

F-6310

Sub. Code

7MBA4C1

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

Fourth Semester

Management Studies

STRATEGIC MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Comment the term 'Vision'.
2. Define the term 'Strategy'.
3. Mention some of the important characteristics of environment.
4. What do you mean by 'Core Competencies'?
5. Why corporate level strategy is important?
6. What is a business level strategy?
7. What is corporate governance?
8. What is the basic nature of strategy evaluation?
9. What is strategic entrepreneurship?
10. Who is an entrepreneur?

Part B

(5 × 5 = 25)

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

11. (a) Enumerate the important features of strategy.

Or

- (b) Discuss the scope of social responsibility.

12. (a) How does SWOT analysis done?

Or

- (b) Write a note on 'globalisation'.

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

Or

- (b) Explain the cost leadership strategy.

14. (a) Discuss the basic approach used in strategic change.

Or

- (b) Describe the approaches to a strategic use of politics and power.

15. (a) What are invention, innovation and imitation? How are these concepts interrelated?

Or

- (b) Write a note on 'entrepreneurial ventures'.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the strategic formation process.
 17. Describe the four criteria of sustainable competitive advantage.
 18. Briefly explain the functional level strategies.
 19. Describe the application of the techniques for strategic evaluation and control.
 20. Discuss the ways in which the firms doing innovation by using co-operative strategies.
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F-6311

Sub. Code

7MBA4C2

M.B.A DEGREE EXAMINATION, NOVEMBER 2021.

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 Entrepreneur.
2. What is the meaning of entrepreneurship?
3. What is the meaning of rural entrepreneur?
4. What are the characteristics of entrepreneur?
5. Define Entrepreneurship.
6. Write short notes on managerial decision making.
7. Define Venture.
8. Define Franchise.
9. Write short notes about DIC.
10. Write the main function of IDBI.

Part B

(5 × 5 = 25)

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

11. (a) Briefly explain the role of entrepreneurship in economic development of the country.

Or

- (b) Narrate the importance of entrepreneurs.

12. (a) What are the traits of entrepreneur?

Or

- (b) Briefly explain the social entrepreneurship.

13. (a) What are the characteristics of Intrapreneur?

Or

- (b) State the Role of Intrapreneur in organization.

14. (a) Define creativity. How it is used to starting the new venture?

Or

- (b) What are the advantages of buying an existing business?

15. (a) Briefly explain about ending the venture.

Or

- (b) Narrate the role of development banks in entrepreneurship.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the advantages and drawbacks of pursuing of entrepreneurship as a career.
 17. Describe the classification of entrepreneur.
 18. Discuss the importance of establishing Intrapreneurship in organization.
 19. What are the advantages and Disadvantages of starting Franchising?
 20. In what way government given financial support to entrepreneur. Explain.
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F-6312

Sub. Code

7MBA4EA

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

Fourth Semester

Managements 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 is financial market?
2. State any two difference between physical asset and financial asset.
3. Who are the participants of call loan market?
4. What do you mean by commercial paper?
5. What is private placement?
6. What is OTCEI?
7. State the qualities required for merchant banker.
8. What is mutual fund?
9. What is forfeiting?
10. Define depository.

Part B

(5 × 5 = 25)

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

11. (a) Classify the various functions of financial system.

Or

- (b) Discuss the features of financial services.

12. (a) What are the merits of treasury bill market?

Or

- (b) Discuss the importance of commercial bill market.

13. (a) What are the functions of new issue market?

Or

- (b) What are the advantages of online trading of shares?

14. (a) Discuss the various types of mutual fund.

Or

- (b) Discuss the scope of venture capital in India.

15. (a) Distinguish between securitisation and factoring.

Or

- (b) Explain the functions of depository system.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the role of financial system in the economic development of country.
17. Discuss the various components of money market and bring out their features.

18. Describe in detail the methods of trading in stock exchange.
 19. Discuss the guidelines issued for merchant banker by SEBI and discuss their progress and problems.
 20. Explain different types of factoring and their significance.
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F-6313

Sub. Code

7MBA4EF

M.B.A DEGREE EXAMINATION, NOVEMBER 2021.

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 is labour movement?
2. What are the functions of Trade union?
3. What are the objectives of ICFTU?
4. What do you mean by internal trade union?
5. What are Industrial Relations?
6. What is conciliation?
7. Define Collective Bargaining.
8. What is Code of Discipline?
9. What is House of Journals?
10. Define Personal counseling.

Part B

(5 × 5 = 25)

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

11. (a) Distinguish between labour movement and Trade union movement.

