

**S-3088**

**Sub. Code**

**23MBA1C1**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**First Semester**

**Business Administration**

**MANAGEMENT PRINCIPLES AND BUSINESS ETHICS**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What are the skills are needed for management people?
2. Write the nature of management.
3. What do you mean by strategic management?
4. State the limitations of planning.
5. Define the term delegation of authority.
6. What is the meaning of span of control?
7. What is control?
8. Write the essential elements of communication.
9. What do you mean by business ethics?
10. What is CSR?

**Part B**

(5 × 5 = 25)

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

11. (a) Briefly explain the levels of management.

Or

- (b) Discuss the evolution of management thought.

12. (a) What is the meaning of Business model? How it is differed from business plan?

Or

- (b) Explain the process of MBO.

13. (a) Compare Mechanistic Vs Adoptive structure.

Or

- (b) Give the advantages of delegation of authority.

14. (a) What is performance standards? Explain the role of standards in controlling process.

Or

- (b) Narrate the qualities of a successful leader.

15. (a) Briefly explain the significance of business ethics.

Or

- (b) State the ethical issues in performance management.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the significance of system approach to management.
  17. Explain the steps in planning process.
  18. Analyse the emerging trends in corporate culture.
  19. Discuss the controlling process in detail.
  20. Explain some of the CSR models that you refer to in your work.
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**S-3089**

**Sub. Code**

**23MBA1C2**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**First Semester**

**Business Administration**

**QUANTITATIVE TECHNIQUES AND RESEARCH  
METHODS IN BUSINESS**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is the meaning of probability?
2. What is decision tree analysis?
3. Define the term research.
4. What is primary data and its advantages?
5. Define Editing.
6. What is data analysis?
7. Name the statistical software used for data analysis.
8. What is the meaning of multiple regression?
9. What is review of literature?
10. Write short note on Chicago style reference.

**Part B**

(5 × 5 = 25)

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

11. (a) Briefly explain the rules of probability.

Or

- (b) Explain Poisson distribution and its application in business.

12. (a) What is hypothesis? Explain the types of hypothesis.

Or

- (b) State the advantages and disadvantages of survey method.

13. (a) How Uni-variate analysis is used to testing the hypothesis?

Or

- (b) Discuss the one way analysis of variance and its uses.

14. (a) Write the application of exploratory factor analysis in data analysis.

Or

- (b) Explain discriminant analysis.

15. (a) Briefly explain the different types of report.

Or

- (b) Discuss the various styles of reference.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain Baye's Theorem and its applications.
  17. Describe the types of research design.
  18. Differentiate parametric and non-parametric test.
  19. Explain the application of SPSS for data analysis.
  20. Describe the content of report.
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**S-3090**

**Sub. Code**

**23MBA1C3**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**First Semester**

**Business Administration**

**MANAGING ORGANIZATIONAL BEHAVIOUR**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is the meaning of organizational behaviour?
2. Define organizational citizenship behaviour.
3. What is values?
4. What is the meaning of attitude?
5. What is the meaning of team?
6. Write short note on group behaviour.
7. Define leader.
8. What do you mean by conflict?
9. Write short note on organizational climate.
10. State any four reasons for work stress.

**Part B**

(5 × 5 = 25)

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

11. (a) Narrate the opportunities of organizational behaviour.

Or

- (b) Explain the concept relevance of organizational behaviour.

12. (a) Explain Reinforcement theory.

Or

- (b) State the determinants of personality.

13. (a) Explain the barriers to communication.

Or

- (b) Analyse the impact of group decision making.

14. (a) Briefly discuss the sources of power for leaders.

Or

- (b) Describe the negotiation process in solving conflict.

15. (a) Narrate the importance to organizational culture.

Or

- (b) Briefly explain the methods to managing workplace stress.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. How will you create and sustain the organizational citizenship behaviour among workers? Explain.
17. Explain motivational theory of Theory X and Theory Y.



