchy Theory.	12	3	2
<b>OR</b>					
4	a.	What are the Qualities of Good Leader? Explain in detail.	8	2	3
	b.	What is Emotional Intelligence? Define its core elements.	12	2	2
<b>Section C (Unit-III) (20 marks)</b>					
5	a.	Discuss different styles of Leadership.	10	2	2
	b.	What is Team? Explain the importance of Team Building.	10	2	2
<b>OR</b>					
6	a.	Explain Tuckman's Theory of Group development.	10	4	3
	b.	Explain the Theory of Intra Group Behaviour.	10	3	2
<b>Section D (Unit-IV) (20 marks)</b>					
7	a.	What is Organizational climate? Explain the factors affecting organizational climate.	10	3	2
	b.	What is Conflict? Explain various factors that causes conflict in an organization.	10	3	3
<b>OR</b>					
8	a.	What is Job design? Explain various administrative areas which comes under job design.	10	3	3
	b.	What are the major components of Organizational Change?	10	4	3

**Section E (Unit-V) (20 marks)**

9	a.	You are watching TV when a McDonalds ad comes on. As soon as you see the "golden arches" you start to drool. What are the UCS, CS, and UCR/CR in this scenario?	20	5	4
<b>OR</b>					
10	a.	<p>During the pandemic outbreak, the world witnessed that all plans and objectives failed. During this period, the leadership styles were also challenged and several key leaders were unable to deliver with the ordinary leadership style. Having said that during the pandemic, the managerial and operational structure of the corporate sector has changed.</p> <p>In your opinion, which leadership style is more suitable during the Covid-19 situation?</p> <p>Also, propose the leadership style that will be appropriate for the corporate sector after the pandemic. Your answer should be well elaborated, justified with proper arguments and evidence.</p>	20	5	4

Course Code: MGT-B-302

**O P JINDAL UNIVERSITY**

**BBA III Semester Regular Examinations**

**BUSINESS ENVIRONMENT**

(Offered to School of Management)



**Time: 3 Hrs.**

**Max. Marks: 100**

Answer any one question from each unit

All questions carry equal marks

M	CO	KL
---	----	----

**Section-A**

1	a.	What are the components of macro business environment?	2	CO1	KL1
	b.	Which Systems related to what to produce, how to produce, and whom to produce refers to?	2	CO2	KL1
	c.	Rifna enterprises, a PSU, transfers its managerial and operational responsibilities to private firms. This comes under which type of privatization?	2	CO2	KL1
	d.	Define SWOT.	2	CO3	KL1
	e.	Define LPG.	2	CO4	KL1
	f.	What do you mean by CSR.	2	CO4	KL1
	g.	In which economic system the prices are determined by the market forces of demand and supply?	2	CO1	KL1
	h.	The removal of restrictions on something, typically in an economic context is known as?	2	CO4	KL1
	i.	What is dual economic system?	2	CO2	KL1
	j.	Define PEST.	2	CO1	KL1

**Section-B:**

**Unit-I**

2	a.	With the help of suitable examples, explain the components of external business environment.	10	CO1	KL2
	b.	Briefly discuss the four stages of business environmental analysis process.	10	CO1	KL2

**OR**

3	a.	Briefly discuss the different types of internal environment that affects business operations.	10	CO1	KL2
	b.	Differentiate between external and internal environment.	10	CO1	KL2

**Unit-II**

4	a.	What do you mean by economic system? Distinguish between capitalist, socialist, and mixed economy.	10	CO2	KL2
	b.	Briefly discuss the concept of Liberalization, Privatization, and Globalization.	10	CO2	KL2

**OR**

5	a.	Explain the statutory framework of FEMA Act 1999.	10	CO2	KL2
	b.	What is privatization? Discuss its types citing suitable examples.	10	CO2	KL2
<b>Unit-III</b>					
6	a.	Explain the significance of corporate governance with reference to the "SATYAM" scandal case.	10	CO3	KL2
	b.	What is CSR? Discuss the provisions of CSR for Indian business firms.	10	CO3	KL2
<b>OR</b>					
7	a.	Explain the concept of information systems and warning system in disaster management context.	10	CO3	KL2
	b.	What do you mean by disaster preparedness? How early warning systems differs from information system.	10	CO3	KL2
<b>Unit-IV</b>					
8	a.	What do mean by political environment in business context? Differentiate between unitary and federal government.	10	CO4	KL2
	b.	Discuss the impact of political environment on business operations.	10	CO4	KL2
<b>OR</b>					
9	a.	"Hello Rifu" a telecom company operating specifically in metropolitan cities. Explain how technological environment and competitors would affect its operations.	10	CO4	KL2
	b.	With reference to the case of Tata Nano, perform SWOT analysis for the Tata Nano project.	10	CO4	KL2

