S–3999	Sub. Code
	23MBA1C1

M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define Management.

2. What is Disaster Management?

3. Define Planning.

4. What is Decision Making?

5. What are the Informal Groups?

6. Define span of control.

7. Define leadership.

8. Define controlling.

9. Define business ethics.

10. What is corporate social responsibility?

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

11. (a) Explain the importance of Management.

Or

(b) Write short note on "Scientific Management".

12. (a) Explain the Process of Decision Making.

Or

(b) What are the advantages of Planning?

13. (a) Explain the salient features of Line and Staff Organization.

Or

(b) What are the merits of Formal groups?

14. (a) Discuss the various types of Leadership Styles.

Or

(b) Explain the features of Ideal Control System.

15. (a) Explain the significance of Business Ethics.

Or

(b) Discuss the role of Ethics Audit.

S-3999

Part C (3 × 10 = 30)

Answer any **three** the questions.

16. Explain the Functions of Management.

17. Discuss the various steps involved in planning process.

18. Explain the differences between Formal and Informal Organisation.

19. Enumerate the various methods of Performance Appraisal.

20. Elucidate the various CSR Models.

————————

S-3999

S–4000	Sub. Code
	23MBA1C2

M.B.A. DEGREE EXAMINATION, NOVEMBER 2024

First Semester

Business Administration

QUANTITATIVE TECHNIQUES AND RESEARCH METHODS IN BUSINESS

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** the questions.

1. What is probability?

2. What is Poisson distribution?

3. What is sampling?

4. What is descriptive research?

5. What is one way analysis of variance?

6. What is Chi-square test?

7. What is Multi Dimensional Scaling?

8. What is Conjoint analysis?

9. What is referencing?

10. What is executive summary?

Part B   (5 × 5 = 25)

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

11. (a) Explain the applications of Bayes theorem.

Or

(b) Discuss the difference between Maximax and Maximin criteria.

12. (a) Explain the four types of scales.

Or

(b) What are the limitations of using secondary data?

13. (a) Explain the process and importance of hypothesis testing in data analysis.

Or

(b) Two children asked to rank 7 brands of chocolates. The rank given by the children as given below:

Child 1 2 1 4 3 5 7 6

Child 2 1 3 2 4 5 6 7

14. (a) Write a note on SEM analysis.

Or

(b) How can confirmatory factor analysis be used to validate the construct validity?

15. (a) Compare academic and business research reports.

Or

(b) What do you mean by ethics in research? Explain.

2   **S–4000**

Answer any **three** questions.

16. Discuss the applications of normal distribution in business.

17. Explain the methods used for collection of primary data.

18. Find Karl Pearson's coefficient of correlation for the following data

X	78	89	96	69	59	79	68	61
Y	125	137	156	112	107	136	123	108

19. Describe how discriminant analysis can be applied to market segmentation

20. List and explain the different types of reports.

———————

3   **S–4000**

M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define Individual Behaviour.

2. What is Organizational Citizenship Behaviour?

3. Define Motivation.

4. What is learning?

5. What is Group Dynamics?

6. Define Communication.

7. Define Negotiation.

8. What is Conflict?

9. Define Emotional Intelligence.

10. What is Workplace Stress?

Part B   (5 × 5 = 25)

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

11. (a) Explain the foundations of Individual Behaviour.

         Or

    (b) Describe the Historical Background of Organizational Behaviour.

12. (a) Discuss the Erikson's staged of Personality development theory.

         Or

    (b) Explain Theory X and Theory Y of Motivation.

13. (a) Explain the barriers in Communication.

         Or

    (b) What are the stages of Group formation? Explain.

14. (a) Discuss the various sources of Power.

         Or

    (b) What are the difference between Leader Vs Manager?

15. (a) Explain the salient features of Organizational culture.

         Or

    (b) Write Short note on "Knowledge Based Enterprises".

2   **S–4001**

Answer any **three** questions.

16. Discuss the opportunities and challenges for Organizational Behaviour.

17. Explain the various factors influencing Perception.

18. Discuss the various factors affecting Group performance.

19. Explain the various Leadership Theories.

20. Elaborate the various strategies to manage Workplace Stress.

————————

M.B.A. DEGREE EXAMINATION, NOVEMBER 2024

First Semester

Business Administration

ACCOUNTING FOR MANAGERS

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

SECTION A   (10 × 2 = 20)

Answer **all** questions.

1.   Define financial accounting.

2.   What is IFRS?

3.   What is fund from operation?

4.   Define cash flow.

5.   What do you mean by marginal costing?

6.   What is margin of safety?

7.   What do you mean by ZBB?

8.   What is master budget?

9.   What is cost sheet?

10.   What are the objective of cost accounting?

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

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

11. (a) Explain the branches of accounting.

Or

(b) Journalize the following :

March 1   Kumar started business with   50,000

March 3   Bought goods for cash   25,000

March 5   Sold goods to Rishi   40,000

March 7   Bought goods from Guru   35,000

March 9   Received cash from Rishi   35,000

12. (a) Write a format of comparative income statement.