18. Discuss the guidelines for effective communication.
  19. Describe the behavioural and contingency theory of leadership.
  20. Explain the difficulties in managing work life balance.
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**S-3091**

**Sub. Code**

**23MBA1C4**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**First Semester**

**Business Administration**

**ACCOUNTING FOR MANAGERS**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define accounting.
2. What is final account?
3. Write a short note on trend analysis.
4. Mention any two advantages of fund flow statement.
5. What is meant by break-even point?
6. Write a short note on P/V ratio.
7. Define budget.
8. Expand ZBB.
9. What is meant by standard costing?
10. Write a short on accounting software.

**Part B**

(5 × 5 = 25)

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

11. (a) Distinguish between journal and ledger.

Or

- (b) Enter the following transactions in the journal of Manohar who is dealing in textiles:

March 2018		Amount
1	Manohar started business with cash	60,000
5	Bought goods for cash	25,000
10	Sold goods for cash	28,000
15	Paid rent	500
21	Received commission	1,000

12. (a) What are the objectives of cash flow statement?

Or

- (b) Calculate cash flow statement form operating activities.

Particulars	Amount (Rs.)
Total sales for the year	10,00,000
Total purchases for the year	6,50,000
Commission received during the year	10,000
Office expenses during the year	15,000
Administrative expenses during the year	20,000
Income tax paid during the year	12,000

13. (a) Explain the main objectives of marginal costing.

Or

(b) Explain the importance of absorption costing.

14. (a) How to prepare flexible budget? Explain it.

Or

(b) Mention the objectives of budgetary control.

15. (a) Explain the objectives of cost accounting.

Or

(b) Prepare a cost sheet from the following data:

Raw material used – Rs. 60,000

Wages – Rs. 15,000

Works expenses are charged at 100% of wages

Office overhead in charged at 25% on work cost

Selling overheads is 10% of cost of production.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. From the trial balance of Sumathi and the adjustments prepare the trading and profit and loss account for the year ended 31<sup>st</sup> March, 2016, and a balance sheet as on that date.

Particulars	Debit	Credit
Stock on April 1,2015	900	
Purchases	2,000	
Sales		4,000

Particulars	Debit	Credit
10% Loan		2,000
Carriage on purchases	200	
Rent from tenant		250
Interest on loan	100	
Machinery	400	
Postage	100	
Salary	650	
Commission received		200
Cash in hand	75	
Furniture	4,000	
Capital		1,975
Total	<u>8,425</u>	<u>8,425</u>

Adjustments:

- (a) Six months interest on loan is outstanding.
- (b) Two months' rent is due from tenant, the monthly rent being Rs. 25.
- (c) Salary for the month of March 2016, Rs. 75 is unpaid.
- (d) Stock in hand on March 31, 2016 was valued at Rs. 1,030.

17. Following is the Balance sheet, Prepare a Funds Flow Statement.

Liabilities	31 <sup>st</sup> December		Assets	31 <sup>st</sup> December	
	2015 (Rs.)	2016 (Rs.)		2015 (Rs.)	2016 (Rs.)
Share capital	3,00,000	4,00,000	Machinery	50,000	60,000
Creditors	1,00,000	70,000	Furniture	10,000	15,000
Profit & loss a/c	15,000	30,000	Stock	85,000	1,05,000
			Debtors	1,60,000	1,50,000
			Cash	1,10,000	1,70,000
	<u>4,15,000</u>	<u>5,00,000</u>		<u>4,15,000</u>	<u>5,00,000</u>

18. Describe the various application of marginal costing.

19. From the following forecast of income and expenditure, prepare a cash budget for the months January to March 2019.

Months	Credit Sales (Rs.)	Credit Purchases (Rs.)	Wages (Rs.)	Manufacturing Expenses (Rs.)	Selling Expenses (Rs.)
Nov'18	30,000	15,000	3,000	1,150	500
Dec'18	35,000	20,000	3,200	1,250	550
Jan'19	25,000	15,000	2,500	1,000	600
Feb'19	30,000	20,000	3,000	1,050	620
Mar'19	35,000	22,500	2,400	1,100	570

Additional information:

- (a) The customers are allowed a credit period of 2 months.
- (b) The creditors are allowing a credit of 2 months.
- (c) Lag in payment of wages and other expenses is 1 month.
- (d) Balance of cash in hand on 1st January 2019 is Rs.25,000.