# OP JINDAL UNIVERSITY, RAIGARH (C.G.)



## END SEMESTER EXAMINATION, JANUARY 2023

Program Name: **BBA** Program Code: 02UG010 Time: **3 Hrs**  
 Semester: **3<sup>rd</sup>** Max. Marks: **100**  
 Course Code: **MGT-B 303** Course Name: **Quantitative Methods- II**

Answer any one question from each section  
 All questions carry equal marks

### Section A (Unit-I) ( 20 marks)

		M	CO	KL	
1	a.	How do you Describe a Dot Plot? Differentiate between Wilkinson and Cleveland dot plots.	5*2	1	2
	b.	Answer following questions using a stem and leaf diagram given below <div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: fit-content;">                         Key : 3   5 represents 35 years                     </div> <pre style="margin: 10px auto; text-align: center;">                     3   5 7 9                     4   1 4 5 8                     5   0 3 6                     </pre> How many people are there in the group? What age is the youngest member of the group? What age is the oldest member of the group? How many people are under 45? How many people are 45 and over?	2*5	1	3

### OR

2	a.	What is the five-number summary in the box plot? What are the first quartile and third quartile in the box plot? Discuss in detail.	4*3	1	2
	b.	Elaborate the concept of linear programming problem? Discuss following components of LPP- Objective function, Constraints and Non-negative restrictions.	2*4	1	2

### Section B (Unit-II) ( 20 marks)

3	a.	Define Binomial Distribution. What are the various assumptions of binomial distribution?	10	2	1
	b.	The probability that a bomb dropped on a bridge, will hit the bridge is 0.5. Eight bombs are dropped on the bridge. The bridge will be destroyed if any two bombs fall on it. Find the probability that: i) All bombs hit the bridge ii) The bridge is destroyed	2*5	2	3

### OR

4	a.	In which condition binomial distribution tends to Poisson distribution? Discuss various assumptions of Poisson distribution.	10	2	1
---	----	--	----	---	---

	b.	On an average, there are three mistakes on a page of a book. The book contains 200 pages. What is the probability that a randomly selected page has exactly one mistake?	10	2	3																
<b>Section C (Unit-III) ( 20 marks)</b>																					
5	a.	What do you mean by Sampling? How it is different from Census study?	8	3	1																
	b.	Discuss different types of population in statistics.	3*4	3	2																
<b>OR</b>																					
6	a.	What are the Sampling and Non Sampling Errors? Discuss in detail.	10	3	2																
	b.	Elaborate the concept of Point and Interval Estimates.	10	3	2																
<b>Section D (Case Study)-1( 20 marks)</b>																					
7	Salary of employees in ABC Co. Ltd is given below-		20	1	3																
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Salary (In 1000)</td> <td style="width: 10%;">10-20</td> <td style="width: 10%;">20-30</td> <td style="width: 10%;">30-40</td> <td style="width: 10%;">40-50</td> <td style="width: 10%;">50-60</td> <td style="width: 10%;">60-70</td> </tr> <tr> <td>No of Persons</td> <td>8</td> <td>12</td> <td>20</td> <td>15</td> <td>5</td> <td>10</td> </tr> </table>					Salary (In 1000)	10-20	20-30	30-40	40-50	50-60	60-70	No of Persons	8	12	20	15	5	10		
	Salary (In 1000)	10-20				20-30	30-40	40-50	50-60	60-70											
No of Persons	8	12	20	15	5	10															
Calculate $P_{60}$ & $P_{80}$ for the given data.																					
<b>OR</b>																					
8	Consider the selection of two numbers from the given numbers (1, 2, 3, 4,5). Find the possible combinations and their mean.		20	4	3																
<b>Section E (Case Study)-2( 20 marks)</b>																					
9	Heights of students are normally distributed with mean 165 cm and standard deviation 5 cm. Find the probability that height of a student is greater than 177 cm and lesser than 162 cm. (Given $Z$ at 2.4 = .4918 & $Z$ at .6 = .2258)		20	5	3																
<b>OR</b>																					
10	Marks of students in a class is given in following table-		20	2	3																
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Marks</td> <td style="width: 10%;">10-20</td> <td style="width: 10%;">20-30</td> <td style="width: 10%;">30-40</td> <td style="width: 10%;">40-50</td> <td style="width: 10%;">50-60</td> <td style="width: 10%;">60-70</td> <td style="width: 10%;">70-80</td> </tr> <tr> <td>No of Students</td> <td>8</td> <td>4</td> <td>16</td> <td>24</td> <td>16</td> <td>12</td> <td>20</td> </tr> </table>					Marks	10-20	20-30	30-40	40-50	50-60	60-70	70-80	No of Students	8	4	16	24	16	12	20
	Marks	10-20				20-30	30-40	40-50	50-60	60-70	70-80										
No of Students	8	4	16	24	16	12	20														
Calculate Mean(from direct and Indirect both methods), Median and Mode.																					