Or

(b) Prepare a fund flow statement from the following information:

(i)   Increase in working capital : Rs. 4,000

(ii)   Net profit of Rs.10,750 before written – off goodwill

(iii) Depreciation on fixed assets : Rs. 1,750

(iv)   Dividend paid : Rs. 3,500

(v)   Goodwill written – off : Rs. 5,000 out of profits

(vi)   Rs. 5,000 in share capital was issued for cash

(vii) Machinery purchaed for Rs. 10,000

2

S–4002

13. (a) Differentiate marginal costing with absorption costing.

Or

(b) From the following data find out BEP, PVR and margin of safety.

(i) Fixed cost 60,000

(ii) Variable cost 1,20,000

(iii) Profit 20,000

(iv) Sales 2,00,000

14. (a) Explain the Advantages of Budgetary control.

Or

(b) The expenses budgeted for production of 1,000 units in a factory are furnished below:

Particulars	Per Unit Rs.
Material Cost	700
Labor cost	250
Variable overheads	200
Selling expenses (20% fixed)	130
Administrative expenses (Rs. 2,00,000)	200
Total Cost	1,480

Prepare a budget for production of 600 units and 800 units assuming administrative expenses are fixed for all level of production

3

S–4002

15. (a) Briefly explain the methods of costing.

Or

(b) What are the elements of cost? Explain.

SECTION C (3 × 10 = 30)

Answer any **three** questions.

16. From the following balances, prepare the final accounts of M/s Mangal and Sons for the year ended 31st March 2022:

Particulars	Per Unit Rs.
Opening Stock	12,500
B/R	2,000
Sales	70,000
Purchases	37,500
Creditors	20,000
Salaries	3,850
Insurance	200
Debtors	32,500
Carriage	1,450
Commission	750
Interest	900
Printing	250
B/P	3,150
Returns in	1,300
Returns out	500
Bank	5,250
Rent and taxes	1,300
Furniture	1,000
Capital	7,100
Closing stock on 31.3.2018	15,000

4

S–4002

17. Prepare the cash flow statement for the year ended 31st Dec 1999 from the followings.

The financial position of M/s T and S on 1st Jan 1999 and 31st Dec 1999 was as follows

Liabilities	1.1.99 (Rs.)	31.12.99 (Rs.)	Assets	1.1.99 (Rs.)	31.12.99 (Rs.)
Current liabilites	36,000	41,000	Cash	4,000	3,600
Mrs. T' s loan	-	20,000	Debtors	35,000	38,400
Loan form bank	30,000	25,000	Stock	25,000	22,000
Capital	1,48,000	1,49,000	Land	20,000	30,000
			Building	50,000	55,000
			Machinery	80,000	86,000
Total	2,14,000	2,35,000	Total	2,14,000	2,35,000

During the year the partners withdrew Rs. 26,000 for domestic expenses. the provision for depreciation against machinery as on 1.1.99 was Rs. 27,000 and 31 12.99 was Rs. 36,000.

18. SVK Ltd., a multi-product company, furnishes the following data relating to the year 2009:

Particulars	First half of the year	Second half of the year
Sales	45,000	50,000
Profit earned	5,000	7,000

Assuming that there is no change in prices and variable costs and that the fixed expenses are incurred equally in the two half year periods calculate for the year 2009.

(a) P/V Ratio
(b) Contribution
(c) Fixed cost
(d) BEP
(e) Margin of Safety and Percentage of margin of safety

S–4002

19. Prepare a Flexible budget for overheads on the basis of the following data. Ascertain the overhead rates at 50% and 60% capacity.

Variable overheads:	At 60% capacity (Rs).
Indirect material	6,000
Labor	18,000
Semi-variable overheads:	
Electricity: (40% Fixed & 60% Variable)	30,000
Repairs: (80% fixed & 20% Variable)	3,000
Fixed overheads: Depreciation	16,500
Insurance	4,500
Salaries	15,000
Total overheads	93,000
Estimated direct labor hours	1,86,000

20. Prepare a Cost Sheet for the year ended 31.3.86 from the following figures extracted from the books of Best Engineering Co.

Opening stock :

(a) Raw material 40, 350.

(b) Work-in-progress 15,000

(c) Finished stock 35,590

Cost incurred during the period:

Materials purchased	2,50,000
Wages paid	2,00,000
Carriage inward	2,000
Consumable Stores	10,000
Wages of storekeeper	7,000

6

Depreciation of Plant and Machinery	10,000
Materials destroyed by Fire	5,000
Repairs and Renewals	5,010
Office Manager's Salary	10,000
Salary to Office Staff	20,500
Printing and Stationary	10,000
Power	10,500
Lighting for Office Building	2,000
Carriage outward	3,000
Freight	5,000
Entertainment	2,500
Warehousing charges	1,500
Legal charges	2,000
Expenses for Industrial exhibition	6,000

Closing Stock:

   (i)   Raw material 35,000

   (ii)   Work-in-Progress 14,500

   (iii) Finished Stock 40,030. Profit 25% on cost.

————————

S–4002

M.B.A. DEGREE EXAMINATION, NOVEMBER 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.   Define managerial economics.