20. Explain the difficulties in using accounting software.

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**S-3092**

**Sub. Code**

**23MBA1C5**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**First Semester**

**Business Administration**

**MANAGERIAL ECONOMICS**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is marginalism?
2. Write the definition of managerial economics.
3. What do you mean by demand forecasting?
4. What is the meaning of capital goods?
5. What is duopoly?
6. Write short note on short term cost.
7. State the meaning of GNP.
8. List the phases of Business cycle.
9. Define the term deflation.
10. Define Money market.



**Part B**

(5 × 5 = 25)

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

11. (a) Differentiate Micro economic; and Macro economics.

Or

- (b) Discuss the Equi Marginal concept. How it will affect the business decision?

12. (a) Why demand forecasting is necessary in the managerial economics?

Or

- (b) How will the consumer behaviour will affect the demand?

13. (a) Write the characteristics of isoquants.

Or

- (b) Compare Economies Vs Diseconomies of scale.

14. (a) Explain the impact of economic policy.

Or

- (b) Write detailed note on the concept of GDP and GNP.

15. (a) Briefly explain the role of Fiscal policy.

Or

- (b) Briefly explain the effects of Industrial policy in India.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the opportunity cost principle.
  17. Describe Input — Output analysis.
  18. Explain the production function with two variable inputs.
  19. Elaborate the objectives of economic planning in India.
  20. Explain the government policy towards Foreign Direct Investment.
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**S-3093**

**Sub. Code**

**23MBA1C6**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**First Semester**

**Business Administration**

**LEGAL SYSTEMS IN BUSINESS**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is meant by legality of object?
2. Write a short note on voidable contract.
3. Define sale.
4. Write a short note on bills of exchange.
5. What is meant by partnership act?
6. Write a short note on lieu of prospectus.
7. What is meant by RTI?
8. Write a short note on ESI act.
9. Write a short note on IT act.
10. What is meant by IPR?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the free consent.

Or

- (b) Mention the importance of performance of contract.

12. (a) Explain the rights and duties of bailer.

Or

- (b) Describe the importance of contract of sale.

13. (a) Write the difference between partnership and joint family business.

Or

- (b) Mention the reasons for winding up of companies.

14. (a) Explain the provisions of employee under factory act.

Or

- (b) What are the rules and regulations of employee under contract act? Explain it.

15. (a) Explain the main provisions of consumer protection act.

Or

- (b) Describe the objectives of UNICITRAL.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss that distinguish between contract of indemnity and contract of guarantee.
  17. Describe the principles of corporate governance.
  18. Explain the rights and duties of partner under partnership act.
  19. Discuss about the factors affecting payment under gratuity act.
  20. Distinguish between the IT act 2000 and 2008.
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**S-3094**

**Sub. Code**

**23MBA1S1**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**First Semester**

**Business Administration**

**ENTREPRENEURSHIP DEVELOPMENT**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is meant by intrapreneur?
2. What are the two main types of entrepreneurships?
3. What is an innovation business idea?
4. Write a short note on licensing.
5. Define venture.
6. What is meant by pricing policy?
7. Mention any two benefits of business plan.
8. Define e-commerce.
9. Write a short note on financial appraisal.
10. What is meant by credit appraisal?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the important of entrepreneurial skills.

Or

- (b) Explain the main objectives of MSME.

12. (a) What are the benefits of innovation? Explain it.

Or

- (b) Mention the different stages of innovation.

13. (a) How to identify the opportunities for new venture in business? Explain it.

