

F-1901

Sub. Code

7MBA1C4

M.B.A. DEGREE EXAMINATION, APRIL 2019.

First Semester

Management Studies

ORGANISATIONAL BEHAVIOUR

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the need for studying organisational behaviour?
2. What is reinforcement?
3. Write a short note on locus of control.
4. What is learning?
5. Define motivation.
6. Point out the different types of job related attitudes.
7. Mention any two characteristics of a group.
8. What is meant by “Task group”?
9. Write a note on sensitivity training.
10. What is job design?

Part B**(5 × 5 = 25)**Answer **all** questions, choosing either (a) or (b).

11. (a) Distinguish Introvert from Extrovert.

Or

- (b) Distinguish classical conditioning from operant conditioning.

12. (a) Explain the scope of organisational behaviour.

Or

- (b) Explain the need for studying organisational behaviour.

13. (a) Explain the theory of X and theory Y.

Or

- (b) How does motivation differ from Morale?

14. (a) What are the characteristics of a team?

Or

- (b) What are the advantages of group decision making?

15. (a) How does strong culture differ from weak culture?

Or

- (b) What are the salient features of Z culture?

Part C**(3 × 10 = 30)**Answer any **three** questions.

16. Give an account on Hawthorne studies with its implications.
 17. Discuss the various methods that are used to measure personality.
 18. Describe the various methods of attitude measurement?
How does attitude measurement help the management?
 19. Discuss the main styles of leadership.
 20. Elaborate the functions performed by organisational culture.
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F-1902

Sub. Code

7MBA2C1

M.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Management Studies

MARKETING MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define customer.
2. Explain who is a marketing manager.
3. What is political environment?
4. What is targeting?
5. Explain the product concept.
6. What is idea generation?
7. Define skimming pricing.
8. Who is a buyer?
9. What is publicity?
10. Explain the term surrogate advertising.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What is meant by marketing concept?

Or

- (b) What is the difference between selling and marketing?

12. (a) Discuss the forces that affect the socio cultural environment.

Or

- (b) Explain the buying behaviour process in detail.

13. (a) With the help of a diagram explain the new product development process.

Or

- (b) What are the important concepts in services marketing?

14. (a) Discuss the various steps in setting up pricing of a product.

Or

- (b) Discuss in detail the functions of a retailer.

15. (a) What are the differences between print and electronic advertising?

Or

- (b) Discuss the steps in personal selling.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the concept of marketing mix in detail.
 17. Explain the concept of positioning.
 18. Discuss in detail what product mix is.
 19. Why do you think personal selling is important in marketing? In what way is it different from channel sales?
 20. Explain the different types of advertising and explain with a suitable example.
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F-1903

Sub. Code

7MBA2C2

M.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Management Studies

HUMAN RESOURCE MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Job analysis.
2. What is Human resource planning?
3. What is meant by Executive development?
4. Briefly state about Performance appraisal.
5. What is collective bargaining?
6. State the concept of worker empowerment.
7. What do you mean by Mentoring?
8. What is Personnel audit?
9. Define Repatriation.
10. Give any three importance of recruitment policy.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Give the Scope of HRM.

Or

- (b) Explain the functions of Personnel Management.

12. (a) Explain the process of Performance appraisal system.

Or

- (b) Give the characteristics of Effective performance appraisal.

13. (a) Explain Grievance redressal.

Or

- (b) Explain Industrial Dispute.

14. (a) Write notes on Personnel records.

Or

- (b) Discuss HRIS.

15. (a) Discuss how recruitment policy affects HRM.

Or

- (b) Explain how cultural factors affect HRM globally.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss about the evolution of HRM.

17. Explain the Job Description.

18. Discuss about the impact of Trade union in HRM.
 19. What do you mean by HR Research? Explain.
 20. Explain how recruitment policy and economic policy affect HRM globally.
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F-1904

Sub. Code

7MBA2C3

M.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Management Studies

OPERATIONS MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List out the major components of production system.
2. What is the difference between service and goods?
3. Define bill of materials.
4. What are the inputs of MRP system?
5. Define work measurement.
6. List the benefits for JIT.
7. What are the benefits of Work study?
8. Define value analysis.
9. Write short note on Gantt chart.
10. Give the assumptions of flow shop scheduling.

Part B**(5 × 5 = 25)**

Answer **all** questions, choosing either (a) or (b).

11. (a) Briefly discuss the historical development of operations management.

Or

- (b) Describe the characteristics of services and manufactured products.

12. (a) Describe the steps involved in demand forecasting.

Or

- (b) Discuss the information flow planning and control with MRP.

13. (a) Describe the steps involved process planning.

Or

- (b) Explain in detail about work study procedure.

14. (a) Explain the vendor rating techniques.

Or

- (b) Briefly discuss the functions of purchasing.