2.   What is micro economics?

3.   What is demand?

4.   What do you mean by durable goods?

5.   What is production function?

6.   What do you mean by economies of scale?

7.   What is GDP?

8.   What is economic policy?

9.   What is money market?

10.   What is cashless economy?

Part B (5 × 5 = 25)

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

11. (a) Explain the importance of the opportunity cost concept in managerial economics.

    Or

    (b) What is incremental cost? Explain.

12. (a) Discuss the importance of business indicators in demand forecasting.

    Or

    (b) What factors contribute to consumer equilibrium, and how is it determined in economic theory?

13. (a) Discuss the differences between short-run and long-run costs in production.

    Or

    (b) Explain the concept of isocost lines.

14. (a) What are business cycles, and how do they impact economic activity, employment, and inflation?

    Or

    (b) How does economic policy influence inflation growth?

15. (a) Briefly explain the provisions of FEMA.

    Or

    (b) Describe the effect of industrial policy on growth of Indian economy.

S-4003

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the role of managerial economics in decision-making within businesses.

17. Explain the concept of elasticity of demand and its significance in demand analysis.

18. Describe the characteristics of perfect competition in market structures.

19. Explain the significance of Five-Year Plans in the context of Indian economic development.

20. Explain the role of fiscal policy.

———————

3

S-4003

S–4004	Sub. Code
	23MBA1C6

M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define contract.

2. What is free consent?

3. What are promissory notes?

4. What is warranty?

5. What is statutory meeting?

6. What do you mean by winding up of a company?

7. Who is a contract labour?

8. What is the purpose of the Employees Compensation Act?

9. What types of cyber crimes are covered under the IT Act 2008?

10. What does the Trademarks Act 1999 protect?

Part B (5 × 5 = 25)

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

11. (a) Explain the provisions of law of contract regarding contract with a minor.

Or

(b) Compare and contrast void and voidable contracts.

12. (a) Explain the distinctions between a sale and an agreement to sell.

Or

(b) Discuss the characteristics of cheque.

13. (a) Briefly explain the kinds of partnerships.

Or

(b) Describe the differences between partnership and joint stock business.

14. (a) Explain the objectives of Minimum Wages Act.

Or

(b) How does the Maternity Benefits Act ensure the well-being of pregnant women in the workforce?

15. (a) How does the Copyright Act 1957 protect literary, artistic, and musical works?

Or

(b) What are the key provisions and objectives of the Consumer Protection Act?

2

S-4004

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the essential elements of a valid contract.

17. Discuss the rights of an unpaid seller?

18. Elaborate the stages in information of joint stock companies.

19. Discuss the health, safety and welfare measures in Factories Act, 1948.

20. Discuss the key provisions of the Design Act 2000 and its impact on industrial design protection.

———————

3 **S-4004**

M.B.A. DEGREE EXAMINATION, NOVEMBER 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. State any two characteristics of a successful entrepreneur.

2. Write about MSME.

3. What is intrapreneurship?

4. What are patent rights?

5. Define feasibility analysis.

6. What does pricing policy assess in feasibility analysis?

7. What are the benefits of having a business plan?

8. What is a Business Model Canvas used for?

9. Define capital structure.

10. What are incentives for entrepreneurship?

Part B   (5 × 5 = 25)

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

11. (a) How does the concept of entrepreneurship contribute to innovation, economic growth, and societal development?

Or

    (b) How do MSMEs contribute to job creation, innovation, and regional development?

12. (a) What strategies and methods can businesses employ to identify opportunities for innovation within their industries or markets?

Or

    (b) Discuss the benefits and challenges associated with licensing intellectual property rights.

13. (a) How does environment scanning contribute to identifying opportunities for new venture creation?

Or

    (b) Elaborate on the importance of marketing feasibility analysis.

14. (a) Explain the steps that are involved in the process of developing a business plan.

Or

    (b) How do business plans for start-ups differ from those of established businesses?

S-4005

15. (a) Write about the importance of working capital management in business operations.

Or

(b) What is credit appraisal? How do banks evaluate the creditworthiness of borrowers?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the role of startups and MSMEs in driving India's entrepreneurial ecosystem.

17. Explain the importance of patent rights in protecting and monetizing innovations.

18. Outline the factors which influence the selection of distribution channels.

19. Elaborate the essential elements that constitute a business plan.

20. How do institutional arrangements facilitate the growth and success of entrepreneurs? Explain.

_____

S-4005

M.B.A. DEGREE EXAMINATION, NOVEMBER 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 Informal Communication.

2. Write TWO advantages of Written Communication.

3. What is an Offer letter?

4. Define Claim letters.

5. Define Technical Reports.

6. What are Formal Reports?

7. What you mean by Resolution of meetings?

8. Define Interviews.

9. What is Audio visual aids?

10. What are the advantages of Charts in Communication?

Part B (5 × 5 = 25)

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

11. (a) What are the Principles of Effective Communication?

Or

(b) Explain the steps involved in Communication Process.

12. (a) Explain the Procedure involved in Collection letters.

