M.B.A. DEGREE EXAMINATION, APRIL 2022.

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.   What do you mean by Economic environment?

4.   What do you mean by Memorandum of Association?

5.   What a short note on consensus ad idem.

6.   What do you understand by capacity to contract?

7.   What do you mean by Sale and agreement to sell?

8.   State the doctrine of Caveat Emptor.

9.   State the rights of consumers.

10.   Define the contract of Insurance.

Part B (5 × 5 = 25)

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

11. (a) Briefly explain the environmental influence on Business.

Or

(b) Bring out the limitations of Environmental scanning.

12. (a) Explain the impact of political factors on business decision.

Or

(b) Explain the contents of Memorandum of Association.

13. (a) Define a contract. What are the modes of discharge of contract?

Or

(b) Distinguish between Coercion and undue influence.

14. (a) Explain the essentials of a contract of sale.

Or

(b) Who is an unpaid seller? What are the rights of an unpaid seller?

15. (a) Explain the objectives of consumer protection Act, 1986.

Or

(b) What are the recent development in Insurance?

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Answer any **three** questions.

16. Discuss the need of environmental scanning for business.

17. Describe the procedure for incorporation of companies.

18. Discuss the essential elements of a valid contract.

19. Explain the rights and duties of the buyer.

20. Explain the procedure for redressal of complaints.

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M.B.A. DEGREE EXAMINATION, APRIL 2022.

Third Semester

Management Studies

OPERATIONS RESEARCH

(CBCS – 2017 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. Give any four models of operations research.

2. Write down any two scopes of OR.

3. Define LPP in mathematical form.

4. What is NER while solving LPP by simplex method?

5. Define feasible solution.

6. Give mathematical form of assignment problem.

7. State the principle of optimality in dynamic programming.

8. Write about graphical solution method.

9. Classify the queuing model.

10. Write any two characteristics of queuing model.

Part B $(5 \times 5 = 25)$

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

11. (a) Write down the applications of operations research.

Or

(b) What is model? List out the models.

12. (a) Write the advantages and limitations of LPP.

Or

(b) Write the algorithm to solve LPP using graphical method for maximization of profit.

13. (a) What is the difference between assignment problem and transportation problem?

Or

(b) Write the steps of north west corner method.

14. (a) Explain the assumptions underlying game theory.

Or

(b) What do you understand by zero sum and non zero sum games?

15. (a) A duplicating machine maintained for office use is used and operated by people in the office who need to make copies, mostly secretaries. Since the work to be copied varies in length (no. of pages of the original) and copies required, the service rate is randomly distributed but it does approximate a Poisson having a mean service rate of jobs per hour. Generally the requirements for use are random over the entire 8 hour working day but arrive at a rate of 5 per hour. Several people have noted that a waiting line develops occasionally and have questioned the policy of maintaining only one unit. If the time of a secretary is valued at Rs.3.50 per hour, make an analysis to find

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(i)   Equipment utilization

(ii)   The percent time an arrival has to wait

(iii)   The average system time

(iv)   The average cost of waiting and operating the machine

Or

(b)   Data have been accumulated at a banking facility regarding the waiting time for delivery trucks to be loaded. The data shows that the average arrival rate for the trucks at loading dock is 2/hour. The average time to load a truck, using 2 loaders is 10 minutes so that the service rate is 3 trucks per hour. The management is considering hiring another loader at Rs.5/hour to reduce the loading time. Drivers are paid Rs.4/hour and truck utilization is valued at Rs.3/hour. Should the additional loader be hired if an increase in the service rate to 4 trucks per hour would result?

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

Answer any **three** questions.

16.   Discuss the origin and development of OR.

17.   The ABC Company has been a producer of picture tubes for television sets and certain printed circuits for radios. The company has just explained into full scale production and marketing of AM and AM-FM radios. It has built a new plant that can operate 48 hours per week. Production of an AM radio in the new plant will require 2 hours and production of an AM-FM radio will require 3 hours. Each AM radio will contribute Rs. 40 to profits while an AM-FM radio will contribute Rs. 80 to profits. The marketing departments, after extensive research, have determined that a maximum of 15 AM radios and 10 AM-FM radios can be sold each week. Formulate the LPP.

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18. Explain the following in the context of transportation problem.

    (a) Degenerate transportation problem

    (b) Modified distribution method.

19. In a game of matching coins with two players, suppose A wins one unit of value when there are two heads, wins nothing when there are two tails and losses ½ unit of value when there are one head and one tail. Determine the payoff matrix, the best strategies for each player and the value of the game to A.

20. Arrival rate of cars to a service station is according to Poisson distribution with an average time of 50 minutes between the two consecutive arrivals. The length of service needed by a car is assumed to be exponentially distributed with a mean of 25 minutes.

    (a) Determine the probability that a car arriving at the station will have to wait

    (b) Determine the probability that a car arriving at the station will have to wait for more than 10 minutes for the service.

    (c) Determine the probability that a car arriving at the station will have to wait for more than 20 minutes for the service.

