

Roll No.-----

प्रश्नपुस्तिका क्रमांक
Question Booklet No.

358328

O.M.R. Serial No.

--	--	--	--	--	--	--

BBA (Fourth Semester) Examination, 2024-25
(NEP)

F010401T – A : SUPPLY CHAIN MANAGEMENT

F010401T – B : RESEARCH METHODOLOGY

K-723

Paper Code							
F	0	1	0	4	0	1	T

(To be filled in the
OMR Sheet)

प्रश्नपुस्तिका सीरीज
Question Booklet Series
D

Time : 1:30 Hours]

[Maximum Marks-75

SE

Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. Booklet is in two Section : **Section-A** (1-50) & **Section-B** (51-100). Candidate should select 37 and 38 questions respectively from both Sections. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.

(Remaining instructions on the last page)

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। प्रश्न-पुस्तिका दो खण्डों : खण्ड-अ (1-50) तथा खण्ड-ब (51-100) में है। परीक्षार्थी को प्रत्येक खण्ड से क्रमशः 37 और 38 प्रश्न करने हैं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हो या उसमें किसी अन्य प्रकार की कमी हो, तो उसे तुरन्त बदल लें।

(शेष निर्देश अन्तिम पृष्ठ पर)

SECTION-A : SUPPLY CHAIN MANAGEMENT

1. Lean production involves :
 - (A) Improvement of speed only
 - (B) Improvement of quality only
 - (C) Elimination of all types of waste
 - (D) Elimination of cost only
2. Companies manage their supply chain through _____.
 - (A) Information
 - (B) Competitor
 - (C) Internet
 - (D) Skilled operator
3. A supply chain includes the chain of entities involved in the planning, procurement, production and _____ of products and services.
 - (A) Distribution
 - (B) Supply
 - (C) Demand
 - (D) Transport
4. Which of the following is not a typical supply chain member ?
 - (A) Retailer
 - (B) Wholesaler
 - (C) Producer
 - (D) Customer
5. Which came last in the development of manufacturing process ?
 - (A) Lean production
 - (B) Division of labour
 - (C) Mass production
 - (D) Craft production

6. All the following costs are likely to decrease a result of better quality except :
- (A) Customer dissatisfaction
 - (B) Maintenance cost
 - (C) Scrap cost
 - (D) Warranty and service cost
7. Inspection, scarp, and repair are example of :
- (A) Internal cost
 - (B) External cost
 - (C) Cost of dissatisfaction
 - (D) Warranty & service cost
8. Which one of the following would not generally be considered as an aspect of operations management ?
- (A) Work methods
 - (B) Secured financial resources
 - (C) Maintain quality
 - (D) Product or service design
9. Which came last in the development of manufacturing techniques ?
- (A) Learn production
 - (B) Division of labor
 - (C) Mass production
 - (D) Interchangeable parts
10. Which of the following is not an area responsibility for a logistic manager ?
- (A) Inventory
 - (B) Purchasing
 - (C) Warehousing
 - (D) Marketing

11. Zero defects in manufacturing _____.
(A) Is a relevant goal only in electronic assembly
(B) Is readily achievable in all areas
(C) Is the goal of TQM
(D) Is an unobtainable and misleading idea
12. The input to a transformation process include all of the following except :
(A) Material
(B) People
(C) Information
(D) Assembly
13. Positive, long term relationships between supply chain participants refers to :
(A) Co-operation
(B) Tailor logistics
(C) Partnership
(D) Supply chain management
14. The supply chain management philosophy emerged in _____.
(A) 1960's
(B) 1970's
(C) 1980's
(D) 1990's
15. Qualified is defined by the customer is :
(A) An unrealistic definition of quality
(B) A user based definition of quality
(C) A manufacturing based definition of quality
(D) A product based definition of quality