# OP JINDAL UNIVERSITY, RAIGARH (C.G.)



## END SEMESTER EXAMINATION, JANUARY 2023

Program Name: **BBA** Program Code: 02UG010 Time: **3 Hrs**

Semester: **3<sup>rd</sup>** Max. Marks: **100**

Course Code: **MGT-B 304** Course Name: **Financial Analysis**

Answer any one question from each unit

All questions carry equal marks

		M	CO	KL	
<b>Section A (Unit-I) ( 20 marks)</b>					
2	a.	Discuss about the Techniques of Financial Statement Analysis.	10	CO1	KL1
	b.	Evaluate and explain any one type of Ratio Analysis with significant from the followings (With Example)– 1. Liquidity Ratio 2. Profitability Ratio 3. Solvency Ratio 4. Turnover Ratio	10	CO1	KL2
<b>OR</b>					
3	a.	Calculate the Current Ratio from the following information: 1. Inventories ₹ 50,000 2. Trade Receivables ₹ 50,000 3. Advance Tax ₹ 4,000 4. Cash and cash equivalents ₹ 30,000 5. Trade payables ₹ 1,00,000 6. Short-term borrowing (Bank Overdraft) ₹ 4,000	10	CO1	KL4
	b.	From the following details, calculate the interest coverage ratio: Net Profit after tax ₹ 60,000; 15% Long-term debt ₹ 10,00,000; and Tax rate is 40%.	10	CO1	KL4
<b>Section B (Unit-II) ( 20 marks)</b>					
4	a.	Discuss on capital structure and its types.	10	CO2	KL3
	b.	How can we evaluate the EBIT? Explain it.	10	CO2	KL1
<b>OR</b>					
5	a.	Shri Ltd.'s EBIT is ₹ 50,00,000. The Company has 10%, ₹ 2,00,00,000 debentures. The equity capitalization rate i.e. $K_e$ is 10%. You are required to calculate – I. Market value of equity and value of firm II. Overall cost of capital	10	CO2	KL4
	b.	Indra Ltd's value of firm is ₹ 38,75,000. The Company has 10%, ₹ 20,00,000 debentures. Net Income of company is ₹ 3,00,000 The equity capitalization rate i.e. $K_e$ is 16%. Calculate the – I. EBIT II. Overall cost of capital	10	CO2	KL4

