

<b>F-2902</b>
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<b>Sub. Code</b>
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<b>7MBA2C1</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2021 &  
SUPPLEMENTARY / IMPROVEMENT / ARREAR EXAMINATIONS  
Second Semester**

**Management Studies**

**MARKETING MANAGEMENT**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is marketing according to AMH?
2. What is the difference between traditional marketing and modern marketing?
3. Explain psychographic segmentation.
4. What is buyer's behavior?
5. Define test marketing.
6. Enumerate the term idea generation.
7. How is price determined?
8. What is penetration price strategy?
9. Define consumer promotion?
10. What is Multi level marketing?

**Part B****(5 × 5 = 25)**

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

11. (a) Briefly explain the societal marketing concept.

Or

- (b) Without marketing the organization cannot survive.  
Discuss

12. (a) Explain the types of segmentation.

Or

- (b) What are the key factors affecting buyers decision?

13. (a) What should be the advertising strategy during maturity stage of a product?

Or

- (b) Discuss about product mix.

14. (a) Write about the penetration of mobile marketing.

Or

- (b) What is the difference between chain store retailing and franchising?

15. (a) Discuss advertising strategies.

Or

- (b) Enumerate the types of advertising.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Define the term marketing management and discuss the functions of marketing manager.
  17. Explain the meaning and benefits of product diversification. Distinguish between diversification into related and unrelated areas.
  18. Explain the various stages of product life cycle.
  19. Discuss the various factors involved in pricing decisions.
  20. Explain with the various types of sales promotion.
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<b>F-2903</b>
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<b>Sub. Code</b>
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<b>7MBA2C2</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2021 &  
SUPPLEMENTARY / IMPROVEMENT / ARREAR EXAMINATIONS  
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. List the importance of Human Resource Management.
2. Define job specification.
3. What is performance Appraisal?
4. Explain the importance of performance appraisal.
5. What do you mean by workers participation in management?
6. What is stress?
7. Define the term 'Grievance'.
8. Why there is a need for mentoring the employees?
9. How to overcome the cultural difference at the work place?
10. What is training?

**Part B**

(5 × 5 = 25)

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

11. (a) How is human Resource management different from personnel management.

Or

- (b) What is man power planning? Discuss the need and the process of Human resource planning.

12. (a) Why is performance appraisal significant in an organization?

Or

- (b) Discuss the various methods of wage payment duly explaining its merits and demerits.

13. (a) The trade union in India is plagued by several problems - explain.

Or

- (b) What are the causes of Grievance and how are they handled?

14. (a) Differentiate between mentoring and coaching.

Or

- (b) State the advantages in Human Resource Audit and difficulties in implementing it.

15. (a) Write an essay on effects of Globalization.

Or

- (b) Enumerate the importance of Foreign direct investment.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. What is Recruitment and selection? How does it differ from one another?
  17. How far are the training methods successful in India?
  18. Discuss the importance of collective bargaining in resolving industrial disputes.
  19. Human resource is a continuous process it should be accounted periodically - Justify.
  20. Explain the features of global labour market.
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<b>F-2904</b>
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<b>Sub. Code</b>
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<b>7MBA2C3</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2021 &  
SUPPLEMENTARY / IMPROVEMENT / ARREAR EXAMINATIONS  
Second Semester**

**Management Studies**

**OPERATIONS MANAGEMENT**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define operation strategy.
2. What is the nature of operation management?
3. What is MRP and ERP?
4. What is facility layout?
5. What are the planning tools and techniques?
6. Define method study.
7. List any three vendor rating techniques.
8. Why do we need JIT in manufacturing?
9. Define project and project management.
10. What are the advantages of scheduling?

**Part B**

(5 × 5 = 25)

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

11. (a) Describe the characteristics of modern operation system.

Or

- (b) Discuss the scope of production and operation management.

12. (a) Discuss the types of facility layout.

Or

- (b) Write short notes on plant maintenance.

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

Or

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

14. (a) Explain in detail the procedure to carry out value analysis.

Or

- (b) Briefly discuss the functions of purchasing.

15. (a) Write the principles of work center scheduling.

Or

- (b) Construct the project network

Activity:      A B C D E      F G H I      J      K  
 Predecessor:  – – – A A, B C C E, F E, F D, H I, G



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

16. In today's global environmental scenarios the nature of operations management in any country is similar to international operation management – Comment substantiate your views.
  17. Explain in detail about operations planning and control.
  18. Elucidate in detail about measuring productivity and techniques to improve productivity.
  19. Briefly explain the objective, planning and controlling in material management.
  20. Explain in detail about the scheduling techniques in project management with suitable examples.
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<b>F-2905</b>
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<b>Sub. Code</b>
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<b>7MBA2C4</b>
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**M.B.A. DEGREE EXAMINATION,  
APRIL 2021 &**

**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 objective of Financial Management?
2. Explain the agency problem.
3. What are the conventional long-term funds?
4. Define venture capital.
5. Explain the basic model of cost of capital.
6. What are the components of Net Income approach?
7. Briefly explain the working capital.
8. How do you evaluate a trade credit?
9. What is capital budgeting?
10. Explain any two methods of project evaluation.