Or

- (b) Briefly explain about Trade union and policies.

12. (a) Explain the causes of rivalries between Inter and Intra union.

Or

- (b) What are the functions of ILO?

13. (a) Write short note on Joint consultations and Works committee.

Or

- (b) Explain the role of Government in Industrial relations.

14. (a) How far Wage Boards serve the interest of workers?

Or

- (b) State the ways to manage the Strikes and Lockouts.

15. (a) What do you understand by Employee safety?

Or

- (b) Discuss the role of personal counseling to develop mental health of the employee.

Part C

(3 × 10 = 30)

Answer any **Three** questions.

16. Discuss the relation of Trade union with management.
 17. Describe the historical retrospect of central organization of workers in India.
 18. Explain the Model Grievance procedure.
 19. Explain the Problems and Prospects of Collective Bargaining.
 20. Explain the types of safety organization.
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F-6506

Sub. Code

7MBA3EB

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

Third Semester

Management Studies

**Elective : SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT**

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Mention the types of investors.
2. Write the meaning of security analysis.
3. Define investment decision.
4. What do you mean by industry life cycle.
5. Write on bar charting method.
6. What do you mean by RSI?
7. Write the meaning of portfolio.
8. Who is an efficient frontier?
9. What is the assumption underlying capital market theory?
10. Define future.

Part B

(5 × 5 = 25)

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

11. (a) Write the objectives of investment.

Or

- (b) Explain the types of securities.

12. (a) How to take stock investment decision?

Or

- (b) Explain the company analysis.

13. (a) Write the Characteristics of technical analysis.

Or

- (b) Shortly explain trend and trend reversals.

14. (a) Discuss on diversification analysis.

Or

- (b) Briefly explain the risk and return optimization.

15. (a) What is the assumption of arbitrage pricing theory?

Or

- (b) Explain the put and call option.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss on investment process.
 17. Explain the applied valuation technique.
 18. Shortly explain technical analysis vs fundamental analysis.
 19. Write on Markouwitz's model in detail.
 20. Write the stock index future in detail.
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F-6512

Sub. Code

7MBA3EI

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

Third Semester

Management Studies

Elective : LABOUR LAWS

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. State the importance of Factory Act, 1948.
2. Define 'workman' as per the Workmen's Compensation Act, 1923.
3. What is an appropriate government as per the Minimum Wages Act 1948?
4. What is Wage?
5. What is Gratuity?
6. What is the minimum amount of bonus payable to an employee?
7. What are the objectives of Industrial Disputes Act 1947?
8. What are the different forms of strike?
9. State the role of Standing Committee.
10. What is Provident Fund?

Part B

(5 × 5 = 25)

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

11. (a) What are the precautions against fumes and gases laid down in the Factories Act 1948?

Or

- (b) Describe the role of a safety officer.

12. (a) How minimum wages are fixed under the Payment of Wages Act 1948?

Or

- (b) Discuss the scope of Minimum Wages Act 1948.

13. (a) State the provisions relating to penalties under the Payment of Gratuity Act 1972.

Or

- (b) How the annual bonus are calculated under the Payment of Bonus Act 1965.

14. (a) Examine the procedure to lay-off employees under Industrial Disputes Act 1947.

Or

- (b) What are the sources of industrial conflicts or disputes? Explain.

15. (a) Describe about Employees Provident Funds Scheme.

Or

- (b) Discuss about the duties of employers under Employees Provident Funds Scheme.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss elaborately about the objectives and scope of the Workmen's Compensation Act 1923.
 17. Briefly explain the provisions relating to deductions for damages or loss under the payment of wages Act 1936.
 18. What are the reasons for disqualification for bonus?
 19. Distinguish between retrenchment and lay-offs.
 20. Discuss about the maternity benefit facility available under Employee State Insurance Act 1948.
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F-5379

Sub. Code

7MBA1C1

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Management Studies

MANAGEMENT THEORY AND PRACTICE

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define management.
2. What are the objectives of management?
3. What is planning?
4. Define forecasting.
5. What do you mean by span of management?
6. Write short notes on centralization.
7. Define Communication.
8. What is recruitment?
9. Write any two names of control techniques.
10. What are the needs of coordination?

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of scientific management.

Or

- (b) Write the contribution of Elton Mayo for management.

12. (a) What are the limitations of planning?

Or

- (b) Briefly explain the process of MBO.

13. (a) What are the advantages of departmentation?

Or

- (b) State the purpose of organizing.

14. (a) Write notes on maintenance of manpower.

Or

- (b) Write any five qualities of leaders.