Or

(b) Draft an application for the post of Finance Manager for an Organization.

13. (a) Describe the steps in preparation Business Proposals.

Or

(b) What are the differences between Formal and Informal Reports?

14. (a) Discuss the Procedure to be followed for conducting Seminars and Conferences.

Or

(b) Explain the procedure to he followed in Regulating Speech.

15. (a) Explain the importance of Visual aids in Communication.

Or

(b) Discuss the advantages of Non — verbal Communications.

2 S–4006

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the factors affecting the effectiveness of Communication.

17. Explain the various types if Business Letters.

18. Describe the Structure of Business Report.

19. Draft an Agenda for the Twenty Fifth Annual General meeting of a XYZ Public Limited Company.

20. Analyse the importance of Posture, Body language in Effective Communication.

———————

S–4006

S–4007	Sub. Code
	23MBA2C1

M.B.A. DEGREE EXAMINATION, NOVEMBER 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.   Define the term human resource management.

2.   What do you mean by HR audit?

3.   What is known as job analysis?

4.   Distinguish between recruitment and selection.

5.   What do you mean by competency mapping?

6.   How do you define talent management?

7.   What do you mean by performance management?

8.   Define the term work-life balance.

9.   How do you differentiate salaries and wages?

10.   What is known as cost of living index?

Part B (5 × 5 = 25)

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

11. (a) Explain the qualities required by a good HR manager.

Or

(b) Write a note on Gig economy.

12. (a) What are the contents of job specification?

Or

(b) Explain the selection procedure.

13. (a) Discuss the benefits of training and development.

Or

(b) Explain the concept of career management.

14. (a) Discuss the importance of performance management.

Or

(b) Why quality of life at work is so important?

15. (a) What are the factors to be considered while calculating wages?

Or

(b) Explain the criteria for an effective compensation plan.

2 **S-4007**

Answer any **three** questions.

16. Explain the functions of HRM.

17. Discuss the various bases of promotion.

18. Describe the various components of knowledge management.

19. Explain the features of IHRM.

20. Discuss the key factors affecting compensation management.

———————

M.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Second Semester

Business Administration

MARKETING MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　(10 × 2 = 20)

Answer **all** the questions

1. What do you mean by marketing?

2. Distinguish between digital marketing and media marketing.

3. What is meant by strategic marketing?

4. Define the term macro environment.

5. Mention the components of marketing information system.

6. What is CRM model in marketing?

7. What do you mean by market segmentation?

8. What are the stages in customer life cycle?

9. What is the purpose of packaging?

10. What do you mean by conflict management?

Part B (5 × 5 = 25)

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

11. (a) What are the current challenges faced in marketing?

Or

(b) Write a note on E-rural marketing.

12. (a) Discuss the stages involved in the analysis of marketing opportunities.

Or

(b) Explain the features of retail marketing.

13. (a) What are the strategies adopted in customer engagement marketing? Discuss.

Or

(b) Explain the need of marketing analytics.

14. (a) Discuss the factors that influences consumer behaviour.

Or

(b) What are the advantages of market positioning?

15. (a) Explain the function of labeling.

Or

(b) Describe the product life cycle.

S-4008

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the feature of international marketing.

17. Discuss the steps involved in the process of marketing research.

18. Explain the various sources of marketing information.

19. Describe the objectives of product portfolio management.

20. Discuss the various channels of distribution.

———————

3   S-4008

M.B.A. DEGREE EXAMINATION, NOVEMBER 2024.

Second Semester

Business Administration

FINANCIAL MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. What are the objectives of financial management?

2. What do you mean by hire purchasing?

3. What do you mean by time value of money?

4. Define digital currency.

5. What do you mean by cost of capital?

6. What is operating leverage?

7. Define dividend.

8. What is net income?

9. Define cash management.

10. What are the objectives of inventory management?

Part B   (5 × 5 = 25)

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

11. (a) "Liquidity and profitability are competing goals for the financial manager"- Comment.

                    Or

     (b) List out the features of financial planning.

12. (a) Explain the process of capital budgeting.

                    Or

     (b) What are the phases of capital budgeting decision?

13. (a) Following are the details regarding three companies A, B and C. calculate the value of equity share of each of the companies applying walers model when dividend payment ratio is 60%, 75% and 50%.

        A Ltd.   B Ltd.   C Ltd.

        r=20%   r=15%   r=10%

        Ke=10%   Ke=10%   Ke=10%

        E=Rs.10   E=Rs.10   E=Rs.10

        Comment on it.

                    Or

     (b) What is the role of EBIT-EPS analysis in corporate financial structure?

14. (a) Explain the main sources of capital.

                    Or

     (b) Calculate the value of the Firm and overall cost of capital under NI approach

        EBIT of the company is 200000

        Debt 500000 @ 10%

        The company has 35% tax bracket

        The equity capitalization rate is 12.5%

2

15. (a) What are the consequences of traditional working capital policy?

Or

(b) A firm's net working capital situation not only is significant from an interior standpoint; it also is widely used as one measure of the firm's risk. Validate this statement.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of financial management.