**Part B**

(5 × 5 = 25)

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

11. (a) What are the major decisions made by a Finance Managers?

Or

- (b) How do you differentiate financial accounting from Finance Management?

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

Or

- (b) Differentiate leasing from hire-purchase options.

13. (a) Let us assume that the risk free rate is 10 percent; the market return is 18 percent and the beta is 1.5, then what is the return on equity or cost of equity?

Or

- (b) What are the advantages of regular dividend policy?

14. (a) Distinguish between the gross working capital and net working capital.

Or

- (b) What are the features of factoring?

15. (a) What is the net present value (NPV) of the project (in Rs.) with a 3 year life and a cost of Rs.28,000/- generates revenue of Rs.8000/- in year 1, Rs.12,000/- year 2, and revenue of Rs.8000/- in year 1, Rs.12,000/- in year 2, and Rs.17,000/- in year 3 and the discount rate is 13 percent?

Or

- (b) Differentiate the NPV from IRR.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the role of finance in the context of other with an example.
17. What are various types of lease agreements? Explain each disciplines.
18. Briefly describe various types of leverages available in the world of finance? How are they calculated?
19. From the following information, prepare a statement in column form showing the working capital requirements
  - (a) in total and
  - (b) as regards each constituent part of working capital.Budgeted sales (Rs.10 per unit) Rs.2,60,000/p.a.

Analysis of costs.

Raw materials Rs. 3/- per unit; Direct Labour Rs.4/- per unit; Overheads Rs.2/- per unit; Total cost Rs.9 per unit; Profit Rs.1/- per unit; Sales Rs.10/- per unit;

It is estimated that

- (i) Raw materials are carried in stock for 3 weeks and finished goods for 2 weeks.
- (ii) Factory processing will take 3 weeks.
- (iii) Suppliers will give full 5 weeks credit.
- (iv) Customers will require 8 weeks credit.

It may be assumed that production and overheads accrue evenly throughout the year.

20. A choice is to be made between two competing proposals which require an equal investment of Rs.50000 and are expected to generate net cash flow as under

Year	Project 1 (Rs)	Project 2 (Rs)	P/V at 10% p.a.
1	25000	10000	0.909
2	15000	12000	0.826
3	10000	18000	0.751
4	0	25000	0.683
5	12000	8000	0.621
6	6000	4000	0.564

Which project proposal should be chosen and why?  
Evaluate the project proposal under discounted cash flow methods.

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<b>F-2906</b>
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<b>Sub. Code</b>
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<b>7MBA2C5</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2021 &  
SUPPLEMENTARY / IMPROVEMENT / ARREAR EXAMINATIONS  
Second Semester**

**Management Studies**

**BUSINESS RESEARCH METHODS**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is exploratory research?
2. Distinguish between exploratory research and casual research.
3. What are the limitations of primary data collection?
4. What is descriptive design?
5. What is meant by probability sampling method?
6. Define the term coding.
7. Where can chi-square test be applied?
8. What is correlation lyrics?
9. Write a short note on populare Report.
10. What is ethics in research?

**Part B****(5 × 5 = 25)**

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

11. (a) Define research and explain its characters.

Or

- (b) Write a short notes on research problem.

12. (a) Write briefly about different types of scaling techniques.

Or

- (b) Explain the characters of a sound measurement tool.

13. (a) Describe about the different types of variables.

Or

- (b) Write the difference between primary and secondary data.

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

Or

- (b) Two sample of 100 electric bulbs are there. Each has a mean 1500 and standard deviation 50 and 60. Could it be concluded that two brands differ significantly at 1% level of significance?

15. (a) Differentiate between written and oral reports.

Or

- (b) List the qualities of a good research report.

**Part C** $(3 \times 10 = 30)$ 

Answer any **three** questions.

16. Elaborate the process of research Methodology.
17. Explain in detail about the various types of non-probability sampling.
18. Describe about the various types of primary Method of data collection.
19. Two independent samples of 8 and 7 items respectively had the following values.

Sample 1 : 9 11 13 11 15 9 12 14

Sample 2 : 10 13 10 14 9 8 10

Find out whether the difference between their Mean is significant or not?

20. Explain the various stages involved in the layout of the research report and explain the same in detail.

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**F-4656**

**Sub. Code**

**7MBA4C1**

**M.B.A. DEGREE EXAMINATION, APRIL 2021 &  
Supplementary/Improvement/Arrear Examinations**

**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 the term strategy.
2. What do you mean by corporate social responsibility?
3. How do you define globalization?
4. What is known as generic building blocks of competitive advantage?
5. What is meant by strategic alliance?
6. What are the various levels of strategy?
7. What is meant by strategic evaluation?
8. What is known as functional implementation?
9. Define the term innovation.
10. What do you mean by entrepreneurial venture?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the steps involved in strategic planning.

