

F-8437

Sub. Code

7MBA3C1

M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define Business Environment.
2. List out the objectives of Environmental analysis.
3. Draft a short note on political environment.
4. Draft a prospectus.
5. What is free consent?
6. What do you mean by Quantum Meriut?
7. What is the meaning of warranty?
8. What do you mean by right of lien?
9. What do you mean by consumer dispute?
10. State the primary functions of insurance.

Part B

(5 × 5 = 25)

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

11. (a) Define culture. How does culture influence business.

Or

- (b) Explain the environmental influence on business.

12. (a) Describe the features of prospectus.

Or

- (b) Distinguish between articles of association and memorandum of association.

13. (a) Explain the features of valid offer.

Or

- (b) Distinguish between unlawful and illegal agreements.

14. (a) State briefly the rules as to the passing of property from the seller to buyer.

Or

- (b) Distinguish between a condition and a warranty.

15. (a) State the importance of consumer protection council.

Or

- (b) Explain the essentials of contract of insurance.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the concept of Business Environment.
17. Explain the demographic factors that affects the business.

18. Explain the legal rules as to consideration.
 19. Explain the rights of an unpaid seller against the goods.
 20. Explain the procedure of filing complaint.
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Sub. Code

7MBA3C2

M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define OR.
2. Write down any two scopes of operations research.
3. Define LPP in mathematical form.
4. Define solution.
5. What is transportation problem?
6. What is feasible solution in transportation problem?
7. What is dynamic programming problem?
8. State bellman's principle of optimality in dynamic programming.

9. What is simulation?
10. Define the queue.

Part B (5 × 5 = 25)

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

11. (a) Discuss the origin and development of operations research.

Or

- (b) Discuss the opportunities and shortcomings of operations research.

12. (a) A book salesperson who lives in basin must call once a month on four customers located in wald, bon, mena, and kiln before returning home to basin, the following table gives the distances in miles among the different cities.

	miles	between cities			
	Basin	wald	bon	mena	kiln
Basin	0	125	225	155	215
Wald	125	0	85	115	135
Bon	225	85	0	165	190
Mena	155	115	165	0	195
Kiln	215	135	190	195	0

- (i) Write down the LP for computing a lower-bound estimate on the optimum tour length.
- (ii) Compare the lower bounds on the optimum tour length using both the assignment model and linear programming.

Or

- (b) Use branch and bound method to solve the following linear programming problem.

$$\begin{aligned} &\text{maximize } z = 5x_1 + 4x_2 \\ &\text{Subject to } x_1 + x_2 \leq 5, \\ &\quad 10x_1 + 6x_2 \leq 45 \\ &\quad x_1 \leq 3 \quad \text{and} \\ &x_1, x_2 \text{ non - negative integer} \end{aligned}$$

13. (a) Let $K = \$100$, $D = 1000$ unit, $P = \$10$, $h = \$2$ and assume that demand during lead time following a uniform d_n over the range 0 to 100. Find R^* and y^* check whether the problem has a feasible solution.

Or

- (b) Find the feasible solution of the following transportation problem using North Westcorner method.

	W_1	W_2	W_3	W_4	Supply
Factory F_1	14	25	45	5	6
F_2	65	25	35	55	8
F_3	35	3	65	15	16
Requirement	4	7	6	13	30 (Total)

14. (a) Explain optimal solution of two-person zero-sum games.

Or

- (b) Explain graphical solution of games.

15. (a) Explain the following

- (i) Arrival pattern
- (ii) Service discipline
- (iii) Service channel
- (iv) Service distribution

Or

- (b) Explain the following with reference to queuing model.

- (i) M/M/2
- (ii) Service discipline

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss in brief the role of OR model in decision making.
17. A firm manufactures three products A, B, and C. The profits are Rs.3, 2 and 4 respectively. The firm has two machines and required processing time in minutes for each machine on each product is given below:

		Product		
		A	B	C
Machine	X	4	3	5
	Y	2	2	4

Machine X and Y have 2000 and 1500 machine minutes respectively. The firm must manufacture 100 A's, 200B's and 50C's but no more than 150 A's. set up an Lp model to maximize the profit.

18. Find the initial basic feasible solution of the following transportation problem using Vogel's approximation method.

	W ₁	W ₂	W ₃	W ₄	Capacity	
Factory F ₁	19	30	50	10	7	
F ₂	70	30	40	60	9	
F ₃	40	8	70	20	18	
Requirement	5	8	7	14	34	(Total)

19. For a two person zero sum game, the payoff matrix for player A is $\begin{matrix} a_{11} & b_{12} \\ a_{21} & b_{22} \end{matrix}$.

With no saddle point. Obtain the optimal strategies (x_1, x_2) and (y_1, y_2) .

20. A repair shop attended by a single mechanic has an average of 4 customers per hour who bring small appliances for repair. The mechanic inspects them for defect and quite often can fix them right away or otherwise renders a diagnosis. This takes him 6 minutes on the average. Arrivals are Poisson and service time has the exponential distribution. You are requested to
- (a) Find the proportion of time during which the shop is empty.
 - (b) Find the probability of finding at least one customer in the shop.
 - (c) The average number of customers in the system.
 - (d) The average time, including service, spent by a customer.
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F-8440

Sub. Code

7MBA3EB

M.B.A. DEGREE EXAMINATION, NOVEMBER 2022

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. Define Gambling.
2. Write the meaning of security.
3. What is stock?
4. Define Industry analysis.
5. Define Market Indicators.
6. Define RSI.
7. What is the meaning of Portfolio?
8. Write note on efficient fronties.
9. Write the meaning of futures.
10. Define financial derivatives.