15. (a) Write short notes on problems in co-ordination.

Or

- (b) Narrate the importance of controlling in management function.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the emergence of modern management thought.

17. Explain the types of plans.

18. Explain the line and staff relations in organization level.
 19. Explain the Maslow's need theory in motivation.
 20. Explain the various approaches used to achieve effective co-ordination.
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F-5380

Sub. Code

7MBA1C3

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Management Studies

ACCOUNTING FOR MANAGERS

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define accounting.
2. Name three types of accounts.
3. Define Ledger.
4. State the limitations of trial balance.
5. What is meant by Ratio analysis?
6. What are turnover ratios?
7. Define marginal costing.
8. Write any two advantages of Break even point.
9. Define cost centre.
10. Mention two purpose served by Cost sheet.

Part B

(5 × 5 = 25)

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

11. (a) What do you mean by Journal? Why is it called the book of original entry?

Or

- (b) Journalise the following transactions:

- Dec 1 Started business with cash Rs. 50,000.
Dec 3 Goods purchased for cash Rs. 30,000.
Dec 9 Goods sold to Naresh Rs. 8,000.
Dec 16 Cash received from Naresh in full settlement of his account Rs. 7,600.
Dec 28 Good sold to Mani and allowed 10% trade discount Rs. 6,000.
Dec 31 Paid office rent Rs. 800.

12. (a) The following balances are extracted from the books of Ram. You are required to prepare the trial balance as on 31.3.2014.

Name of the account	(Rs.)
Purchases	20,000
Purchase returns	800
Sales	30,000
Sales returns	1,000
Capital	30,000
Interest (Dr)	400
Wages	7,000
Rent	800
Telephone charges	1,000

Miscellaneous income	400
Bills payable	7,000
Bills receivables	11,000
Cash in hand	1,800
Sundry creditors	4,000
Discount earned	800
Sundry debtors	15,000
Commission (Dr)	1,000
Plant and machinery	8,000
Cash at bank	6,000

Or

(b) Explain the methods of preparing Trial Balance.

13. (a) From the following details, find out:

Current assets, current liabilities, Liquid assets and stock.

Given

Current Ratio 2.5

Liquidity Ratio 1.5

Working capital Rs. 60,000

Or

(b) Explain the procedure for preparing fund flow statement.

14. (a) What are the benefits of zero base budget?

Or

(b) With the following data for a 60% activity, prepare a budget for production at 80% and 100% activity.

Production at 60% activity – 600 units

Material Rs. 100 per unit.

Labour Rs. 40 per unit.

Expenses Rs. 10 per unit.

Factory expenses Rs. 40,000 (40% fixed)

Administration expenses Rs. 30,000 (60% fixed)

15. (a) Calculate P/V Ratio and Break even point from the following particulars:

Sales Rs. 5,00,000

Fixed cost Rs. 1,00,000

Profit Rs. 1,50,000.

Or

- (b) Explain the essential elements of cost.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the concepts of accounting.
17. The following are the Balances of Shri Gupta as on 31st March 2016.

Debit Balances	Rs.	Credit Balances	Rs.
Sundry debtors	30,600	Sundry creditors	10,000
Bills receivable	5,000	Capital	70,000
Machinery	75,000	Bad debts provision	350
Purchases	1,90,000	Bills payable	7,000
Freehold premises	50,000	Reserve	20,000
Salaries	21,000	Sales	3,31,700
Wages	24,400		
Postage	1,500		
Carriage outwards	1,250		
Carriage inwards	1,750		
Bad debts	950		

Office charges	1,500		
Cash at bank	5,300		
Cash in hand	800		
Closing stock	30,000		
Total	4,39,050		4,39,050

Taking into account the following adjustments prepare the Trading and Profit and Loss account and Balance sheet as on 31st March 2016.

- (a) Banu gets a salary of Rs. 12,000 per annum.
- (b) Allow 10% interest on capital.
- (c) Bad debts provision to be adjusted to 2.5% on debts.
- (d) 10% of the profit is to be credited to the reserve.
- (e) It was discovered in April, 2015 that stock sheets as on 31st March 2015 were less valued by Rs. 1,000. However, no entry was passed in April, 2015.
- (f) Depreciate Machinery by 10% p.a. and Free hold premises at 2% p.a.

18. Following are the ratios relating to the trading activities of National traders. For the year ended on 31st December.

Debtors velocity 3 months

Stock velocity 8 months

Creditors velocity 2 months

Gross profit ratio 25%

Gross profit for the year Rs. 4,00,000

Closing stock is Rs. 10,000, above the opening stock

Bills receivable Rs. 25,000

Bills payable Rs. 10,000

Find out: Sales, Sundry Debtors, Closing stock and Sundry Creditors.