Or

- (b) What are the main goals of new venture management? Explain it.

14. (a) Explain the characteristics of business plan.

Or

- (b) Mention the important content in the business plan for business preparation.

15. (a) Explain the importance of new venture financing.

Or

- (b) Discuss the main objectives of incentives in new venture financing.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the various concepts of entrepreneurship.
  17. Explain in detail about types of innovation in business.
  18. Describe the technical feasibilities of new venture in business.
  19. Describe the formation and presentation of business plan in e-commerce platform.
  20. Explain the various types of ventures financing.
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**S-3095**

**Sub. Code**

**23MBA1S2**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**First Semester**

**Business Administration**

**SOFT SKILLS I – EXECUTIVE COMMUNICATION**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define communication.
2. What is meant by communication barriers?
3. What is the main purpose of correspondence?
4. Write a short note on business letter.
5. Define business report.
6. Mention any two merits of business proposal.
7. Write a short on interview.
8. What is meant by group discussion?
9. What is posture?
10. Write a short note on non-verbal communication.

**Part B**

(5 × 5 = 25)

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

11. (a) Mention the significance of communication for management.

Or

- (b) Explain the principles of effective communication.

12. (a) Mention the content of business message in correspondence.

Or

- (b) Distinguish between letters of application and resume.

13. (a) Explain the good qualities of business report.

Or

- (b) What are the important norms of business proposal? Explain it.

14. (a) Explain the procedure for conducting meeting.

Or

- (b) Explain the main objectives of interview.

15. (a) Mention the characteristics of non-verbal communication.

Or

- (b) Explain the advantages of visual aids of communication.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the types of communication in business.
  17. Explain the factors affecting barriers of communication.
  18. Describe the various stages of writing business proposals.
  19. Explain the 5P of conducting meeting.
  20. Describe the principles of non-verbal communication.
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**S-3096**

**Sub. Code**

**23MBA2C1**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**Second Semester**

**Business Administration**

**HUMAN RESOURCE MANAGEMENT**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. State the objectives of HRM.
2. What do you mean by SHRM?
3. Distinguish between job description and job specification.
4. What is known as exit interview?
5. State the differences between training and development.
6. How do you define knowledge management?
7. What are the elements of performance management?
8. What do you mean by hybrid work culture?
9. Mention the purpose of job evaluation.
10. What is meant by ESOP?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the functions of HRM.

Or

- (b) Describe the scope of HR policies.

12. (a) Discuss the different methods of recruitment.

Or

- (b) Explain the various reasons for transfer.

13. (a) State the significance of training and development.

Or

- (b) What are the benefits of competency mapping?

14. (a) Discuss the various methods used in performance management.

Or

- (b) Explain the role of work-life balance in employee performance.

15. (a) Discuss the factors that affect the calculation of Dearness Allowance.

Or

- (b) What are the principles of effective compensation?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the evolution and growth of HRM in India.
  17. How do you reduce attrition rate in an organization? Explain.
  18. Explain the different types of training methods.
  19. Discuss the factors that have contributed the growth of IHRM.
  20. Explain the different types of rewards and recognition.
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**S-3097**

**Sub. Code**

**23MBA2C2**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**Second Semester**

**Business Administration**

**MARKETING MANAGEMENT**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by social media marketing?
2. What are the four A's of rural marketing?
3. Define the term marketing mix.
4. What is the difference between marketing strategy and tactics?
5. State the disadvantages of marketing information system.
6. What do you mean by CRM?
7. How do you differentiate buying behaviour and buying situation?
8. What do you mean by market targeting? -
9. Define branding.
10. Mention the different types of labels.

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the major philosophies of marketing management.

Or

- (b) Explain the different types of digital marketing.

12. (a) What are the steps involved in marketing management process?

Or

- (b) Discuss the techniques used to forecast sales.

13. (a) What is the role of CRM in marketing?

Or

- (b) Explain the benefits of marketing analytics.