Part B

(5 × 5 = 25)

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

11. (a) Explain the objectives of investment.

Or

- (b) Explain the types of securities.

12. (a) Discuss the classification of Industry.

Or

- (b) Explain the applied valuation techniques.

13. (a) How market indicators used to analyse investment decision?

Or

- (b) Discuss on Roc momentum.

14. (a) Explain the Reason to hold portfolio.

Or

- (b) Discuss on diversification analysis.

15. (a) Write the assumption of CAPM theory.

Or

- (b) Explain the passive management of Index fund.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborately explain the process of Investment.

17. Discuss the external sources of information for Industry analysis.

18. Why do technicians feel that past price movements are useful in predicting future price movements?
 19. How to generate efficient frontier? discuss.
 20. Detailed account of capital market theory.
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F-8443

Sub. Code

7MBA3EE

M.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Third Semester

Management Studies

Elective : CONSUMER BEHAVIOUR

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Consumer Behaviour.
2. What is Consumer Decision?
3. What do you mean by perception?
4. Differentiate Individual and Industrial Consumer.
5. What is Involvement?
6. Define Consumer Learning.
7. Define Social Class.
8. What do you mean by household decision making?
9. What are the attributes of Innovation?
10. Write short note on consumer's post-purchase dissonance.

Part B

(5 × 5 = 25)

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

11. (a) What are the disciplines of Consumer Behaviour? Explain.

Or

- (b) Discuss the importance of study of consumer behaviour in marketing decisions.

12. (a) Discuss the role of Personality in consumer behaviour.

Or

- (b) Explain the motivational theories of consumer behaviour.

13. (a) Define Attitude. Explain the components of Attitude. Explain the factors influencing attitude formation.

Or

- (b) How does communication affect the consumer behaviour?

14. (a) Define Culture. Explain the characteristics of Culture.

Or

- (b) Discuss the influence of reference group on consumer behaviour.

15. (a) Elaborate the various factors that influence a customer to decide to buy a Car.

Or

- (b) Write a note on the emerging issues in purchase decision process.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the application of knowledge of consumer behaviour in marketing decisions.
17. Briefly discuss about the Psychological influences on Consumer Behaviour.
18. What are the fundamental principles of learning and how are they involved in influencing buyer behaviour?
19. Explain the effect of Culture and Sub-Culture on consumer behaviour. Give suitable examples to support your answer.
20. Briefly explain the post-purchase behaviour process engaged in by the consumers.

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7MBA3EH

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

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. Write the importance of HRD.
2. What are the role of personnel manager?
3. What is role analysis?
4. What do you mean by key performance areas?
5. Write the importance of potential appraisal.
6. What is the meaning of counseling?
7. Write the objectives of training.
8. Define retraining.
9. Define organisation culture.
10. Brief about an organisational effectiveness.

Part B

(5 × 5 = 25)

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

11. (a) Write the scope of HRD.

Or

- (b) Differentiate between Personnel Management Vs Human Resource Management.

12. (a) Discuss on role effectiveness.

Or

- (b) Write the importance of role analysis.

13. (a) How career planning is important for individual development?

Or

- (b) Explain the performance framework.

14. (a) How to identify the training needs?

Or

- (b) What is the steps to designing the training program?

15. (a) Explain human resource development strategies for higher organisational performance.

Or

- (b) Write the approaches of industrial relation.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the current status of HRD in India.
 17. Write the methods of role analysis.
 18. What steps to taken for performance counseling? Discuss.
 19. Discuss on learning principles.
 20. How HRD used for TQM and ISO 9000? Explain.
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F-8447

Sub. Code

7MBA3EI

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

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. What are the powers of Commissioner?
2. What is occupational hazard?
3. Write short notes on Payment of Wages Act 1936.
4. State the scope of Minimum Wages Act 1948.
5. Who are entitled to payment of gratuity?
6. What are the primary causes for industrial strikes?
7. What is Employee State Insurance?
8. Define Lay-off.
9. What is Standing Order?
10. What is Provident Fund?

Part B

(5 × 5 = 25)

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

11. (a) State the scope of Workmen Compensation Act 1923.

Or

- (b) Briefly explain about the provisions for partial disablement as per the Workmen Compensation Act 1923.

12. (a) What are the provisions for payment of minimum wages under the Payment of Wages Act?

Or

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

13. (a) What are the provisions relating to nomination by an employee under the payment of gratuity Act 1972?

Or

- (b) State the duties and powers of Commissioner.

14. (a) Describe the unfair labour practices under Industrial Disputes Act 1947.

Or

- (b) Discuss the power of certifying officer under the Industrial Employment (Standing Orders) Act 1946.

15. (a) Briefly state the provisions for a person employed through a contractor.

Or

- (b) Explain the schemes provided under the employees provident fund and miscellaneous provisions Act 1952.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Briefly describe about the provisions for working hours under the Factories Act, 1948.
 17. State the procedures for revising the minimum wages.
 18. What is allocable surplus? How it is calculated for bonus.
 19. Discuss the growth and functions of Trade Unions in India.
 20. Evaluate the offences and penalties mentioned under the ESI Act 1948.
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