19. Prepare a material budget from the following details. Consumption for a batch of 1,000 units of Product X and Product Y.

Material	Rate per kg (Rs.)	Product X (kg)	Product Y (kg)
A	30	50	80
B	60	10	15
C	20	–	30
D	40	6	10
E	50	4	4

Production (in units): X = 12,000; Y = 11,000

20. Mr. Gopal furnishes the following data relating to the manufacture of a standard product during the month of April 2015:

Raw material consumed Rs. 15,000

Direct labour charges Rs. 9,000

Machine hours worked – 900

Machine hour rate Rs. 5

Administrative overheads 20% on works cost

Selling overheads Re. 0.50 per unit.

Units produced – 17,100

Units sold – 16,000 at Rs. 4 per unit.

You are required to prepare a cost sheet from the above, showing: (a) the cost of production per unit (b) profit per unit sold and profit for the period.

F-5381

Sub. Code

7MBA1C4

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Management Studies

ORGANISATIONAL BEHAVIOUR

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Name the key elements of organizational behaviour.
2. Define the term social psychology.
3. What do you mean by personality?
4. What is cognitive theory of learning?
5. Name the main components of attitudes.
6. What is meant by motivation?
7. What do you mean by leadership?
8. Define the term stress.
9. What are the objectives of organizational development?
10. What is known as organizational culture?

Part B

(5 × 5 = 25)

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

11. (a) Write a note on the historical overview of organizational behaviour.

Or

- (b) Explain the significance of anthropology.

12. (a) Briefly explain the perceptual process.

Or

- (b) Is reinforcement more effective than punishment? Discuss.

13. (a) Describe the various functions of attitude.

Or

- (b) Explain the Hierarchy of needs theory.

14. (a) Discuss the various types of groups.

Or

- (b) How do you manage stress?

15. (a) What are the causes of resistance to change?

Or

- (b) State the necessity of organizational development.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the challenges faced in organizational behaviour.

17. Explain the theories of personality.

18. Describe McGregor's motivation theory.
 19. Why do people join or form groups?
 20. Give an account of the key factors that keep an organizational culture alive.
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F-5382

Sub. Code

7MBA3C1

M.B.A DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Management Studies

BUSINESS ENVIRONMENT AND LAW

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is business environment?
2. What do you mean by environmental awareness?
3. Write a note on economic factor
4. What is Memorandum of Association?
5. Explain the meaning of contract.
6. Discuss about remedies.
7. Define Warranties.
8. What do you mean by owners?
9. Write a short note on rights of consumer.
10. Define consumer protection Act.

Part B

(5 × 5 = 25)

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

11. (a) Explain how social and cultural environment impact on business decision

Or

- (b) Discuss the concept and factors of business environment.

12. (a) Give a brief note on Indian companies Act.

Or

- (b) Explain the importance of Article of Association.

13. (a) Write a brief note on Quasi contract.

Or

- (b) Discuss the need of discharge of contract.

14. (a) Explain briefly about the rights of an unpaid seller.

Or

- (b) Enumerate the need of conditions and warranties.

15. (a) List the advantages in consumer dispute.

Or

- (b) What do you mean by Redressal forums?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Enumerate briefly the characteristics of Today' s business in India.
 17. Explain in detail about various factors and their impact of business decisions.
 18. What is meant by contingent contract? State the rules regarding contingent contracts.
 19. What is meant by transfer of property? Explain the significance of transfer of ownership.
 20. How does the consumer protection Act 1986 protect the interest of consumers?
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F-5383

Sub. Code

7MBA3C2

M.B.A DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Management Studies

OPERATIONS RESEARCH

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Operation Research.
2. Briefly discuss about origin of Operation Research.
3. Illustrate the significance of Linear Programming.
4. What do you understand by the mathematical formulation of the problem?
5. Enumerate the significance of Transportation problem.
6. Discuss about Hungarian method.
7. List out the applications of game theory. -
8. Write a short note on Pure and mixed strategy.
9. What are the significance of Queuing theory?
10. Write a short note on Monte Carlo Method.

Part B

(5 × 5 = 25)

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

11. (a) Discuss about the opportunities and short comings of Operation Research.

Or

- (b) Explain Modelling in research.

12. (a) Enumerate the basic assumption in Linear programming model.

Or

- (b) Use the graphical method to solve the following LP problem.