14. (a) What are the stages involved in buying decision?

Or

- (b) Explain customer life cycle.

15. (a) What are the different types of pricing strategies adopted in marketing?

Or

- (b) Write a note on channel management.



**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the scope of international marketing.
  17. How do you determine your target consumers? Explain.
  18. Explain the features of customer engagement marketing.
  19. Discuss the benefits of product portfolio management.
  20. What are the factors to be considered while choosing a distribution channel? Explain.
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**S-3098**

**Sub. Code**

**23MBA2C3**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**Second Semester**

**Business Administration**

**FINANCIAL MANAGEMENT**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 2 = 20)

Answer **all** questions.

1. Define financial management.
2. Define leasing.
3. What is capital budgeting?
4. A project requires an initial investment of Rs.20,000 and the annual cash inflows of Rs. 5000 for 10 years calculate the payback period.
5. What is cost of capital?
6. What is explicit cost?
7. What are the patterns of capital structure?
8. Define leverages.
9. What are the objectives of working capital management?
10. What do you mean by fixed working capital?

**Section B**

(5 × 5 = 25)

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

11. (a) Explain the importances of international financial management.

Or

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

12. (a) A project requires an initial investment of Rs.20,000 and the annual cash flows for the live years are Rs.6,000, Rs.8,000, Rs.5,000, Rs.4,000 and Rs.4,000 respectively calculate payback period.

Or

- (b) Write a note on crypto currency.

13. (a) Sakthi ltd issued 20,000 8% debentures of Rs.100 each on 1st April 2009. The cost of issue was Rs.50,000. The company tax rate is 35% determine the cost of debt (before as well as after tax) if they were issued at par and at a premium of 10%.

Or

- (b) Discuss the methods of calculating cost of equity capital.

14. (a) Jenifer ltd is expecting an annual EBIT of Rs.2,00,000. The company has Rs.2,00,000 in 10% debentures. The equity capitalization rate is 12% you are required to ascertain the total value of the firm and overall cost of capital.

Or

- (b) State the essentials of an appropriate capital structure.

15. (a) What is operating cycle? Explain its significance.

Or

(b) Bring out the advantages and limitations of receivable management.

**Section C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the sources of finance.

17. A company has to choose one of the following two mutually exclusive projects. Investment required for each project is Rs.1,50,000. Both the projects have to be depreciated on straight line basis. The tax rate is 50%.

Year	Project before Depreciation	
	Project X	Project Y
1	42,000	42,000
2	48,000	45,000
3	70,000	40,000
4	70,000	50,000
5	20,000	1,00,000

Calculate Payback period.

18. From the following capital structure of a company compute weighted average cost of capital using Book value weights and Market value weights.

Particulars	Book value	Market value
Equity capital	4,50,000	9,00,000
Retained earnings	1,50,000	—
Preference capital	1,00,000	1,00,000
Debentures	3,00,000	3,00,000

The after-tax cost of capital is given below:

Equity : 14%

Retained earnings : 13%

Preference capital : 10%

Debentures : 5%

19. Explain the factors determining the capital structure.
20. Following is the information of Shri Aruna Industries Ltd. Latur for the year 30<sup>th</sup> June 2018. Their plan is to sell 30,000 units in the year 2018-2019. The expected cost of goods sold is as under you are required to calculate the working capital requirements.

Particulars	Rs. (Per Unit)
Raw material	100
Manufacturing expenses	30
Selling, administration and financial expenses	20
Selling price	200

The duration at various stages of the operating cycle is expected to be as follows:

Raw material stage 2 months

Work-in-progress stage 1 month

Finished goods stage 1/2 month

Debtors stage 1 month

Assuming that the monthly sales level of 2,500 units, estimate the gross working capital necessity. Expected cash balance is 5% of the gross working capital necessity, and working-progress in 25% complete with respect to manufacturing expenses.