17. 'A' limited is considering the purchase of a new machine two alternative machines (A&B) have been suggested each having an initial cost of Rs.400000 and requiring an additional working capital at the end of the first year. Earning after taxation is expected to be as follows.

Year	Cash inflows	
	A	B
1	40000	120000
2	120000	160000
3	160000	200000
4	240000	120000
5	160000	80000

The company has the target return on capital of 10% and the present values of 'n' years are expected to be:

Year	PV of Re 1 over a period of 5 Years
1	0.91
2	0.83
3	0.75
4	0.68
5	0.62

You are required to compare the profitability of the machines and state which alternative is financially preferable.

S–4009

18. What is cost of capital? What are the components of cost of capital? Explain.

19. Explain the factors to be considered for dividend policy.

20. Following is the information of Ashok Industries Ltd. Latur for the year 31st Mar. 2017. You are required to calculate the working capital requirements from the following information:

Particulars	Rs.
Raw materials	160
Direct labour	60
Overheads	120
Total cost	340
Profit	60
Selling price	400

Raw materials are held in stock on an average for 1 month period. Materials are in process on an average for 1/2 month period. Finished goods are in stock on an average for 1 month period. Credit allowed by suppliers is 1 month period and credit allowed to debtors is 2-month period. Time lag in payment of wages is $1\frac{1}{2}$ weeks. Time lag in payment of overhead expenses is 1 month. 1/4th of the sales is made on cash basis. Cash in hand and at the bank is anticipated to be Rs. 50,000; and anticipated level of production Cash in hand and at the bank is anticipated to be Rs. 50,000; and anticipated level of production amounts to 1,04,000 units for a year of 52 weeks. You may assume that production is carried on evenly throughout the year and a time period of four weeks is equivalent to a month.

———————————

S–4009

S–4012		Sub. Code
		23MBA2E3

M.B.A DEGREE EXAMINATION, NOVEMBER 2024

Second Semester

Business Administration

Elective – MERCHANT BANKING AND FINANCIAL SERVICES

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Section A   (10 × 2 = 20)

Answer **all** questions

1. What are the objectives of Indian financial system?

2. Write a note on FEMA.

3. What do you mean by book building?

4. Who are underwriters?

5. Define merger.

6. Write a note on credit rating.

7. What do you mean by fund based financial services?

8. Define teasing.

9. What is bill discounting?

10. Define credit cards.

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

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

11. (a) Bring out various stages of the development of financial services industry in India.

Or

(b) Write the concept of financial services and its characteristics.

12. (a) Explain the various kind of innovative financial instruments issued by corporate India.

Or

(b) Discuss the Obligations and Responsibilities of Bankers to an Issue.

13. (a) What are the differences between merger and acquisition?

Or

(b) Explain the Process of credit syndication.

14. (a) Explain the steps involved in Lease financing.

Or

(b) Write a note on financial evaluation in the context of hire purchasing.

15. (a) Explain the Process of Forfeiting.

Or

(b) List out the advantages of Bill Discounting.

2 **S–4012**

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

Answer any **three** questions.

16. Discuss the recent developments and challenges in Merchant Banking System.

17. Explain the role of merchant bankers in appraisal of projects and capital structure designing.

18. Elaborate the types of Mergers and Acquisitions.

19. Analyse any five fund-based services rendered by financial services institutions.

20. Explain the types of Factoring.

———————

M.B.A. DEGREE EXAMINATION, NOVEMBER 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.   Distinguish between HRM and HRD.

2.   State the need of HRD.

3.   What do you mean by organizational culture?

4.   Define cognitive psychology.

5.   How do you define the term values?

6.   What is known as HR accounting?

7.   Define the term job shadowing.

8.   What do you mean by off-the-job training?

9.   Define career pathing.

10.   What is known as goal directed work system?

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

11. (a) Explain the objectives of HRD.

Or

(b) Discuss the qualities required for a HRD professional.

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

Or

(b) Discuss the different types of learning strategies.

13. (a) Explain the different phases of leadership development.

Or

(b) Write a note on HR audit and benchmarking.

14. (a) Explain the scope of outbound training.

Or

(b) How do you measure training effectiveness?

15. (a) Explain the importance of career planning and development.

Or

(b) What are the steps involved in career planning? Explain.

S–4013

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the outcomes of HRD in both national and organizational contexts.

17. Explain the individual differences in the learning process.

18. Discuss the various skills required to maintain good human relations.

19. Describe the various techniques of training adopted at different levels.

20. Discuss the role of HR management in employee engagement.

———————

S–4013

S–4016		Sub. Code
		23MBA2A1

M.B.A DEGREE EXAMINATION, NOVEMBER 2024

Second Semester

Business Administration

COMPUTING SKILLS

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions

1. Define a function in Excel

2. State the need of a database.

3. What is the SUMPRODUCT function in Excel?

4. What are text functions in Excel?

5. What are the main components of Microsoft Access?

6. Define the term "data type"

7. What is the primary function of Google Sheets?

8. What is Google Drive?

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) Describe the process of printing an Excel worksheet.