Section C (Unit-III) ( 20 marks)										
6	a.	Write the Advantages and Disadvantages of stock dividend.	10	CO3	KL1					
	b.	Explain the determinants of Dividend Decision.	10	CO3	KL2					
<b>OR</b>										
7	a.	Describe about the theories of Dividend.	10	CO3						
	b.	Suppose there are two companies namely A Ltd. & B Ltd. having capital employed of ₹ 50,00,000 in terms of Equity shares (₹ 100 each) are earning @ 20%. Both have same capital structure and same ROI but different dividend policy. A Ltd. distributes 100% of its earnings whereas B Ltd. distributes only 50%. With this example evaluate and explain how retained earning lead to growth.	10	CO3	KL4					
Section D (Unit-IV) ( 20 marks)										
8	a.	Explain about the concepts of working capital.	10	CO4	KL2					
	b.	Which factors determined the working capital requirement?	10	CO4	KL1					
<b>OR</b>										
9	a.	Prepare an estimate of working capital requirement from the following information of a trading concern. a. Projected annual sales : 10,000 Units b. Selling Price : ₹ 8 per unit c. Percentage (%) of Net profit on sales : 25% d. Average credit period allowed to customers : 8 weeks e. Average credit period allowed by suppliers : 4 weeks f. Average stock holding in terms of sales requirement: 12 weeks g. Allow 10 % for contingencies	10	CO4	KL4					
	b.	A firm has the following data for the year ended 31 <sup>st</sup> March 2022: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Sales (1,00,000 @ ₹ 20)</td> <td>₹ 20,00,000</td> </tr> <tr> <td>Earnings before interest and Taxes</td> <td>₹ 2,00,000</td> </tr> <tr> <td>Fixed Assets</td> <td>₹ 5,00,000</td> </tr> </table> The three possible current assets holding of the firm are ₹5,00,000, ₹ 4,00,000 and ₹ 3,00,000. It is assumed that fixed assets level is constant and profit do not vary with current assets levels. Analyze the effect of the three alternative current assets policies.	Sales (1,00,000 @ ₹ 20)	₹ 20,00,000	Earnings before interest and Taxes	₹ 2,00,000	Fixed Assets	₹ 5,00,000	10	CO4
Sales (1,00,000 @ ₹ 20)	₹ 20,00,000									
Earnings before interest and Taxes	₹ 2,00,000									
Fixed Assets	₹ 5,00,000									
Section E (Case Study) ( 20 marks)										
10	a.	Prepare a case study on Financial performance analysis using Ratio Analysis based on dummy data.	20	CO1	KL3					
<b>OR</b>										
11	a.	Prepare a case study on Financial statement analysis based on dummy data.	20	CO1	KL3					



Course Code: MGT-B-305

O P JINDAL UNIVERSITY

BBA- III Semester Regular/ Backlog Examinations  
Digital and Social Media Marketing (MGT-B 305)



Time: 3 Hrs.

Max. Marks: 100

Answer any one question from each unit

All questions carry equal marks

		M	CO	KL
<b>Section-A</b>				
1	a.	2	CO-1	KL-1
	b.	2	CO-1	K-1
	c.	2	CO-1	K-1
	d.	2	CO-1	K-1
	e.	2	CO-1	K-1
	f.	2	CO-2	K-1
	g.	2	CO-2	K-1
	h.	2	CO-2	K-1
	i.	2	CO-2	K-1
	j.	2	CO-2	K-1
<b>Section-B:</b>				
<b>Unit-I</b>				
2	a.	8	CO-2	K-1
	b.	8	CO-2	K-1
<b>OR</b>				
3	a.	8	CO-1	K-1
	b.	8	CO-1	K-1
<b>Unit-II</b>				
4	a.	8	CO-3	K-2
	b.	8	CO-3	K=2
<b>OR</b>				
5	a.	8	CO-3	K-2
	b.	8	CO-3	K-2
<b>Unit-III</b>				
6	a.	8	CO-2	K-1
	b.	8	CO-3	K-2
<b>OR</b>				
7	a.	8	CO-3	K-2
	b.	8	CO-3	K-1
<b>Unit-IV</b>				
8	a.	8	CO-3	K-2
	b.	8	CO-3	K-2
<b>OR</b>				
9	a.	8	CO-4	K-2
	b.	8	CO-2	K-1
<b>UNIT-V</b>				
10	a.	8	CO-1	K-1
	b.	8	CO-3	K-1
<b>OR</b>				
11	a.	8	CO-2	K-1
	b.	8	CO-1	K-1

# OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JANUARY 2023

Program Name: **BBA** Program Code: 02UG010

Time: 3 Hrs

Semester: **3rd**

Max. Marks: 100

Course Code: **MGT-B 306**

Course Name: **Social Psychology**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
<b>Section A (Unit-I) ( 20 marks)</b>					
1	a.	Explain the various causes of social behavior and thoughts.	10	1	2
	b.	Explain how theories influences social psychology.	10	1	2
<b>OR</b>					
2	a.	Explain any learning theory with examples.	10	2	2
	b.	How research is helpful in understanding social psychology.	10	2	2
<b>Section B (Unit-II) ( 20 marks)</b>					
3	a.	What is social cognition? What are its assumptions and components?	10	2	1
	b.	Explain the thought process in social cognition.	10	2	2
<b>OR</b>					
4	a.	Describe the potential errors in social cognition.	10	1	2
	b.	How impression formed and managed?	10	1	1
<b>Section C (Unit-III) ( 20 marks)</b>					
5	a.	What is social perception? How perceptual distortion occurs?	10	2	1
	b.	Explain attribution theory in details.	10	2	2
<b>OR</b>					
6	a.	What is cognitive dissonance and how to manage it explain with example.	10	1	1
	b.	What is self-presentation and how to manage it?	10	1	1
<b>Section D (Unit-IV) ( 20 marks)</b>					
7	a.	What is persuasion? How to resist persuasion?	10	3	2
	b.	What is conformity? What are the factor that affect conformity?	10	3	1
<b>OR</b>					
8	a.	What is symbolic social influence? What is the importance of group decision making?	10	3	1
	b.	What is group polarization and group think? How it effect group decisions?	10	3	2
<b>Section E (Unit-V) ( 20 marks)</b>					
9	a.	What is the role of leaders in group decision making?	10	4	2
	b.	How to manage coordination and conflict in group?	10	4	2
<b>OR</b>					
10	a.	Why do people help others?	10	4	2
	b.	How do we respond to emergency?	10	4	2

# OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JANUARY 2023

Program Name: **BBA** Program Code: 02UG010

Time: 3 Hrs

Semester: **3<sup>rd</sup>**

Max. Marks: 100

Course Code: **MGT-B 308**

Course Name: **Managerial Skill Development**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
<b>Section A (Unit-I) ( 20 marks)</b>					
1	a.	While Preparing for Public speech what are the things, can be included in support of your idea? Explain each with example.	10	1	3
	b.	What are the methods of delivering Speech? Explain each with examples.	10	1	3
<b>OR</b>					
2	a.	What is persuasive speech? What are the steps of writing Persuasive speech? Give example	10	1	2
	b.	Write a Eulogy speech for a friend.	10	1	2
<b>Section B (Unit-II) ( 20 marks)</b>					
3	a.	What is Motivation and what are the types of Motivation?	10	2	2
	b.	What is the Correlation of success with Positive thinking?	10	2	3
<b>OR</b>					
4	a.	What is Attitude? What are the components of Attitude? Explain.	10	2	3
	b.	How Needs and Motivation are co-related. Explain Deficiency needs and Growth need with example.	10	2	3
<b>Section C (Unit-III) ( 20 marks)</b>					
5	a.	What are the methods of self-discovery? Explain considering yourself as an example.	10	3	2
	b.	What do you mean by SMART Goals? Write down one SMART Goal for Health.	10	3	2
<b>OR</b>					
6	a.	Write down your one Personal and one professional SMART Goals.	10	3	3
	b.	What is goal setting? Why set Goals? What are the types of Goals and their relationship with each other?	10	3	3
<b>Section D (Unit-IV) ( 20 marks)</b>					
7	a.	Explain the stages of personality Development.	10	4	2
	b.	Explain the Sigmund Freud's personality theory.	10	4	3
<b>OR</b>					

8	a.	How can you develop a powerful personality? Give Behavioral Tips for Personality development.	10	4	2
	b.	How <b>Transactional Analysis</b> tries to explain, how we have developed into who we are?	10	4	2
<b>Section E ( 20 marks)</b>					
9	a.	Explain Agenda and MoM and Draw Format of Agenda and MoM.	10	5	3
	b.	What is TENDER, its Procedure and Types of Tender?	10	5	3
<b>OR</b>					
10	a.	What do you mean by Office Circular, Office Order and Office note? Draw format of each.	10	5	3
	b.	What are the steps of PURCHASING IN ORGANIZATION? Explain each step with example.	10	5	2

# OP JINDAL UNIVERSITY, RAIGARH (C.G.)



## END SEMESTER EXAMINATION, JANUARY 2023

Program Name: **BBA**

Program Code:

Time: **3 Hrs**

Semester: **3<sup>rd</sup>**

Max. Marks: **100**

Course Code: **MGT-B 307** Course Name: **Production & Operations Management**

Answer one question from each section.

All questions carry equal marks.