15. (a) What is the importance of scheduling? Describe the factors affecting scheduling.

Or

- (b) Define project and project management. Describe project process in detail.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the scope of production and operation management.
 17. Briefly explain the facility layouts and its classification.
 18. What is work measurement? Explain the different methods followed to improve the productivity.
 19. Discuss in detail about the nature and classification of stores management.
 20. State Johnson's rule and describe its application with an illustration.
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F-1905

Sub. Code

7MBA2C4

M.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Management Studies

FINANCIAL MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the goal of financial management?
2. Explain the components of planning environmental.
3. Define equity share.
4. Who is called an angel?
5. Explain the basic model of cost of capital.
6. How do you arrive net operating income.
7. What is the use of current ratio?
8. Why do we need credit rating of debts?
9. Explain briefly Net Present Value (NPV).
10. What is the use of commercial paper?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Briefly describe the agency problem.

Or

- (b) Explain different types of business organisations in the context of financial management.

12. (a) Distinguish between debentures and equity shares in the context of long term financing.

Or

- (b) What are the features of hire purchase system?

13. (a) Let us assume that the risk free rate is 12 percent, the market return is 18 percent, and the beta is 0.8, then What is the return on equity or cost of equity?

Or

- (b) What is the difference between NI approach and NOI approach?

14. (a) Distinguish between Gross working capital and Net working capital.

Or

- (b) What are the features of forfeiting?

15. (a) What is the Net Present Value (NPV) of the project (in Rs.) with a 3 – year life and a cost of Rs.30,000/– generates revenues of Rs.10,000/– is a year 1, Rs.11,000/– in year 2, and Rs.19,000 in year 3 and the discount rate is 13 percent?

Or

- (b) Differentiate the payback period from discounted payback period.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Briefly describe the legal environment of financial management.
17. Explain the avenues of project finance.
18. Briefly explain the ways to calculate the degrees of operating leverage and degree of financial leverage.
19. Zenith corporation currently provides 30 days credit to its customers. Its present level of sales is Rs.50 million. The firm's cost of capital is 10 percent and the ratio of variable costs to sales is 0.85. Zenith is considering extending its credit period to 60 days. Such an expansion is likely to push sales up by Rs.5 million. The bad debt proportions on additional sales would be 8 percent. The tax rate for Zenith is 40 percent. Find the effect of lengthening the credit period on the residual income or profit.
20. A choice is to be made between two competing proposals which require an equal investment of Rs.50,000/- and are expected to generate a net cash flow as under.

Year	Project 1 (Rs.)	Project 2 (Rs.)
1	25,000	10,000
2	15,000	12,000
3	10,000	18,000
4	0	25,000
5	12,000	8,000
6	6,000	4,000

which project proposal should be chosen and why if the discount rate is 12 percent? Evaluate the project proposal under discounted cash flow methods.

F-1906

Sub. Code

7MBA2C5

M.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Management Studies

BUSINESS RESEARCH METHODS

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define research.
2. What is a research problem?
3. Explain the meaning and significance of a research design.
4. Write a note on research design.
5. What type of research uses secondary data?
6. What is an experiment?
7. Explain any two statistical techniques.
8. What is regression?
9. Write short note on technical report.
10. Explain the need for a research summary.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the types of research.

Or

- (b) Distinguish between research methods and research methodology.

12. (a) Describe about the different scale. What are the advantages and disadvantages of the scales?

Or

- (b) Explain the steps in construction of scale.

13. (a) Explain the different methods of collecting primary data.

Or

- (b) Explain in detail the steps involved in designing a questionnaire.

14. (a) Define chi-square test and its significance in research.

Or

- (b) Find the co-efficient of correlation for the data given below:

X: 10 12 18 24 23 27

Y: 13 18 12 25 30 10

15. (a) Define the term report with a suitable example.

Or

- (b) What are the steps involved in a preparation of a project report?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate the process of research methodology.
 17. Explain in detail about the various types of non-probability sampling.
 18. Now that, the results of the XII std examinations have arrived, prepare a questionnaire to determine the choice of courses of the students of their UG studies.
 19. How qualitative data analysis differ from quantitative data analysis?
 20. Explain the types of research report with examples.
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F-1909

Sub. Code

7MBA4C1

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Management Studies

STRATEGIC MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Strategic Management.
2. Write a brief note on corporate governance.
3. Enumerate the components in external environment influencing business.
4. What is core competencies?
5. Illustrate the significance of Balance score card.
6. Write a short note on vertical integration.
7. Define Organizational Structure.
8. What do you understand by control system?
9. Define ventures.
10. What are Non-Profit Organization?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss in detail about Corporate Social Responsibility.

Or

- (b) Illustrate Strategic formation process with a neat diagram.

12. (a) Exemplify generic building blocks of competitive advantage.