    Or

    (b) Differentiate between functions and formulas in Excel.

12. (a) Differentiate VLOOKUP and HLOOKUP functions in Excel. When would you use each?

    Or

    (b) Describe the PRODUCT function in Excel. How does it differ from the SUM function?

13. (a) How can you import data into an Access database from external sources?

    Or

    (b) Discuss the purpose of reports in Microsoft Access.

14. (a) Explain the collaborative features of Google DOCS and how they support teamwork.

    Or

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

15. (a) What is Google Forms used for?

    Or

    (b) What is the primary function of Google Slides?

2 **S–4016**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain how to create a database in Excel, and state its purpose.

17. Describe about the purpose of financial functions in Excel and provide examples of commonly used financial functions.

18. Discuss the role of primary keys and foreign keys in Access tables. How are they used to maintain data integrity and enforce referential integrity?

19. Discuss the advantages of using cloud-based apps over traditional software.

20. What are the main features of Google Slides, and how do they compare to traditional presentation software?

——————

3

M.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Second Semester

Business Administration

BUSINESS ETIQUETTE

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions

1. What do you mean by enduring words?

2. What are the guidelines for front desk receptionist?

3. What is meant by meeting protocol?

4. Mention the principles to be followed while planning for a meal.

5. What are the techniques of active listening?

6. Define the term netiquette.

7. What do you mean by business attire?

8. What is known as diversity management?

9. What do you mean by conflict management?

10. How do you define cultural sensitivity?

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

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

11. (a) What are the fundamental rules of business etiquette?

Or

(b) Discuss the points to be remembered while introducing others.

12. (a) What are the guidelines to be followed while attending a meeting.

Or

(b) How do you deal with customer complaints in a board meeting?

13. (a) How do you politely transfer a call?

Or

(b) Is E-mail etiquette a skill? Discuss.

14. (a) Explain the major attributes of professional image.

Or

(b) Discuss the fundamentals of disability etiquette.

15. (a) What are the advantages of business ethics?

Or

(b) Discuss the multicultural challenges faced in work place.

S-4017

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. Explain the role of good manners in business.

17. Explain the basics of table etiquette.

18. What are the etiquettes to be followed while using social media?

19. Discuss the importance of business attire and grooming for success.

20. What are the factors that can influence your ethical compass? Explain.

———————

S-4017

S–4018	Sub. Code
	23MBA3C1

M.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Business Administration

APPLIED OPERATIONS RESEARCH

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions

1. What is operations research?

2. Mention the models in operations research.

3. What is slack variable?

4. What is the limitation of graphical method in solving linear programming problem?

5. What is initial basic feasible solution?

6. What is travelling salesman problem?

7. What is float?

8. What is the difference between probabilistic and deterministic inventory model?

9. What is zero sum game?

10. What is Monte Carlo simulation?

Part B   (5 × 5 = 25)

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

11. (a) Analyse the origin of operations research.

Or

(b) Describe the characteristic of operations research.

12. (a) A fertilizer manufacturing company is producing two types of fertilizer Grade 1 and Grade 2. Each of these products passes through two chemical plants A and B. Plant A has a maximum of 120 hours available in a week and Plant B has a maximum of 180 hours in a week. Manufacturing 1000 kilogram of Grade 1 fertiliser requires 6 hours in Plant A and 4 hours in Plant B. Manufacturing 1000 kilogram of Grade 2 fertiliser requires 10 hours in Plant A and 4 hours in Plant B. If profit per thousand kilograms is Rs. 450 for Grade 1 and Rs. 550 for Grade 2, formulate the problem as a linear programming model.

Or

(b) Solve the following linear programming problem using graphical method

Maximise $z = 3x + 4y$

Subject to $4x + 2y \leq 80$

$2x + 5y \leq 180$

$x, y, z \geq 0$

13. (a) Find initial solution for the following transportation problem using North West corner rule.

	D_1	D_2	D_3	D_4	Availability
O_1	6	4	1	5	14
O_2	8	9	2	7	16
O_3	4	3	6	2	5
Requirements	6	10	15	4	

Or

2   S–4018

(b) Solve the following minimization assignment
problem

Job

		1	2	3	4	5
	A	8	4	2	6	1
	B	0	9	5	5	4
Person	C	3	8	9	2	6
	D	4	3	1	0	3
	E	9	5	8	9	5

14. (a) Discuss the difference between PERT and CPM.

Or

(b) Draw a Network Diagram for the following data.

Activity	Predecessor Activity
A	-
B	A
C	A
D	B
E	B,C
F	E
G	D,F
H	G

15. (a) Write a note on integer programming.

Or

(b) Solve the following game.

	1	2	3	4	5
I	9	3	1	8	0
II	6	5	4	6	7
III	2	4	3	3	8
IV	5	6	2	2	1

3

S–4018

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

Answer any **three** questions.