    (d) Find the flow rate of the cars if the average waiting time of the car is 35 minutes.

    (e) What is the utilization fraction of the service station?

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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. What do you mean by corporate governance?

3. What is meant by competitive advantage?

4. What do you mean by external environment?

5. What is known as diversification strategy?

6. What do you mean by vertical integration?

7. How do you define organization structure?

8. Distinguish between power and politics.

9. Define the term technology.

10. What do you mean by non-profit organizations?

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

11. (a) Explain the steps involved in formulating a strategy.

Or

(b) Describe the Strategic planning model.

12. (a) Explain the Porter's five forces model.

Or

(b) Write a note on the competitive changes happened during industry evolution.

13. (a) What is Directional strategy? Explain its various types.

Or

(b) Explain the functional level strategies.

14. (a) List out the barriers in Strategic evaluation.

Or

(b) Explain the various types of strategic control.

15. (a) How do you manage innovation successfully?

Or

(b) Why is technology management important for an organization?

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Answer any **three** questions.

16. Describe the role of strategic management in CSR.

17. Explain the different ways by which you avoid failures in competitive advantage.

18. Discuss the Contingency approach to Strategic choice.

19. Explain Procedural implementation.

20. Describe the various types of entrepreneurial ventures.

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M.B.A. DEGREE EXAMINATION, APRIL 2022.

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. Write short note on nature of entrepreneur.

3. Define rural entrepreneurship.

4. Define Drone entrepreneur.

5. What is Intrapreneurship?

6. Who is called as Intrapreneur?

7. What are the advantages of Franchising?

8. Write any two sources of capital.

9. What is the meaning of subsidy?

10. What do you mean by venture?

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

11. (a) Briefly explain about the future of entrepreneurship.

Or

(b) What are the advantages of pursuing of entrepreneurship as a career?

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

Or

(b) What are the characteristics of entrepreneur?

13. (a) Briefly explain about entrepreneurial decision making.

Or

(b) What are the advantages of Intrapreneurship?

14. (a) Write the Tips to managing the enterprise.

Or

(b) Briefly explain about Bussiness idea.

15. (a) Briefly explain the role of public sector banks in growth of entrepreneur.

Or

(b) State the issues of global entrepreneurship.

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Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the role of entrepreneur in economic development of the nation.

17. Compare Male Vs Female Entrepreneur in detail.

18. Discuss the importance of climate for intrapreneurship.

19. Explain the steps involved in creating and starting the venture.

20. Explain the various mode of financial support by government for entrepreneur.

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M.B.A. DEGREE EXAMINATION, APRIL 2022.

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** the questions.

1. What you mean by Financial system?

2. What is a Capital market?

3. State the objectives of a money market.

4. What is a commercial paper?

5. What is a stock exchange?

6. Mention the methods of Underwriting.

7. What do you mean by Merchant Banker?

8. Define Venture Capital.

9. List out the types of Factoring.

10. Mention the Depository process.

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

11. (a) Draft a note on Financial services.

Or

(b) Explain the structure of Indian Financial system.

12. (a) Explain the importance of Money market.

Or

(b) Highlight the features of certificate of Deposits.

13. (a) Explain the advantages of listing of securities.

Or

(b) Explain the method of trading in stock exchanges.

14. (a) Explain the features of Venture capital.

Or

(b) Briefly highlight the reasons for the slow growth of Mutual funds in India.

15. (a) Explain the objectives of Depository system.

Or

(b) Briefly explain the Distinguish between Factoring and Forfeiting.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Highlight the constituents of Financial services.

17. Explain the advantages of call money market.

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18. Explain the reasons for the poor performance of the Primary Market.

19. Explain the importance of Mutual funds.

20. Explain the causes for the unpopularity of Securitisation in India.

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M.B.A. DEGREE EXAMINATION, APRIL 2022.

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.   Define Trade Union.

2.   Define Employee welfare.

3.   Expand ICFTU and WFTU.

4.   What is the meaning of inter union?

5.   What is the meaning of Conciliation?

6.   What is Adjudication?

7.   What do you mean by Bipartism?

8.   Define lockout.

9.   What is the meaning of Ergonomics?

10.   How house journals used for safety programme?

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

11. (a) Briefly explain about the policies of trade Union.

Or

(b) Explain the role of trade union in Employee welfare.

12. (a) What are the objectives of ILO?

Or

(b) Briefly write about the historical retrospect of central organisation of workers in India.

13. (a) Briefly explain the functions of voluntary Arbitration.

Or

(b) Explain the Role of Government in Industrial Relations.

14. (a) What are the responsibilities of wage Boards?

Or

(b) Describe the reports of wage boards.

15. (a) What are the functions of safety committee?

Or

(b) Discuss about the damage control and system.

Part C (3 × 10 = 30)

Answer any **three** questions

16. Explain the role of Trade Unions in economic development.

17. Discuss the development of Trade unionism in India.

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18. Describe the Grievance procedure in detail.

19. Explain the process of collective Bargaining.

20. Explain the Types of safety organisation.

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