

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Second Semester)

Branch – COMMERCE (BUSINESS PROCESS SERVICE)

STATISTICS FOR BUSINESS PROCESS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Which of the following is one dimensional diagram?
(i) bar diagram (ii) pie diagram
(iii) cylinder (iv) histogram
- 2 Which one of the following is not a measure of central tendency?
(i) mean (ii) median
(iii) mode (iv) range
- 3 The arithmetic mean of two regression coefficient is always
(i) equal to correlation coefficient
(ii) not equal to correlation coefficient
(iii) less than correlation coefficient
(iv) greater than correlation coefficient
- 4 Two events are said to be independent if
(i) each outcome has equal chance of occurrence
(ii) there is no common point in between them
(iii) one does not affect the occurrence of the other
(iv) both the events have only one point
- 5 Range function in MS Excel is
(i) range (Min,Max) (ii) range (MIN,MAX)
(iii) RANGE (MIN,MAX) (iv) Range (MIN,MAX)

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 (a) Write the need of statistics in business field.
OR
(b) State the sources of secondary data collection.
OR
- 7 (a) Find geometric mean to the data given below:
45, 60, 48, 100, 65
OR
(b) Define Karl Pearson's co efficient of skewness.
- 8 (a) Write a short note on scatter diagram.
OR
(b) State the properties of regression co-efficients.
- 9 (a) Find the probability of a leap - year contains 53 Mondays.
OR
(b) One card is selected at random from a standard pack of cards. Find the chance that it was either a king or a queen.

Cont...

- 10 (a) Explain the computational procedure to find arithmetic mean by using MS Excel
OR
(b) Explain the computational procedure to find Quartile Deviation by using MS Excel

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 (a) Explain the various diagrammatical representations of statistical data.
OR
(b) Write the qualities of a good table.
- 12 (a) Find mean, median and mode to the data below:

Daily Income (in Rs):	100-120	120-140	140-160	160-180	180-200
Number of workers:	12	14	8	6	10

OR

- (b) Find standard deviation to the data below and also find the coefficient of variation.

sales	1-5	6-10	11-15	16-20
No. of days	1	2	3	4

- 13 (a) Find Karl Pearson's coefficient of correlation for the following data

Father's Height(in cm)	65	66	67	68	69	70	71
Son's Height (in cm)	67	68	66	69	72	72	69

OR

- (b) Find the two regression lines for the following data

x	7	4	8	6	5
y	6	5	9	8	2

- 14 (a) In a bolt factory, machines X,Y and Z manufacture respectively 25, 35 and 40 % of the total output. Of their output, 5, 4 and 2% respectively are defectives. One bolt is taken at random and it is found to be defective. Find the probability that it was manufactured by (i) Machine A or C (ii) Machine B.

OR

- (b) A lot contains 10 items of which 3 are defective. Three items are chosen at random from the lot one after the another. Find the chance that all the three are defective.

- 15 (a) What do you mean by Relative cell referencing and Absolute cell referencing in MS Excel?

OR

- (b) How is a Formula different from a Function in Excel?

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – COMMERCE (BUSINESS PROCESS SERVICES)

BANKING FOR BUSINESS PROCESS SERVICES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 In which year the ATM's was introduced to the Indian banking industry _____.
(i) 1980's (ii) 1995's (iii) 1965's (iv) 1990's
- 2 The cardholders can initiate _____ to transfer money from his bank account to the issuing bank.
(i) Direct debit (ii) Standing instructions
(iii) Cash (iv) Internet transfer
- 3 Overdraft facility is provided on _____.
(i) Bill of Exchange (ii) Current Account
(iii) Credit Card (iv) Letter of Credit
- 4 The beneficiary under a letter of credit is _____.
(i) The opening bank (ii) Customer Bank
(iii) Confirming bank (iv) Exporter
- 5 What is the purpose of NFTs?
(i) Provide entertainment
(ii) Be used as currency
(iii) decorate office space and home
(iv) Serve as both artwork and utility for their owners

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Explain the principles of banking.
OR
b Discuss the types of deposits.
- 7 a Classify and explain the different types of cards.
OR
b Examine the ways in which fraud occurs while using cards.
- 8 a Explain the different types of mortgages.
OR
b Explain the policy, account opening, dispatch, delivery and card maintenance.
- 9 a Explain the payments life cycle.
OR
b Explain on workflow management.
- 10 a Analyze the role of banks and documents in International trade.
OR
b Explain an over view on specialized training course for CDCS certification.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

LL questions carry EQUAL Marks (5 x 6 = 30)

11 a Discuss the functions and products of banks.

OR

b Explain in detail the functions of commercial banks.

12 a Examine the card operations in detail.

OR

b Analyze the process of settlement in credit card transactions.