Or

- (b) Give suggestion for avoiding failures and sustaining competitive advantage.

13. (a) Explain Diversification and Strategic alliance.

Or

- (b) Elucidate functional level strategies.

14. (a) Provide your suggestion for matching structure and control to strategy.

Or

- (b) How will implement strategic change? Explain.

15. (a) Discuss about small business strategic issues.

Or

- (b) Explain about entrepreneurial ventures.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss about conceptual framework for strategic management.
 17. Exemplify Porters five force model.
 18. Elucidate Business Level Strategy.
 19. Write an essay on power, politics and conflicts.
 20. Give suggestion for managing technology and Innovation.
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F-1910

Sub. Code

7MBA4C2

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Management Studies

ENTREPRENEURSHIP DEVELOPMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Enumerate the importance of Entrepreneurs.
2. Define entrepreneurship.
3. Write note on social entrepreneurship.
4. Briefly discuss about rural entrepreneurship.
5. Who are intrapreneurship?
6. Write a short note climate for intrapreneurship.
7. What do you understand by creativity?
8. Define Franchising.
9. What do you understand by going public?
10. Define Venture.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Discuss about the role of entrepreneurship in economic development.

Or

- (b) List out the advantage and drawback of pursuing entrepreneurship as career.

12. (a) Distinguish male and female entrepreneurship.

Or

- (b) What are different classification of entrepreneurship?

13. (a) Distinguish managerial and entrepreneurship decision making.

Or

- (b) Explain the role of intrapreneurs in an organization.

14. (a) Give suggestion for creating and starting a venture.

Or

- (b) What are the thing to be considered while buying an existing business?

15. (a) Discuss about the financial support rendered by the government to the entrepreneurs.

Or

- (b) How will you assess the resources for growth from external resources?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Write an essay on future of entrepreneurship.
 17. Discuss in detail about characteristics and traits of entrepreneurs.
 18. How will establish intrapreneurship in an organization? Explain.
 19. Give suggestion for managing the enterprise.
 20. Explain about global aspects of entrepreneurship and its contemporary issues.
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F-2142

Sub. Code

7MBA4EA

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Management Studies

Elective — FINANCIAL SERVICES AND MARKETS

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Financial Service.
2. What is Call Money Market?
3. What is Financial Intermediation?
4. What do you mean by Mutual Funds?
5. Define discount market.
6. Explain the concept of Venture Capital Fund.
7. What is OTCEI?
8. What is Bank rate?
9. What is mutual benefit financial company?
10. What is mortgage backed securitization?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss in detail about the structure of Financial System.

Or

- (b) Elaborate the features of Financial Services.

12. (a) Briefly discuss about Government Securities Market.

Or

- (b) Discuss in detail about Global depository receipts.

13. (a) Elaborate the process of trading in stock exchanges.

Or

- (b) Explain the problems of new issue market.

14. (a) Discuss the functions and services of merchant banks.

Or

- (b) Elaborate the different types of Mutual Funds.

15. (a) Define Forfeiting. Explain the advantages of Forfeiting.

Or

- (b) Comment on Depository System in India. Provide needed instances.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the features and constituents of financial services.
 17. Compare money market and call money market with appropriate instances.
 18. Explain the functions of stock exchange with suitable illustrations.
 19. What are the guidelines of RBI and SEBI regarding mutual funds? Write down the important aspects in detail.
 20. What is Securitization of Debts? Explain how it is working and the benefits.
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F-2143

Sub. Code

7MBA4EF

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Management Studies

Elective : INDUSTRIAL RELATIONS

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Trade Union?
2. What is economic development?
3. Write short note on Inter union rivalries.
4. Write short note on Union recognition.
5. What is Adjudication?
6. Write short note on Conciliation.
7. What is bargaining?
8. Write short note on reports of wage boards.
9. What is the effect of employee communication?
10. Write short note on Notice boards.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Briefly explain the Trade union and the economic development.

Or

- (b) Describe the union in relation to welfare and management.

12. (a) Discuss about the Inter and Intra union rivalries in detail.

Or

- (b) Briefly explain the Convention and recommendations of trade union.

13. (a) Enumerate the Voluntary Arbitration and workers participation in Industry.

Or

- (b) Explain the grievance procedure in detail.

14. (a) Briefly explain the code of conduct and code of discipline.

Or

- (b) Discuss the Problems and Prospects in detail.

15. (a) Describe the damage control and system in detail.

Or

- (b) Explain the modern trends in employee safety programme.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the Trade Unions and economic development in detail.
 17. Explain the historical retrospect of central organization of workers in India.
 18. Discuss about the employers and the unionism in industrial relations in detail.
 19. Explain the Process of Collective Bargaining in detail.
 20. Discuss about the various suggestion schemes regarding employee's safety.
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