<b>M</b>	<b>CO</b>	<b>KL</b>
----------	-----------	-----------

### Section A (Unit-I) ( 20 marks)

1	a.	Describe in detailed the core and support functions of operations management.	10	1	1
	b.	What are the recent trends in production and operations management?	10	1	1

**OR**

2	a.	Describe how Operations Management behaves as a core function of a business with respect to other functions.	10	1	1
	b.	What are the skills and knowledge required for a operations manager?	10	1	1

### Section B (Unit-II) ( 20 marks)

3	a.	List different competitive dimensions of operations management and explain which type of companies apply these strategies in what kind of situation.	10	2	2
	b.	List the factors that affect productivity.	10	2	2

**OR**

4	a.	What are the different types of productivity? Explain mathematically, how those are measured.	10	2	2
	b.	A team of workers make makes 400 units of a product, which is sold in the market for ₹ 8,000/-each. The accounting department reports that for this job the actual costs are ₹ 3,32,000/- for labor, ₹ 80,000/- for materials, and ₹ 24,000/- for overheads. Calculate the productivity for the above operations.	10	2	2

### Section C (Unit-III) ( 20 marks)

5	a.	Explain the process of designing a <i>Service</i> explaining how and where it differs from product designing.	10	2	2
	b.	Explain how design can be applied as a strategy to prevent business failures?	10	3	2

**OR**

6	a.	Develop a master production schedule (MPS) for the aggregate plan of a company given below, which produces electric motors (AC, DC and FHP). Take suitable assumptions for the production-mix targeted with due mention.	10	4	3																									
		<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="10">Aggregate Plan</th> </tr> <tr> <th>Month</th> <th>J</th> <th>F</th> <th>M</th> <th>A</th> <th>M</th> <th>J</th> <th>J</th> <th>A</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>No. of Motors</td> <td>30</td> <td>45</td> <td>50</td> <td>30</td> <td>60</td> <td>30</td> <td>30</td> <td>45</td> <td>30</td> </tr> </tbody> </table> <p>[Suitable assumptions may be taken, but need to be mentioned, if taken.]</p>				Aggregate Plan										Month	J	F	M	A	M	J	J	A	S	No. of Motors	30	45	50	30
Aggregate Plan																														
Month	J	F	M	A	M	J	J	A	S																					
No. of Motors	30	45	50	30	60	30	30	45	30																					

b.	<p>The supply, demand, cost and inventory data for LECOSTO Co. is given. The company has a constant work force with which it wants to meet all the demand (with no back orders). Allocate the production capacity to satisfy demand at minimum cost.</p> <p>Demand data (units): Quarter-1: 100; Q-2: 50; Q- 3: 70; and Q-4: 80  Supply data (units): RT(Regular capacity), OT (Overtime Capacity)</p> <table border="1"> <thead> <tr> <th>Period</th> <th>RT</th> <th>OT</th> <th>Subcontract</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>60</td> <td>18</td> <td>1000</td> </tr> <tr> <td>2</td> <td>50</td> <td>15</td> <td>1000</td> </tr> <tr> <td>3</td> <td>60</td> <td>18</td> <td>1000</td> </tr> <tr> <td>4</td> <td>65</td> <td>20</td> <td>1000</td> </tr> </tbody> </table> <p><b>Additional information:</b></p> <ul style="list-style-type: none"> <li>• Initial inventory = 20 units</li> <li>• Final inventory = 25 units</li> <li>• Regular time cost/ unit = Rs. 100/-</li> <li>• OT cost/unit = Rs. 125/-</li> <li>• Subcontract cost/unit = Rs. 130/-</li> <li>• Carrying cost/unit/period = Rs. 2/-</li> </ul> <p>[Note: Ignore the cost of unused capacities in all modes of production.]</p> <p>Develop an efficient aggregate production plan for the given data-based situation and evaluate, thereby the total cost. [Hint: Least Cost Allocation.]</p>			Period	RT	OT	Subcontract	1	60	18	1000	2	50	15	1000	3	60	18	1000	4	65	20	1000	10	4	3
	Period	RT	OT	Subcontract																						
1	60	18	1000																							
2	50	15	1000																							
3	60	18	1000																							
4	65	20	1000																							