13 a Enumerate the processes involved in residential mortgage.

OR

b List out the types of mortgage frauds.

14 a Explain the major kinds of payment systems.

OR

b Discuss in detail the characteristics of negotiable instruments.

15 a Interpret a note on Letter of Credit.

OR

b Explain the role of banks in International Trade.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – COMMERCE (BUSINESS PROCESS SERVICES)

RETAIL ENVIRONMENT AND MARKET RESEARCH

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Market research is an organized effort to gather information about ----- or -----.
(i) Market, Consumer (ii) Market, Marketing
(iii) Marketing, Behavior (iv) Mind, Media
- 2 The first and foremost method of retail is-----.
(i) Counter service (ii) Self- service
(iii) Online shops (iv) Cost- plus pricing
- 3 Consumers conducting a generic search in an Internet search engine use which type of terms?
(i) Retailer- related terms (ii) Brand – related terms
(iii) price – related terms (iv) General product –related terms
- 4 Marketing mix is suggested by-----.
(i) Philip Kotler (ii) Neil Borden
(iii) Neil Armstrong (iv) Peter Drucker
- 5 Media research is related to
(i) Primary –data collection (ii) Secondary-data collection
(iii) Copy-testing technique (iv) Raw data and facts

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Describe the functions of marketing.
OR
b State the significance of market research.
- 7 a Mention the characteristics of retailing.
OR
b Outline about the Data Management.
- 8 a How to create a product code? Explain.
OR
b Explain about the quantitative research.
- 9 a Point out the P's of Marketing.
OR
b Why branding is important in retail? Explain.
- 10 a Explain the media data validation in retailing.
OR
b Show the advantages of consumer panels.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Distinguish between market and marketing research.
OR
b Point out the classification of goods.
- 12 a Classify the market segmentation.
OR
b Examine the offerings of KPOs.
- 13 a Infer the benefits of syndicated study.
OR
b How product research is applicable in new product development?
- 14 a Show the product life cycle with explanation.
OR
b Categorize the various pricing strategies.
- 15 a Elucidate the uses of media research.
OR
b Examine about retail store audit.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
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BCom DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – COMMERCE (BUSINESS PROCESS SERVICE)

CAMPUS TO CORPORATE TRANSITION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 What are the factors which have an impact when deciding on a BPO destination?
(i) Reliable telecommunication infrastructure (ii) Cost of Labour
(iii) Strong Regulatory Framework (iv) All of the above
- 2 The relation between individual self-esteem and life satisfaction is ___ in independent cultures than it is in independent cultures.
(i) Higher (ii) Lower
(iii) More Stable (iv) The same
- 3 Thinking is essentially ____
(i) a Physical Phenomenon (ii) a Cognitive action
(iii) a Psychomotor Process (iv) an effective behavior
- 4 Find the correctly spelt word from the following?
(i) Crystllization (ii) Controvertial
(iii) Interogation (iv) Rehabilitation
- 5 Communication is a part of ____ skills
(i) Soft (ii) Hard
(iii) Rough (iv) Short

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Explain the term Corporate Culture.
OR
b State the current trend of BPO industry in India.
- 7 a Compare the terms attitude and behavior.
OR
b Explain body language.
- 8 a What is known as workplace etiquette?
OR
b List out interview skills.

Cont...

- 9 a State the principles of effective communication.
OR
b Mention the rules for good writing skills.
- 10 a Explain listening comprehension
OR
b Write a brief note on one act play.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Discuss the history of Corporate Sector in India.
OR
b Examine the overview of BPO.
- 12 a Explain the significance of Language.
OR
b State the importance of Lifelong Learning.
- 13 a Describe in detail the significance of Presentation Skills.
OR
b. Why Group Discussions play a vital role today in a Corporate?
- 14 a Examine the barriers of communication.
OR
b. State the importance of Written Communication.
- 15 a Explain Social communication skills.
OR
b Compare the formal and informal conversation skills

PSG COLLEGE OF ARTS & SCIENCE
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BCom DEGREE EXAMINATION MAY 2023
(Fifth Semester)

Branch – COMMERCE (BUSINESS PROCESS SERVICES)