16. The supply concept originated in what discipline ?
- (A) Marketing
 - (B) Operations
 - (C) Logistics
 - (D) Production
17. 3-PL stands for :
- (A) Three points logistics
 - (B) Third party logistics
 - (C) Three points location
 - (D) None of the above
18. Reserve logistics is required because :
- (A) Goods are defective
 - (B) Goods are unsold
 - (C) The customer simply change their minds
 - (D) All of the above
19. Logistics is the part of supply chain involved with the forward and reserve flow of :
- (A) Goods
 - (B) Service
 - (C) Cash
 - (D) All of these
20. The major decision areas in supply chain management are :
- (A) Location, production, distribution, inventory
 - (B) Planning, production, distribution, inventory
 - (C) Location, production, scheduling, inventory
 - (D) Location, production, distribution, marketing

21. VMI stands for :
- (A) Vendor Material Inventory
 - (B) Vendor Managed Inventory
 - (C) Variable Material Inventory
 - (D) Valuable material Inventory
22. The purpose of supply chain management is :
- (A) Provide customer satisfaction
 - (B) Improve quality of a product
 - (C) Integrating supply and demand management
 - (D) Increasing production
23. Which of the following is true for supply chain management ?
- (A) The physical material moves in the direction of the end of chain
 - (B) Flow of the cash backward through the chain
 - (C) Exchange of information moves in both the direction
 - (D) All of the above
24. What additional factor does overall equipment effectiveness take into account which makes it more meaningful than efficiency or utilization ?
- (A) Flexibility
 - (B) Speed
 - (C) Cost
 - (D) Quality
25. A supply chain which includes the distribution of finished product and service ?
- (A) Outbound logistics
 - (B) Inbound logistics
 - (C) Supply of goods
 - (D) Transportation

26. AITS in inventory controls means _____.
(A) All Inventory Transport System
(B) Automated Inventory Tracking and System
(C) Alternative Inventory Trading System
(D) Adoption of Inventory Tracing Storage
27. Procurement methods have considerable impact on _____.
(A) Product pricing
(B) Inventory level
(C) Warehouse space
(D) Transportation modes
28. The business term that involves choosing a supplier, agreeing what to buy at a certain price and by when is called ?
(A) Logistics
(B) Supply chain management
(C) Stock control
(D) Procurement
29. The time difference between a business ordering and receiving stock is called the :
(A) Recorder quantity
(B) Lead time
(C) Buffer stock
(D) Recorder level
30. Supply chain management is increasingly difficult and complex due to :
(A) Increased pace of globalization
(B) Population
(C) Economies of scale
(D) Improvements in communication system
31. A type of logistics costing :
(A) Consumer costing
(B) Employee costing
(C) Activity costing
(D) None of these

32. What technique deal with the problem of supply sufficient facilities to production lines or individuals that require uneven service ?
- (A) Supply-demand theory
 - (B) PERT
 - (C) Inventory theory
 - (D) Queing theory
33. Today, a growing number of firms now out source some or all of their logistics to _____ intermediaries.
- (A) Competitors
 - (B) Third party logistics providers
 - (C) Channel members
 - (D) Cross functional teams
34. Intermediaries play an important role in matching _____.
- (A) Dealer with customer
 - (B) Manufacture to product
 - (C) Information & promotion
 - (D) Supply & demand
35. A supply chain is a sequence of firms that performance activities required :
- (A) To find products that are similar
 - (B) To facilitate wholesalers inventory selections
 - (C) To create synergy in their training programs
 - (D) To create and deliver goods to consumers
36. When suppliers, distributors and customers collaborate with each other to improve the performance of the entire system, they are participating in a _____.
- (A) Channel of distribution
 - (B) Value delivery network
 - (C) Supply chain
 - (D) Supply and demand chain

- A**
37. The most common form of quality control includes :
- (A) Planning
 - (B) Organizing
 - (C) Inspection
 - (D) Directing
38. "Kaizen" is a Japanese term meaning :
- (A) A fool proof mechanism
 - (B) Just in time (JIT)
 - (C) A fishbone diagram
 - (D) Continuous improvement
39. _____ is the provision of service to customers before, during and after a purchase.
- (A) Customer service
 - (B) Product management
 - (C) Purchase management
 - (D) None of the above
40. According to Professor Mentzer and colleagues, the supply chain concept originated in what discipline ?
- (A) Marketing
 - (B) Operations
 - (C) Logistics
 - (D) Production
41. Which of the following is not one of the process in the SCOR model ?
- (A) Sell
 - (B) Plan
 - (C) Make
 - (D) Return