**Section D (Unit-IV) ( 20 marks)**

7	a.	What are the different types of processes followed in different production systems? Also, recommend right type of skills, machineries, volume of production and variety of products applicable for different production systems.	10	4	3																																			
	b.	<p>Looking at the load summary of five departments in a manufacturing firm, develop and draw the best possible layout.</p> <table border="1"> <thead> <tr> <th>Departments</th> <th>I</th> <th>II</th> <th>III</th> <th>IV</th> <th>V</th> </tr> </thead> <tbody> <tr> <td>I</td> <td>-</td> <td>-</td> <td>60</td> <td>60</td> <td>-</td> </tr> <tr> <td>II</td> <td>-</td> <td>100</td> <td>100</td> <td>-</td> <td>40</td> </tr> <tr> <td>III</td> <td>50</td> <td>30</td> <td>-</td> <td>100</td> <td>50</td> </tr> <tr> <td>IV</td> <td>10</td> <td>-</td> <td>10</td> <td>50</td> <td>-</td> </tr> <tr> <td>V</td> <td>-</td> <td>40</td> <td>50</td> <td>-</td> <td>-</td> </tr> </tbody> </table>	Departments	I	II	III	IV	V	I	-	-	60	60	-	II	-	100	100	-	40	III	50	30	-	100	50	IV	10	-	10	50	-	V	-	40	50	-	-	10	4
Departments	I	II	III	IV	V																																			
I	-	-	60	60	-																																			
II	-	100	100	-	40																																			
III	50	30	-	100	50																																			
IV	10	-	10	50	-																																			
V	-	40	50	-	-																																			

**OR**

8	a.	Describe how the 10 production functions with an example of a company from your choice industry.	10	4	3
	b.	What are the various types of layouts? Explain the suitable production systems for each type of layout.	10	4	3

**Section E (Case Study)-1( 20 marks)**

**CASE: ARISTO WORKS**

ARISTO is a thirty years old company having its works unit in sub-urban of Mumbai. The company intends to locate one warehouse in Ahmedabad, Gujarat to meet the sales demand of the local market. It has short-listed three locations of the city in out-skirt. The sales manager and production manager of the company jointly evaluated the location alternatives.

In the city map the details of location alternatives are as follows:

- Alternative-1 (5km, 10km)
- Alternative-2 (20km, 20km)
- Alternative-3 (2km, 30km)

As per the same city map, the dealers location and as per a survey their expected average monthly sales demands are:

- Dealer-1(5km, 5km): 2000 most valuable products
- Dealer-2 (10km, 5km): 800 moderately valuable products
- Dealer-3 (10km, 10km): 1200 least valuable products

Master Production Schedule (MPS) based on forecasting of demand for 1<sup>st</sup> Quarter of the company's sales was:

Quarter-1					Q2	Q3	Q4
January (Date, Dealer, Demand)					February (...)	March (...)	
1(D1,70) (D2,25) (D3,40)	8(D1,65) (D2,20) (D3,35)	15(D1,75) (D2,30) (D3,45)	22(D1,60) (D2,15) (D3,30)	29(D1,80) (D2,35) (D3,50)			
2(D1,65) (D2,20) (D3,35)	9(D1,75) (D2,30) (D3,45)	16(D1,60) (D2,15) (D3,30)	23(D1,80) (D2,35) (D3,50)	30(D1,65) (D2,20) (D3,35)			
3(D1,75) (D2,30) (D3,45)	10(D1,60) (D2,15) (D3,30)	17(D1,80) (D2,35) (D3,50)	24(D1,65) (D2,20) (D3,35)	31(D1,75) (D2,30) (D3,45)			
4(D1,60) (D2,15) (D3,30)	11(D1,80) (D2,35) (D3,50)	18(D1,65) (D2,20) (D3,35)	25(D1,75) (D2,30) (D3,45)				
5(D1,80) (D2,35) (D3,50)	12(D1,65) (D2,20) (D3,35)	19(D1,75) (D2,30) (D3,45)	26(D1,70) (D2,25) (D3,40)				
6(D1,65) (D2,20) (D3,35)	13(D1,65) (D2,20) (D3,35)	20(D1,70) (D2,25) (D3,40)	27(D1,60) (D2,15) (D3,30)				
7(D1,75) (D2,30) (D3,45)	14(D1,70) (D2,25) (D3,40)	21(D1,65) (D2,20) (D3,35)	28(D1,75) (D2,30) (D3,45)				

The location was finalized and the warehouse started its operation successfully. The credit of success is not only attributed to the technique used jointly two senior managers, but due to prior consideration of all possible the factors that could have affected their decision.