Or

- (b) Write a note on the conceptual frame work of strategic management.

12. (a) What are the distinctive competencies required for a successful organization? Explain.

Or

- (b) Discuss about the various resources required to hold a good competitive advantage.

13. (a) Explain the different types of retrenchment strategies.

Or

- (b) Write a note on business level strategies.

14. (a) What are the various measures for Strategic control?

Or

- (b) How does strategic evaluation and control help an organization?

15. (a) What does technological innovation mean?

Or

- (b) Why is innovation management so important?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the role of strategic management in corporate governance.
  17. Explain the various measures taken for sustaining competitive advantage.
  18. What are the behavioral considerations affecting strategic choice?
  19. Describe the pre-requisites required for an effective Strategic Evaluation?
  20. Explain the strategic issues faced by non-profitable organizations.
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**F-4657**

**Sub. Code**

**7MBA4C2**

**M.B.A. DEGREE EXAMINATION, APRIL 2021 &  
Supplementary/Improvement/Arrear Examinations**

**Fourth Semester**

**Management Studies**

**ENTREPRENEURSHIP DEVELOPMENT**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define entrepreneurship.
2. Distinguish between 'entrepreneur' and 'entrepreneur'.
3. Define rural entrepreneurship.
4. Write any two characteristics of entrepreneur.
5. Who is a manager?
6. What is a Decision making?
7. Define a small scale industry.
8. What is a micro enterprise?
9. State the advantages of registration for a small scale unit.
10. What do you mean by subsidy?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the drawbacks of entrepreneurship.

Or

- (b) Explain the advantages of entrepreneurship.

12. (a) Distinguish between an innovative entrepreneur and adoptive entrepreneur.

Or

- (b) Distinguish between male entrepreneur and female entrepreneur.

13. (a) Differentiate entrepreneurship and intrapreneurship

Or

- (b) Describe entrepreneurial decision making.

14. (a) State the licences to be obtained before starting commercial production.

Or

- (b) Discuss the factors to be considered while selecting location for the industrial unit?

15. (a) What are the consultancy services offered by Government?

Or

- (b) Explain the Financial assistance provided by development banks.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the role of entrepreneurs in the economic development of a country.
  17. Classify entrepreneurs and bring out their features.
  18. How will you establish intrapreneurship in organisation?
  19. Briefly explain the various steps involved in starting MSME.
  20. Describe the various schemes of assistance by government.
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**F-4658**

**Sub. Code**

**7MBA4EA**

**M.B.A DEGREE EXAMINATION, APRIL 2021 &  
Supplementary/Improvement/Arrear Examinations**

**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. What do you mean by financial system?
2. What do you mean by marketable assets?
3. Define money market.
4. State the objectives of the discount and finance house of India.
5. What is a new issue market?
6. List out the methods of floating new issues.
7. Define merchant banker.
8. What is a mutual fund?
9. What do you mean by factoring?
10. Write any two limitations of forfeiting.

**Part B**

(5 × 5 = 25)

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

11. (a) Briefly explain the classification of financial market.

Or

- (b) Explain briefly the features of financial services.

12. (a) Highlight the features of a money market.

Or

- (b) Explain the advantages of commercial paper.

13. (a) Distinguish between new issue market and stock exchange.

Or

- (b) Explain the merits of online trading of shares.

14. (a) Briefly explain the guidelines of RBI.

Or

- (b) Bring into light the importance of venture capital.

15. (a) Draft a short note on forfeiting.

Or

- (b) Explain the factors considered in securitization.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the role of financial system in the economic development of a country.
17. Explain the deficiencies of Indian money market.



18. Explain the function of stock exchange.
  19. Describe in detail the services of merchant banks.
  20. Distinguish between factoring and discounting—Explain.
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**F-4659**

**Sub. Code**

**7MBA4EF**

**M.B.A. DEGREE EXAMINATION, APRIL 2021 &  
Supplementary/Improvement/Arrear Examinations**

**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. Write short note on the concept of labour movement.
2. Define trade union.
3. Write two types of union rivalries.
4. Mention the objectives of ICFTU.
5. What are the objectives of industrial relations?
6. State the industrial relations machinery.
7. What is the meaning of code-of discipline?
8. State the objectives of wage boards.
9. What is Ergonomics?
10. What is personal counselling?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the role of trade union in economic development.

Or

- (b) Discuss the impact of union in relation to welfare and management.

12. (a) Describe the role of internal trade union.

Or

- (b) Discuss the functions of ILO.

13. (a) Discuss the forms of labour participation in industry.

Or

- (b) Why did the work committees not succeed in India?

14. (a) Describe the process of collective bargaining.

Or

- (b) Describe the differences between strike and lockout.

15. (a) Explain the responsibilities of a safety committee.

Or

- (b) What are different types of work place safety?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the phases of trade union movement.

17. Discuss the development of trade unionism in India.

18. Describe the steps involved in grievance procedure.
  19. Discuss the problems and prospects of collective bargaining.
  20. Explain the modern trends in safety programme.
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