42. _____ encompasses all activities associated with the flow and transformation of goods from the raw material stage, through to the end user, as well as the associated information flows.
- (A) Production line
 - (B) Supply chain
 - (C) Marketing channel
 - (D) Warehouse
43. _____ uses advanced materials handling systems under the direction of a central computer.
- (A) Storage warehouses
 - (B) Distribution warehouses
 - (C) Automated warehouses
 - (D) None of the above
44. _____ are meant to store products for moderate to long period of time.
- (A) Storage warehouses
 - (B) Distribution warehouses
 - (C) Automated warehouses
 - (D) None of the above
45. Getting the right goods to the right location at the right time for the least cost is known as :
- (A) Market facilities
 - (B) Market logistics
 - (C) Market distribution
 - (D) None of the above

46. Buying according to the requirements is called _____.
(A) Seasonal buying
(B) Hand to mouth buying
(C) Scheduled buying
(D) Tender buying
47. _____ and physical distribution are the two major operations of logistics.
(A) Supply chain management
(B) Material management
(C) Logistics management
(D) None of these
48. _____ includes design and administration of system to control the flow of materials, work in progress and finished inventory to support business unit strategy.
(A) Logistics management
(B) Materials management
(C) Bills of materials
(D) None of these
49. TQM refers to :
(A) Total quantity management
(B) Total quality management
(C) Total quality marketing
(D) Total quotient management
50. Which of the following is not a factor affecting the supply chain ?
(A) Reduced number of suppliers
(B) Increased competition
(C) Longer product life cycle
(D) Increased opportunities to strategically use technology

SECTION-B : RESEARCH METHODOLOGY

51. In business, descriptive research is used to :
- (A) Define market trends and consumer behavior
 - (B) Develop new mathematical theories
 - (C) Avoid risk analysis
 - (D) Conduct irrelevant experiments
52. Which research method is commonly used for consumer behavior analysis ?
- (A) Experimental research
 - (B) Survey research
 - (C) Theoretical research
 - (D) Observational research
53. A feasibility study is conducted to :
- (A) Determine whether a business idea is viable
 - (B) Identify competitors
 - (C) Develop an organizational structure
 - (D) Conduct product testing
54. Market research helps in :
- (A) Avoiding product innovation
 - (B) Understanding customer needs and competition
 - (C) Increasing operational costs
 - (D) Ignoring customer feedback
55. Business research is used to :
- (A) Increase business risk
 - (B) Make informed decisions
 - (C) Reduce market share
 - (D) Avoid data collection

56. A literature review helps in :
- (A) Developing an understanding of existing research
 - (B) Collecting primary data
 - (C) Ignoring past studies
 - (D) Repeating the same research
57. Which type of research explores a problem but does not provide conclusive results?
- (A) Descriptive research
 - (B) Exploratory research
 - (C) Experimental research
 - (D) Co-relational research
58. The term "empirical research" refers to :
- (A) Theoretical research
 - (B) Research based on direct observation or experiments
 - (C) Literature review only
 - (D) Speculative research
59. The research design primarily deals with :
- (A) Collecting secondary data
 - (B) Structuring the research process
 - (C) Avoiding research problems
 - (D) Analyzing existing theories
60. A hypothesis is :
- (A) A proven fact
 - (B) A research question
 - (C) A tentative explanation to be tested
 - (D) A random guess

61. Research conducted to solve a specific problem is called :

- (A) Basic research
- (B) Applied research
- (C) Exploratory research
- (D) Fundamental research

62. Which of the following is a feature of good research ?

- (A) Biased approach
- (B) Subjectivity
- (C) Systematic and reproducible
- (D) Random assumptions