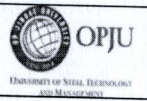
The VP of the company personally advised the Supply Chain Head to do ABC analysis of its inventories. As soon as the goods were arriving from Mumbai plant at Ahmedabad based new warehouse, those were shorted into ABC categories, so that all the dealers remain satisfied thereby fetching better business every time.

9	a.	Guess, which location would have been finalized for the warehouse. Show your calculation and analysis for this. [See CASE: <b>ARISTO WORKS</b> ]	10	3	2
	b.	Guess, which controllable factors must have been considered, not the all, while selecting the best location of the warehouse. [See CASE: <b>ARISTO WORKS</b> ]	10	2	2
<b>OR</b>					
10	a.	Guess, what would have been their ABC classification of the 1 <sup>st</sup> week of the goods received in the ne warehouse. [Refer CASE: <b>ARISTO WORKS</b> ]	10	3	2
	b.	Guess, which uncontrollable factors must have been considered, not the all, while selecting the best location of the warehouse. [See CASE: <b>ARISTO WORKS</b> ]	10	2	2

Course Code: MGT-B-309

O P JINDAL UNIVERSITY

BBA- III Semester Regular/ Backlog Examinations  
Business Ethics and CSR-(MGT-B -309)



Time: 3 Hrs.

Max. Marks: 100

Answer any one question from each unit

All questions carry equal marks

			M	CO	KL
<b>Section-A</b>					
1	a.	What is Intangible CSR activity?	2	CO-1	KL-1
	b.	Define "Value"?	2	CO-1	K-1
	c.	What is ISO?	2	CO-1	K-1
	d.	What is Cost Benefit Analysis?	2	CO-1	K-1
	e.	What is Philanthropy in practice?	2	CO-1	K-1
	f.	How values and Ethics related?	2	CO-1	K-1
	g.	What does SEBI stand for?	2	CO-2	K-1
	h.	What is Ethical business?	2	CO-2	K-1
	i.	What is said to be "Value Formation"?	2	CO-2	K-1
	j.	How come Ethics and Management in practice are interrelated?	2	CO-2	K-1
<b>Section-B:</b>					
<b>Unit-I</b>					
2	a.	What is the role of common beliefs in ' Business Ethics '	8	CO-2	K-1
	b.	Do you agree that "Values can be presumed from people's behavior, personality, perception, motivation. T	8	CO-2	K-1
<b>OR</b>					
3	a.	"Values are individual beliefs that motivate people to act one way or another "Discuss?	8	CO-1	K-1
	b.	"Business ethics enhances the law by outlining acceptable behaviors beyond government control".Discuss?	8	CO-1	K-1
<b>Unit-II</b>					
4	a.	What is ' Corporate Social Responsibility? Put lime light on Intangible CSR?	8	CO-3	K-2
	b.	State the reasons behind why Corporations establish business ethics?	8	CO-3	K=2
<b>OR</b>					
5	a.	Discuss three important nature of Business Ethics ?	8	CO-3	K-2
	b.	"Business ethics drives employee behavior" Do you agree? Give reasons?	8	CO-3	K-2
<b>Unit-III</b>					
6	a.	What is role of Ethics in nurturing Business?	8	CO-2	K-1
	b.	Mention three types of Values with the distinguished features?	8	CO-3	K-2
<b>OR</b>					
7	a.	Discuss the important role of 'Aesthetic Values . in strengthening social well being as a whole?	8	CO-3	K-2
	b.	"Values are basic and fundamental beliefs that guide or motivate attitudes or actions	8	CO-3	K-1
<b>Unit-IV</b>					
8	a.	How' trans cultural values helps an organization towards development"?Discuss briefly?	8	CO-3	K-2
	b.	What do you mean by the term"Business Social Relationship". How does it acts behind CSR activities?.	8	CO-3	K-2
<b>OR</b>					
9	a.	Discuss about the major components of Internet?	8	CO-4	K-2
	b.	Which is the most popular Social Media at online platform? Explain the reasons behind?	8	CO-2	K-1
<b>UNIT-V</b>					
10	a.	"Values are individual beliefs that motivate people to act one way or another". Discuss?	8	CO-1	K-1
	b.	Values in a narrow sense is that which is good, desirable, or worthwhile". Discuss>?	8	CO-3	K-1
<b>OR</b>					
11	a.	Discuss any one Ethical Theory?	8	CO-2	K-1
	b.	State the differences between Aesthetic Vaues and Instrumental Values?	8	CO-1	K-1