16. Elaborate the applications of operations research in management.

17. Solve the following problem by simplex method:

    Maximise $z = 25x + 20y$

    Subject to $16x + 12y \leq 100$

    $8x + 16y \leq 80$

    $x, y, z \geq 0$

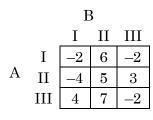18. (a) Find optimal solution for the following transportation problem

	SO$_1$	SO$_2$	SO$_3$	SO$_4$	Availability
Factory 1	1	2	1	4	30
Factory 2	3	3	2	1	50
Factory 3	4	2	5	9	20
Requirements	20	40	30	10	

19. A book binder has one printing press, one binding machine and manuscripts of 7 different books. The times required for performing printing and binding operations for different books are shown below

Book	:	1	2	3	4	5	6	7
Printing time (hours)	:	20	90	80	20	120	15	65
Binding time (hours)	:	25	60	75	30	90	35	50

Decide the optimum sequence of processing of books in order to minimize the total time required to bring out all the books.

20. Solve the following game

$$
\begin{array}{cc}
 & \text{B} \\
 & \begin{array}{ccc} \text{I} & \text{II} & \text{III} \end{array} \\
\text{A} \begin{array}{c} \text{I} \\ \text{II} \\ \text{III} \end{array} &
\begin{array}{|c|c|c|}
\hline
-2 & 6 & -2 \\
\hline
-4 & 5 & 3 \\
\hline
4 & 7 & -2 \\
\hline
\end{array}
\end{array}
$$

4   **S–4018**

S–4019	Sub. Code
	23MBA3C2

M.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Business Administration

OPERATIONS MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions

1. Define the term operations management.

2. What do you mean by capacity planning?

3. What is multiple plant location?

4. What is meant by plant layout?

5. Define EOQ.

6. What is meant by JIT?

7. What do you mean by work study?

8. Define the term quality circle.

9. Give the definition of service management.

10. What do you mean by service blueprinting?

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

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

11. (a) Explain the scope of operations management.

Or

(b) Discuss the use of crossover chart for selection process in operation management.

12. (a) Describe the factors to be considered while identifying a plant location.

Or

(b) Explain the principles of a good layout.

13. (a) Write a note on ABC classification of inventory.

Or

(b) State the implications of supply chain management.

14. (a) Discuss the objectives of time study.

Or

(b) Explain the purpose of inspection and quality control.

15. (a) Write a note on the nature of services.

Or

(b) Explain the different types of services.

2 **S-4019**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the different types of production process.

17. Explain the role of Ergonomics in job design.

18. Describe the salient features of predictive maintenance.

19. Explain the work sampling techniques used in operations management.

20. What are the factors to be considered in selecting a service facility location? Explain.

————————

S-4019

M.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Business Administration

STRATEGIC MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　(10 × 2 = 20)

Answer **all** questions.

1. What is the concept of Strategy?

2. Define the term "Strategic Management".

3. What are the areas in which ethical practices are needed?

4. What do you understand by the term "Value"?

5. What are the macro environmental forces?

6. What is "Issue Probability Matrix"?

7. What are the three tools which are used for situation analysis?

8. What are grand strategies?

9. Write a short note on "Integration"?

10. What is Bureaucratic Cost?

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

11. (a) Explain the roles that objectives plays in Strategic management.

Or

(b) Differentiate Strategy and Tactics.

12. (a) Why is social responsibility in Contentious issues?

Or

(b) What is meant by aligning strategic management to social responsibilities?

13. (a) Explain the relevance of value chain analysis.

Or

(b) What are the limitations of porter's model?

14. (a) Explain the different types of stability strategy with examples.

Or

(b) What do you understand by "Concentric diversification"?

15. (a) Liquidation is a painful strategy. Elaborate.

Or

(b) What are the required measures for making turn around strategy successful.

S–4020

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the steps involves in Strategic Management Process.

17. Discuss the popular theories of social responsibility.

18. The study of environment is relevant for strategic management process – Discuss.

19. The functional strategies are derived from business level strategy. Illustrate with an example.

20. Discuss BCG Matrix.

———————

S–4020

M.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Business Administration

INFORMATION SYSTEMS FOR BUSINESS

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions

1. Stat the objective of Information system.

2. What are the elements of a System?

3. Define Management Information System.

4. What is meant by Intelligence information system?

5. State the Objectives of Marketing information system.

6. What is Operations information system?

7. What do you understand by system analysis and design?

8. What is Big-data analysis?

9. State the need for ERP System.

10. What are the attributes of quality of information?

Part B (5× 5 = 25)

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

11. (a) Explain the various types and Classification of system.

Or

(b) Describe the types of management decisions.

12. (a) Explain the structure and components of MIS.

Or

(b) Describe the Office Automation System.

13. (a) Explain the Accounting information system.

Or

(b) State the objectives of marketing information system.

14. (a) Explain the functions of system analyst.

Or

(b) Enumerate the types of e-commerce.

15. (a) Describe the components of ERP system.

Or

(b) What are the characteristics of information?

2

S-4021

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the management, structure and activities of Information system.