**S-3099**

**Sub. Code**

**23MBA2E1**

**M.B.A DEGREE EXAMINATION, APRIL 2024**

**Second Semester**

**Business Administration**

**Elective – CAREER MANAGEMENT**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is a career?
2. What are the key components of career development?
3. Define a protean career.
4. How is one's career related to their identity?
5. What are the work-life balance implications for dual career couples?
6. What are career anchors?
7. What are the key steps in the process of career planning and development?
8. What are some common career management strategies used by organizations?
9. What is learning?
10. What is learning management system?

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the differences between Career Management and Career Development

Or

- (b) What is career planning? Explain.

12. (a) Describe the importance of aligning one's lifestyle and personal vision with their career goals.

Or

- (b) Discuss how skills assessment can aid an individual in navigating their career path effectively.

13. (a) Explore the phenomenon of mid-life career blues.

Or

- (b) Compare and contrast the characteristics and outcomes of fast track careers versus slow track careers.

14. (a) Discuss the differences between career planning and succession planning.

Or

- (b) Assess how the integration of career management systems can influence an organization's overall performance.

15. (a) How does continuous learning contribute to career advancement and organizational growth within the context of Learning and Development?

Or

- (b) In what ways can organizations leverage Learning Management Systems to foster a culture of continuous improvement and career development.

**Part C** (3 × 10 = 30)

Answer any **three** questions.

16. Explain the objectives of career management.
17. Discuss how the changing landscape of careers has led to the emergence of the concept of the “new career”.
18. Elucidate the career management.
19. Describe the process of career planning and development within an organization.
20. Discuss the importance of expanding one’s horizons through learning and development initiatives.



**S-3100**

**Sub. Code**

**23MBA2E2**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**Second Semester**

**Business Administration**

**Elective – ADVERTISING MANAGEMENT AND  
SALES PROMOTION**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define market segmentation. Give an example.
2. Why is feedback important in advertising campaigns?
3. Define social media advertising.
4. What is budget planning in media advertising?
5. Why is control important during the implementation of advertising programs?
6. What is the purpose of monitoring during advertising implementation?
7. What is the focus of consumer-oriented sales promotion activities?
8. Write about sales promotion campaign.

9. Why is ethical consideration important in advertising and sales promotion?
10. What are the key metrics used to measure the effectiveness of advertising campaigns?

**Part B** (5 × 5 = 25)

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

11. (a) What factors are considered during message and copy development in advertising?

Or

- (b) What are some common challenges faced during message and copy development in advertising?

12. (a) Explain the concept of an integrated marketing communications (IMC) program.

Or

- (b) How can budget planning be integrated into an overall marketing strategy?

13. (a) What are the key components of program coordination and control in advertising?

Or

- (b) How do advertising agencies adapt to changes in technology and consumer behavior?

14. (a) Explain the significance of sales promotion activities in marketing strategies.

Or

- (b) Discuss the role of technology and digital platforms in modern sales promotion campaigns.

15. (a) Discuss the impact of technological advancements on advertising management practices.

Or

- (b) Discuss the role of advertising research in evaluating campaign effectiveness.

**Part C** (3 × 10 = 30)

Answer any **three** questions.

16. Explain the tasks involved in the advertising process.
17. Explain the advantages and disadvantages of using social media advertising compared to traditional mass media advertising.
18. Elucidate the factors that should be considered when selecting an advertising agency to work with.
19. Describe the process of planning a sales promotion campaign. What key elements should be included in the planning stage?
20. How can advertisers align their objectives with broader economic, ethical, and social considerations?

**S-3101**

**Sub. Code**

**23MBA2E3**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**Second Semester**

**Business Administration**

**Elective – MERCHANT BANKING AND  
FINANCIAL SERVICES**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define merchant banking.
2. Write a short note on SERA.
3. What do you mean by issue pricing?
4. Write a note on green shoe option.
5. What do you mean by acquisition?
6. What do you mean by portfolio?
7. What do you mean by hire purchasing?
8. What is financial evaluation?
9. What is forfeiting?
10. What do you mean by consumer credit?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the major constituents of the financial services market.