DISCIPLINE SPECIFIC ELECTIVE – I : MANAGING BUSINESS PROCESSES – I

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 An executed programme of the computer system is called _____.
(i) Trap (ii) Process
(iii) Programme (iv) Interrupt
- 2 A detailed process map showing the assembly of customised sandwiches would be an example of _____.
(i) Moderated process map (ii) Micro process mapping
(iii) High level process mapping (iv) Low level process mapping
- 3 _____ is to enhance the customer experience through value added services.
(i) Solutioning (ii) Transition
(iii) Value creation (iv) Business Growth
- 4 In the BPO the customer has to carry out a significant part of the process in house.
(i) Transactional (ii) Niche
(iii) Comprehensives (iv) JV Model
- 5 SLA stands for _____.
(i) Service Level Agreement (ii) Service Level Arrangement
(iii) Sender Level Arrangement (iv) Sender Level Agreement
- 6 Swim lane maps are used for _____.
(i) Problem Identification (ii) value added analysis
(iii) Time study (iv) Non- Linear requirements
- 7 The Process mapping is a _____ diagram.
(i) Data flow (ii) Work flow (iii) Circular (iv) Audit
- 8 The primary focus of any improvement activity is elimination of _____.
(i) Workers (ii) flexibility (iii) waste (iv) Production
- 9 _____ risk occurs when an asset is not liquid (or) cannot be sold
(i) Operational (ii) Market (iii) Liquidity (iv) Hedge
- 10 _____ the process of identifying, assessing and controlling financial, legal strategic
And securely risk to an organisations capital and earnings.
(i) Risk mitigation (ii) risk management
(iii) Risk identification (iv) risk assumption

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

11 a What is the recognition of business process?

OR

b Examine the characteristics of process improvement.

12 a Write a note on histogram.

OR

b Explain the need for outsourcing.

13 a Narrate the advantages of why - why analysis?

OR

b Show the meaning of target setting and target setting process.

14 a Explain BPO life cycle.

OR

b What is process mapping and how does it helps in process?

15 a Mention the four basic steps in risk analysis.

OR

b What do you mean by the Information security risk? Explain.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16 Recall the core and support processes in business.

17 Discuss how business processes are outsourced to India.

18 Explain the Kano's model of understanding customer's needs.

19 Demonstrate the flow chart symbols with suitable diagrams.

20 Enumerate in detail about business continuity plan.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
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BCom DEGREE EXAMINATION MAY 2023
(Fifth Semester)

Branch – COMMERCE(BUSINESS PROCESS SERVICE)

RESEARCH METHODOLOGY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 The _____ research is a critical evaluation and examination of past events, developments and experiences.
(i) Experimental research (ii) Non-experimental research
(iii) Applied research (iv) Historical research
- 2 The _____ research always begins with some hypothesis which the researcher wants to test.
(i) Experimental research (ii) Non-experimental research
(iii) Applied research (iv) Historical research
- 3 A _____ is the overall plan or programme of research.
(i) Research source (ii) Research problem
(iii) Research design (iv) Research method
- 4 The _____ research aims to solve a problem by enriching the field of application of a discipline.
(i) Pure research (ii) Applied Research
(iii) Descriptive research (iv) Experimental research.
- 5 The physical material from which samples are chosen is called a _____.
(i) Sampling frame (ii) Sampling unit
(iii) Sampling method (iv) Sampling design.
- 6 A _____ is a form containing series of questions and providing space for their replies to be filled in by the respondent himself.
(i) Field survey (ii) Case study
(iii) Questionnaire (iv) Interview schedule
- 7 The _____ research always begins with some hypothesis which the researcher wants to test.
(i) Experimental research (ii) Non-experimental research
(iii) Applied research (iv) Descriptive research
- 8 The _____ test is used for a sample of size less than 30.
(i) Chi-square test (ii) 'F' test
(iii) 't' test (iv) 'Z' test
- 9 Sometimes references made to authors in the text are serially numbered and their details are given in _____.
(i) Abstract (ii) Table of contents
(iii) Footnotes (iv) Appendices
- 10 A _____ which is usually written with the object of being read in a professional gathering or of being published in a journal is the shortest in length.
(i) Research paper (ii) Dissertation
(iii) Thesis (iv) Report

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a Explain the process involved in research.
OR
b Explain the identification of research problem.
- 12 a What are the steps involved in preparing a research design? Explain.
OR
b Explain the principles of sampling.
- 13 a Distinguish between Questionnaire and Interview schedule.
OR
b State the scales of measurement.
- 14 a Briefly explain the various criteria for developing a good hypothesis.
OR
b Explain the steps in hypothesis testing.
- 15 a What are the qualities of good research report? Explain.
OR
b Describe the layout of the research report.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Enumerate the classifications of research.
- 17 Narrate the different types of sampling techniques.
- 18 Deliberate the methods of data collection.
- 19 Elaborate the Parametric test and Non-parametric test.
- 20 Elaborate the steps involved in preparation of research report.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Sixth Semester)

Branch – COMMERCE (BUSINESS PROCESS SERVICES)