63. What is the first step in the research process ?

- (A) Data collection
- (B) Identifying the research problem
- (C) Analyzing results
- (D) Writing the report

64. A characteristic of scientific research is that it is :

- (A) Subjective
- (B) Systematic and logical
- (C) Based on assumptions
- (D) Unorganized

65. What is the primary goal of research ?

- (A) To prove a hypothesis
- (B) To systematically investigate a problem
- (C) To collect random information
- (D) To confirm personal beliefs

66. Which of the following is a principle of effective data visualization ?
- (A) Use excessive decorations
 - (B) Keep charts as simple as possible
 - (C) Use multiple font styles
 - (D) Avoid legends and labels
67. ANOVA is based on :
- (A) F-Test
 - (B) T-Test
 - (C) Z-Test
 - (D) None
68. A flowchart is typically used to :
- (A) Show a step-by-step process
 - (B) Display statistical data
 - (C) Compare different datasets
 - (D) Measure correlation
69. A heatmap is used to represent :
- (A) Trends over time
 - (B) The intensity of data values using color
 - (C) Frequency distributions
 - (D) Hierarchical relationships
70. The best chart for displaying percentages is :
- (A) Line graph
 - (B) Pie chart
 - (C) Histogram
 - (D) Box plot

71. Which of the following is NOT a key element of a chart ?
- (A) Title
 - (B) Axes labels
 - (C) Footnotes
 - (D) Data points
72. A dual-axis chart is used when :
- (A) Comparing two datasets with different units of measurement
 - (B) Only one variable is present
 - (C) Displaying unrelated information
 - (D) Showing a single trend
73. A good chart should have :
- (A) Unclear labels
 - (B) Accurate scaling
 - (C) Extra information for decoration
 - (D) Randomly placed elements
74. Which type of chart is best for showing cumulative frequency ?
- (A) Bar chart
 - (B) Histogram
 - (C) Ogive
 - (D) Pie chart
75. What is the main advantage of using charts in a report ?
- (A) Makes reports longer
 - (B) Reduces clarity
 - (C) Helps visualize complex data
 - (D) Increases confusion

76. Research in customer satisfaction mainly focuses on :
- (A) Understanding consumer expectations and experiences
 - (B) Increasing product prices
 - (C) Reducing customer feedback
 - (D) Avoiding service improvements
77. In business research, a case study approach is useful for :
- (A) Analyzing a single organization or event in detail
 - (B) Conducting large-scale surveys
 - (C) Measuring numerical trends only
 - (D) Avoiding in-depth analysis
78. Market segmentation research is conducted to :
- (A) Identify different groups of consumers with similar characteristics
 - (B) Reduce market share
 - (C) Ignore consumer preferences
 - (D) Decrease advertising efficiency
79. Business research helps organizations to :
- (A) Improve decision-making based on data
 - (B) Avoid competitor analysis
 - (C) Reduce brand awareness
 - (D) Increase operational risks
80. Which sampling technique ensures that every individual in the population has an equal chance of being selected ?
- (A) Stratified sampling
 - (B) Cluster sampling
 - (C) Random sampling
 - (D) Convenience sampling

81. The difference between a population and a sample is :
- (A) A sample includes the entire population
 - (B) A sample is a subset of a population
 - (C) A population is smaller than a sample
 - (D) A sample is always larger than a population
82. An example of dichotomous question is :
- (A) Yes-No
 - (B) True-False
 - (C) Correct-Incorrect
 - (D) All of the above
83. The primary purpose of pilot testing before data collection is :
- (A) To finalize the research findings
 - (B) To test the effectiveness of the questionnaire
 - (C) To replace the actual research
 - (D) To collect a full set of data
84. IN research, validity refers to :
- (A) The accuracy of measurements and findings
 - (B) The reliability of data
 - (C) The number of respondents
 - (D) The use of qualitative methods
85. Which of the following is NOT a characteristic of good research ?
- (A) Objectivity
 - (B) Systematic approach
 - (C) Biased interpretation
 - (D) Logical reasoning