Or

- (b) Describe the SEBI guidelines related to merchant banking.

12. (a) Bring out the Obligations and Responsibilities of underwriters.

Or

- (b) Explain the Functions of Registrar to an issue.

13. (a) Explain the methods of business valuation.

Or

- (b) Explain the credit rating grades in India.

14. (a) Bring out the characteristics of hire purchase system.

Or

- (b) Differentiate hire purchasing and leasing.

15. (a) Briefly explain the Characteristics of Factoring.

Or

- (b) Bring out the differences between factoring and forfeiting.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of merchant bankers in India.
  17. Discuss the role of Market intermediaries in new Issue Market.
  18. Explain any five fee-based services rendered by financial services institutions.
  19. Elucidate the Types of Leasing.
  20. Discuss the role of Venture capital financing in India.
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**S-3102**

**Sub. Code**

**23MBA2E4**

**M.B.A DEGREE EXAMINATION, APRIL 2024**

**Second Semester**

**Business Administration**

**Elective – HUMAN RESOURCE DEVELOPMENT**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

**(10 × 2 = 20)**

Answer **all** questions.

1. Define HRD.
2. Mention the objectives of HRD.
3. What do you mean by organizational climate?
4. How do you define the term learning?
5. Define the term attitude.
6. What do you mean by HR audit?
7. Distinguish between training and development.
8. What do you mean by on-the-job training?
9. How do you define career planning and development?
10. What is meant by succession planning?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the scope of HRD.

Or

- (b) Discuss the competencies required for a HRD professional.

12. (a) What are the external factors that influences employee behaviour?

Or

- (b) Discuss the principles of learning.

13. (a) Explain the various components of human relations.

Or

- (b) Discuss the importance of HRD evaluation.

14. (a) Explain the need for training.

Or

- (b) Discuss the principles involved in the selection of training method.

15. (a) What are the objectives of career planning and development?

Or

- (b) What are the factors to be considered while training the trainers and HRD professionals?



**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the evolution of HRD.
  17. Explain the recent developments in cognitive psychology.
  18. How do you assess the impact of HRD initiatives on the bottom-line of an organization?
  19. What are the benefits of attitudinal training? Explain.
  20. Discuss the recent trends in HRD.
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**S-3103**

**Sub. Code**

**23MBA2E5**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**Business Administration**

**Elective – RETAIL MARKETING**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define Retailing
2. What is Franchising?
3. Define Training.
4. What is Store Designs?
5. List two store Aids
6. What is Visual Merchandising?
7. Define Supply Chain Management.
8. What is Premium Price Strategy?
9. Define Joint Venture.
10. Define Departmental Stories.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the Importance of retailing in the globalized era.

Or

- (b) How are Retail Stores Classified?

12. (a) What are the responsibilities of Retail Stores Manager?

Or

- (b) Discuss the various sources of Recruitment.

13. (a) Discuss the essential features of a Good Store display.

Or

- (b) Write short note on “Store Aids”.

14. (a) What are the Objectives of Retail Research?

Or

- (b) Discuss the advantages and disadvantages of Lifestyle Goods Value Pricing strategy.

15. (a) What are the benefits of Online Shopping?

Or

- (b) Explain the merits and demerits of Joint venture entry strategy.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the Emerging trends in retailing.
  17. Enumerate the factors to be considerate in selection of Retail store layout.
  18. Describe the role of interior design elements, such as lighting, signage and store layout, in influencing customer behavior and purchase decisions.
  19. Discuss the critical success factors influencing in effective Supply Chain Management in Retailing.
  20. Analyse the different formats of online retailing.
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**S-3104**

**Sub. Code**

**23MBA2E6**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**Second Semester**

**Business Administration**

**Elective – BANKING AND INSURANCE**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Financial system.
2. What is banking system in India?
3. Who is customer?
4. Write a note on KYC.
5. What do you mean by core banking?
6. What do you mean by marketing of banking services?
7. What do you mean by risk management?
8. What are agent norms?
9. What is marine insurance?
10. What do you mean by premium?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the structure of Indian financial system.