**DISCIPLINE SPECIFIC ELECTIVE – II: MANAGING BUSINESS
PROCESSES -II**

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 What is the first step in problem solving process?
(i) Plan (ii) do
(iii) check (iv) action
- 2 What is the main task of a problem-solving agent?
(i) Solve the given problem and reach to goal
(ii) To find out which sequence of action will get it to the goal state
(iii) All of the mentioned
(iv) None of the mentioned
- 3 Who developed the concept of TRIZ?
(i) Genrich Altshuller (ii) Deming
(iii) Crosby (iv) Juran
- 4 Cause and effect diagram is also known as _____.
(i) Fishbone diagram (ii) Fish diagram
(iii) Cause diagram (iv) Effect diagram
- 5 Who is considered to be the father of Six Sigma?
(i) Bill Smith (ii) Walter Shewhart
(iii) Jack Welch (iv) None of the above
- 6 "DMAIC" is used for projects aimed at.
(i) Improving an existing business process
(ii) Creating new product or process designs
(iii) Both (a) and (b)
(iv) None of the above
- 7 Kaizen refers to _____.
(i) Discontinuous Improvement (ii) Intermittent Improvement
(iii) Stop Improvement (iv) Continuous Improvement
- 8 Which of the following refers to the term "automation"?
(i) Poka-Yoke (ii) Jidoka
(iii) Andon (iv) 5S
- 9 Which is the only standard in the ISO 9000 family to which organizations can certify?
(i) ISO 9000 (ii) ISO 9001
(iii) ISO 14000 (iv) ISO 9000
- 10 The composite plan which involves setting up a long-term objective, finding a course of action, and allocation of resources is called _____.
(i) Programme (ii) Strategy
(iii) Procedure (iv) Policy

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 7 = 35)

- 11 a List out the merits of Problem solving Process.
OR
b What are the problem solving steps?
- 12 a State the modern problem solving techniques
OR
b Explain Check Sheets.
- 13 a What is parent metrics and defect calculation?
OR
b State the functions of Six Sigma.
- 14 a State the differences between pull and push system.
OR
b Explain 5S Principle.
- 15 a Mention the tools to find risk.
OR
b Examine the term Fraud Management in detail.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks

(3 x 10 = 30)

16. How do you analyze the performance of FEMA?
- 17 Describe the 7 QC tools for simple problem solving.
- 18 Explain the concept of Six Sigma Methodology (DMAIC)
- 19 Explain Lean Evolution.
- 20 Examine the Business Continuity Plan in detail.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Sixth Semester)

Branch – COMMERCE (BUSINESS PROCESS SERVICE)

CUSTOMER RELATIONSHIP MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. Relationship marketing looks to utilize tools of traditional marketing in creating _____ value for customers.
(i) long term (ii) short term
(iii) medium term (iv) average term
2. Customer loyalty describes an ongoing _____ relationship between you and your customer.
(i) sensational (ii) basic
(iii) emotional (iv) regular
3. Customer perception refers to the consumer's feelings about your _____.
(i) process (ii) brand
(iii) strategy (iv) inputs
4. A _____ is a way of aggregating customers that are similar in some way.
(i) relation (ii) value
(iii) customer group (iv) condition
5. Consumers today expect a personalized customer experience catered to them as _____.
(i) special (ii) organized
(iii) expected (iv) individuals
6. CRM software is to provide a quality _____ for both their present and future customers.
(i) experience (ii) product
(iii) facility (iv) service
7. Customer retention has a _____ impact on profitability.
(i) indirect (ii) partial
(iii) applied (iv) direct
8. A CRM platform can help you to improve the _____ experience of the customer.
(i) detailed (ii) communication
(iii) required (iv) associated
9. E-CRM involves the _____ of web channels into the overall CRM enterprise strategy.
(i) integration (ii) control
(iii) collection (iv) allocation
10. E-CRM concerns all forms of _____ relationships with customers when using IT.
(i) direct (ii) managing
(iii) situation (iv) creating

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

11. (a) Explain the scope of relationship marketing.
(OR)
(b) Classify the various types of loyal customers.
12. (a) Narrate the factors affecting the customer perception.
(OR)
(b) Distinguish the approaches with individual and group customers in database management.
13. (a) Explain the stages in the CRM process cycle.
(OR)
(b) Examine the possibilities for providing services in CRM evolution.
14. (a) Bring out the causes for customer retention strategies.
(OR)
(b) Identify the importance of CRM in increasing customer satisfaction.
15. (a) Describe the e-CRM architecture and its components.
(OR)
(b) Narrate the challenges evolved in e-CRM strategies.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

16. Elucidate the benefits and difficulties to be applicable in CRM.
17. Enumerate the procedures in selection of profitable customer segments.
18. Discuss the models of CRM road map for business applications.
19. Examine the role of CRM process for B2B markets and technological application.
20. Enumerate the evolution of e-CRM for personalized services.

Z-Z-Z

END