17. Write a short note on (a) DSS (b) EIS.

18. Discuss the various functional information system of management.

19. Explain the components and methods of system analysis and design.

20. Describe the process of information system audit and control.

————————

3

S-4021

S–4024		Sub. Code
		23MBA3E3

M.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Business Administration

Elective – SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions

1. Define the term 'Investment' as it relates to securities investment.

2. What is P-note?

3. Explain the functions of the primary market.

4. What are the main objectives of NSE?

5. What is meant by fundamental analysis?

6. List out the different stages in Industry life cycle.

7. What is a point and figure chart, and how is it used?

8. State the purpose of market indicators.

9. Define the term "Portfolio Management"

10. Mention the advantageous of Portfolio Management.

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

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

11. (a)   Discuss the features of an investment program.

         Or

   (b)   Define mutual fund. Explain different types of mutual fund.

12. (a)   Explain the trading and settlement system of OTCEI.

         Or

   (b)   Discuss the various methods of floating the new issue.

13. (a)   Describe the purpose of Graham and Dodds investor ratios.

         Or

   (b)   Highlight the procedures involved in company analysis.

14. (a)   'Moving average not only smoothen data, but also predict the market'. Comment.

         Or

   (b)   Summarize the various charts used in the technical analysis.

15. (a)   Explain the concept of portfolio diversification and its importance in portfolio analysis.

         Or

   (b)   Discuss the methods of portfolio evaluation.

S–4024

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Give a brief account of different type of investment opportunities.

17. Analyze the trading system in different stock exchange with example.

18. Explain the utility of the economic analysis and state the economic factors considered for this analysis

19. Demonstrate the differences between fundamental and technical analysis.

20. Discuss the Capital Asset pricing model (CAPM) in detail.

————————

S–4024

S–4025	Sub. Code
	23MBA3A1

M.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Business Administration

LEADERSHIP AND TEAM BUILDING SKILLS

(CBCS – 2023 onwards)

Time : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　　(10 × 2 = 20)

Answer **all** the questions.

1. Define the term leadership.

2. List the models of leadership.

3. What are the qualities of leadership?

4. Define leadership ethics?

5. What is transactional leadership?

6. What is strength–based leadership?

7. List any two characteristics of an effective team.

8. What is team development?

9. What are the stages of group development?

10. Define team building.

Part B (5 × 5 = 25)

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

11. (a) Explain the nature of leadership theories.

Or

(b) Discuss the attributes of effective leaders.

12. (a) Explain the different qualities associated with various leadership styles.

Or

(b) Describe how cultural differences impact leadership.

13. (a) Discuss the practice of strength – based leadership.

Or

(b) Describe the influence tactics used by leaders.

14. (a) Discuss Tuckman's stages of team development.

Or

(b) Explain the process of team development.

15. (a) Explain the stages of group development.

Or

(b) Discuss strategies for over coming resistance within teams.

2 | **S–4025**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the different styles of leadership.

17. Discuss the difference between leadership traits and leadership attributes.

18. Describe the difference between leadership and management.

19. Implement Ginnett's team effectiveness model in a project team.

20. Apply conflict resolution skills to resolve team disputes.

————————

S–4025

S–4026	Sub. Code
	23MBA3S1

M.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Business Administration

EMPLOYABILITY SKILLS

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Section A   (10 × 2 = 20)

Answer **all** the questions

1. Define the term employability.

2. What is meant by hard skills?

3. What are Task Management Skills?

4. What are Job Role Environment Skills?

5. Which skill is essential for effective problem resolution in the workspace?

6. Mention the personal skills that enhance job performance.

7. Define the term 'etiquette' in the context of job applications.

8. Mention the key feature of a good resume.

9.   What is inductive reasoning?

10. What is meant by the "modulus" of a number?

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

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

11. (a)   Describe the role of vocational skills in professional development.

Or

(b)   List and explain five key employability attributes.

12. (a)   Discuss the importance of Embedded Employability Skills and how they impact career success.

Or

(b)   Detail the Dimension of Competency required in a professional environment.

13. (a)   Describe the role of 'Self-management' in personal career development.

Or

(b)   Illustrate how 'Learning' and 'Technology' skills are interconnected and vital in today's job market.

14. (a)   What are some common etiquettes to follow inside the employment seeking process?

Or

(b)   Elaborate on the role of a resume in securing employment.

2   **S-4026**

15. (a) A store offers a 20% discount on all items. If an item originally costs Rs.50, what is the discounted price?

Or

(b) If a train leaves the station 3 PM traveling at 60 km/h and another train leaves the same station at 4 PM traveling at 80km/h in the same direction, at what time will the second train catch up to the first?

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

Answer any **three** questions.

16. Construct an argument on how employability skills are different from traditional educational skills and why they are crucial for modern job markets.

17. Evaluate the impact of possessing strong Contingency Management Skills in dynamic industries such as technology or healthcare.

18. Analyze the role of problem-solving skills in cross-functional teams within large organizations.

19. Analyze the importance of dress and cleanliness etiquettes in successful employment seeking.

20. A shopkeeper has 150 kg of wheat. She sold 2/5 of it in the morning and ¼ of the remaining in the evening. How much wheat does she have left? Solve step-by-step.

—————————

S-4026