Or

- (b) Describe the functions of small finance banks.

12. (a) Bring out the duties of bankers.

Or

- (b) Explain the basic concepts of banking systems.

13. (a) Differentiate core banking with traditional banking.

Or

- (b) Explain the global trends in banking technology.

14. (a) Bring out the generic norms of insurance advisor.

Or

- (b) Explain the theory of probability in insurance sector.

15. (a) Briefly explain about the traditional salary savings scheme.

Or

- (b) What are the procedure to take overseas travel insurance?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the role and functions of Reserve Bank of India.
  17. Discuss the principles of lending.
  18. Elaborate the role of information and communication technology in banking.
  19. Describe the regulations of IRDA.
  20. Explain the classifications of death and survival.
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**S-3105**

**Sub. Code**

**23MBA2A1**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**Business Administration**

**COMPUTING SKILLS**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is a workbook in Excel?
2. Define a database.
3. Write about Vlookup.
4. What is the COUNT function in Excel, and what does it do?
5. State the need for MS-Access
6. Define the term “Wizard.”
7. What is Google Drive?
8. What is Google Docs used for?
9. What type of application is Google Forms?
10. What is the primary function of Google Slides?



**Part B**

(5 × 5 = 25)

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

11. (a) Explain the process of building and modifying a worksheet in Excel.

Or

- (b) Explain how to sort data in an Excel database.

12. (a) Describe the purpose of the COUNTIF function in Excel. How does it differ from the COUNT function?

Or

- (b) How do you create different types of charts in Excel?

13. (a) Explain the main components of a Microsoft Access database.

Or

- (b) Describe the process of creating tables in Microsoft Access.

14. (a) How does Google Drive ensure data security and privacy?

Or

- (b) Describe the main functions of Google Sheets and how it differs from traditional spreadsheet software.

15. (a) Discuss the various applications of Google Forms.

Or

- (b) How can Google Slides be utilized in collaborative work?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the approaches to International marketing.
  17. Describe the role of logical functions in Excel and provide examples of commonly used logical functions.
  18. Describe the process of creating forms in Microsoft Access.
  19. Discuss the advantages of using cloud-based apps over traditional software.
  20. Explain the collaborative features of Google Forms
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**S-3106**

**Sub. Code**

**23MBA2S1**

**M.B.A. DEGREE EXAMINATION, APRIL 2024**

**Second Semester**

**Business Administration**

**BUSINESS ETIQUETTE**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by business etiquette?
2. Mention the different types of greetings.
3. What is known as boardroom protocol?
4. What does issuing an invitation mean?
5. State the basic telephone etiquettes.
6. What do you mean by netiquette?
7. Define the term dress code.
8. What is known as professional grooming?
9. What is the difference between business etiquette and business ethics?
10. What are the main challenges of multiculturalism?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the ABCs of etiquette.

Or

- (b) Discuss the protocol of shaking hands.

12. (a) What are the tips to be followed while planning for a power point presentation?

Or

- (b) Write a note on business dining etiquette.

13. (a) Explain the basic rules to be followed while putting the callers on hold.

Or

- (b) How will you handle rude or impatient clients?

14. (a) Discuss the guidelines to be followed for an appropriate business attire.

Or

- (b) What are the benefits of diversity management?

15. (a) How to avoid ethical issues in work place?

Or

- (b) Explain the effect of cultural differences on business etiquette.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the principles of exceptional work behaviour.
  17. Discuss the specific food etiquette guidelines during Japanese dining.
  18. Explain the do's and don'ts of online chatting.
  19. Discuss the etiquette to be followed while interacting with blind or visually impaired people.
  20. Describe the strategies used in conflict resolution in work place.
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