86. Research in e-commerce is important because :
- (A) It helps businesses optimize online sales strategies
 - (B) It eliminates customer service requirements
 - (C) It reduces website traffic
 - (D) It ignores mobile shopping trends
87. Data-driven research in marketing helps in :
- (A) Improving advertising effectiveness
 - (B) Ignoring digital marketing trends
 - (C) Reducing brand value
 - (D) Avoiding customer engagement
88. The purpose of research ethics is to :
- (A) Reduce reliability in research
 - (B) Ensure honesty, integrity and protection of participants
 - (C) Speed up the research process
 - (D) Ignore confidentiality issues
89. In research, triangulation refers to :
- (A) Using multiple methods or data sources to enhance validity
 - (B) A statistical calculation method
 - (C) A type of qualitative study
 - (D) The final step in data collection
90. The experimental research method is used to :
- (A) Establish cause-and-effect relationships
 - (B) Only observe behaviors without intervention
 - (C) Analyze past literature
 - (D) Develop unstructured theories

91. Longitudinal research is a study that :
- (A) Studies participants at a single point in time
 - (B) Follows the same subjects over a long period
 - (C) Uses only secondary data
 - (D) Avoids participant involvement
92. The qualitative research method is best suited for :
- (A) Measuring numerical data
 - (B) Understanding concepts, experiences and social phenomena
 - (C) Conducting experiments
 - (D) Performing complex statistical analysis
93. The independent variable in an experiment is :
- (A) The factor that is manipulated to observe its effect
 - (B) The outcome being measured
 - (C) A constant value
 - (D) A secondary data source
94. Which of the following is NOT a type of research ?
- (A) Exploratory research
 - (B) Descriptive research
 - (C) Causal research
 - (D) Random research
95. A dependent variable is one that :
- (A) Influences other variables
 - (B) Remains constant in all conditions
 - (C) Is affected by the independent variable
 - (D) Is selected randomly

96. In research, a variable is :
- (A) A fixed numerical value
 - (B) A factor that can change or be manipulated
 - (C) A research method
 - (D) A section in the research report
97. The primary objective of research is to :
- (A) Confirm existing opinions
 - (B) Find new knowledge and solve problems
 - (C) Collect random data
 - (D) Avoid critical thinking
98. Research methodology refers to :
- (A) The process used to collect data
 - (B) The theoretical analysis of research methods
 - (C) A step-by-step guide for writing research reports
 - (D) Only qualitative research techniques
99. Research in finance department helps companies in :
- (A) Wasting resources
 - (B) Making investment and budgeting decisions
 - (C) Ignoring financial trends
 - (D) Avoiding performance evaluation
100. Business uses research to :
- (A) Make data-driven decisions
 - (B) Ignore numerical data
 - (C) Reduce profitability
 - (D) Eliminate structured approaches

4. Four alternative answers are mentioned for each question as – A, B, C & D in the question booklet. The candidate has to choose the correct answer and mark the same in the OMR Answer-Sheet as per the direction :

Example :

Question :

- Q. 1 (A) ● (C) (D)
Q. 2 (A) (B) ● (D)
Q. 3 (A) ● (C) (D)

Illegible answers with cutting and over-writing or half filled circle will be cancelled.

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the Instructions given in it should be read carefully.
8. After the completion of the examination candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager and cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

Impt. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question booklet, then after showing it to the invigilator, get another question booklet of the same series.

4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से एक सही उत्तर छोटना है। उत्तर को OMR आन्सर-शीट में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

उदाहरण :

प्रश्न :

- प्रश्न 1 (A) ● (C) (D)
प्रश्न 2 (A) (B) ● (D)
प्रश्न 3 (A) ● (C) (D)

अपठनीय उत्तर या ऐसे उत्तर जिन्हें काटा या बदला गया है, या गोले में आधा भरकर दिया गया, उत्तर निरस्त कर दिया जाएगा।

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ. एम. आर. उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ. एम. आर. उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका के अन्त में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैलकुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

महत्वपूर्ण : प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्न-पुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्न-पुस्तिका प्राप्त कर लें।