Minimize $Z = 3x_1 + 2x_2$

Subject to the constraints

(i) $5x_1 + x_2 \geq 10$
and $x_1, x_2 \geq 0$

(ii) $x_1 + x_2 \geq 6$

(iii) $x_1 + 4x_2 \geq 12$.

13. (a) Explain the Degeneracy in Transportation Problem.

Or

- (b) Determine an initial basic feasible solution to the following transportation problem by using NWCR

		Destination				Supply
		D1	D2	D3	D4	
Source	S1	21	16	15	3	11
	S2	17	18	14	23	13
	S3	32	27	18	41	19
Demand		6	10	12	15	

14. (a) Discuss about Dynamic Programming algorithm.

Or

(b) Consider the game with the following payoff table:

		Player B	
	Player A	B1	B2
	A1	2	6
	A2	-2	λ

(i) Show that the game is strictly determinable, Whatever λ may be.

(ii) Determine the value of the game.

15. (a) Explain the elements of Queuing system.

Or

(b) Write an easy on simulation.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Deliberately discuss various classification of models.

17. Illustrate Simplex method for solving maximization problem with an example.

18. Determine an initial basic feasible solution to the following transportation problem by using

(a) NWCR (b) LCM and (c) VAM

		Destination				
		D1	D2	D3	D4	Supply
	A	11	13	17	14	250
Source	B	16	18	14	10	300
	C	21	24	13	10	400
	Demand	200	225	275	250	

19. Discuss in detail about two person zero sum games.
20. A bakery keeps stock of a popular brand of cake. Previous experience shows the daily demand pattern for the item with associated probabilities, as given below:

Daily Demand : (Number)	0	10	20	30	40	50
Probability :	0.01	0.20	0.15	0.50	0.12	0.02

Use the following sequence of random numbers to simulate the demand for next 10 days.

Random numbers: 25, 39, 65, 76, 12, 05, 73, 89, 10, 49.

Also estimate the daily demand for the cakes on the basis of the simulated data.

F-5391

Sub. Code

7MBA3EH

M.B.A DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Management Studies

ELECTIVE-HUMAN RESOURCE DEVELOPMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the difference between HRM and HRD?
2. How Human Resource Manager motivates employees?
3. What are the shortfalls in training?
4. What is competency mapping?
5. How coaching and counseling differs?
6. What is emotional intelligence?
7. Why coaching is required for new employees?
8. What is HR outsourcing?
9. Define competency mapping.
10. What is work stress?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the various steps in Personnel Management.

Or

- (b) “Human Resource Department is the heart of any organization”. Justify.

12. (a) Describe performance appraisal system and its importance.

Or

- (b) Explain E-Performance management and its challenges for the employers.

13. (a) Explain the salient features in designing HRIS.

Or

- (b) Explain how employee effectiveness standard can be designed in HR system.

14. (a) Discuss different types of training methods for employees.

Or

- (b) Explain employee's career planning process.

15. (a) Enumerate the importance of remuneration design system in an organization.

Or

- (b) Discuss the various welfare programs for employees.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the challenges in Human resource policies in India.
 17. Enumerate the importance of career management system.
 18. "For any employees, mentoring will be best motivation". Explain.
 19. Explain the process of Human resource planning in cross cultural organization.
 20. Describe the strategic roles and functions of HRD professionals.
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F-5644

Sub. Code

7MBA1C2

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Management Studies

MANAGERIAL ECONOMICS

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is managerial economics?
2. Bring out any three scope of managerial economics.
3. Define the law of demand.
4. What are the different types of demand?
5. Define production.
6. What is cost?
7. What is pricing?
8. What is penetration pricing?
9. Define business cycle.
10. Write any two characteristics of business cycle.

Part B

(5 × 5 = 25)

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

11. (a) What is managerial economics? Why does study managerial economics?

Or

- (b) Explain the nature of managerial economics.

12. (a) Explain perfectly elastic demand and perfectly inelastic demand with suitable examples.

Or

- (b) Explain the concept of cross elasticity of demand with example.

13. (a) Explain the terms marginal revenue and total revenue.

Or

- (b) How is break even point determined?

14. (a) Analyse the merit and drawbacks of cost plus pricing.

Or

- (b) Point out the characteristics of oligopoly.

15. (a) Discuss the different stages of inflation.

Or

- (b) Explain the meaning and scope of macro economics.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the increasing role of business economics.
 17. What is meant by demand forecasting? Why it is important for the managers of business firm?
 18. Examine the nature of average short run cost curve.
 19. Point out the objectives of pricing policies.
 20. Discuss the various factors affecting national income.
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