CP–9691

Sub. Code
31011

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

Industry Integrated

ACCOUNTING FOR DECISION MAKING

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. What are accounting standards?

2. What are the functions of accounting?

3. What do you mean by cash flow statement?

4. What is corporate reporting?

5. What is zero base budgeting?

6. What do you mean by Return on Investment (ROI)?

7. What is Economic Value Added (EVA)?

8. What is meant by ratio analysis?

9. Define marginal cost.

10. What is Cost Control?

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

Answer **all** the questions.

11. (a) Write a short note on accounting standards.

Or

(b) Distinguish between financial accounting and management accounting.

12. (a) Explain the importance of ratio analysis in making comparisons between firms.

Or

(b) Explain the procedure for the preparation of Balance sheet and its limitations.

13. (a) Explain how marginal costing technique is useful as a decision making tool.

Or

(b) What is meant by contribution? Explain its significance.

14. (a) What are the different types of budgets? Explain briefly.

Or

(b) What is meant by cost-volume-profit analysis? Explain its application in managerial decision making.

15. (a) What is meant by BEP? Explain the methods of calculation.

Or

(b) Discuss the tools and techniques of cost accounting.

2 **CP–9691**

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) Accounting as a social science can be viewed as an information system. Examine.

Or

(b) The following expenses are incurred in the manufacture of 1,000 units of a product in the manufacture of which a factory specialises : Raw materials 2,800 ,Wages 1.900 Overhead charges (Rs. 4,000 fixed) 4,200. 10,000 units of the product can be absorbed by the home market where the selling price is Rs. 9 per unit. There is a demand for 50,000 units of the product in a foreign market if it can be offered at Rs. 8.20 per unit. if this is done, what will be the total profit or loss made by the manufacturer?

17. (a) You are given the following data for the year 2011 of X company

	Rs.	%
Variable costs	6,00,000	60
Fixed costs	3,00,000	30
Net profit	1,00,000	10
Total sales	10,00,000	100

Find out :

(i) Break-Even Point

(ii) P/V Ratio, and

(iii) Margin of Safety Ratio.

Or

(b) Explain the meaning of the term 'financial statements'. State their nature and limitations.

3 **CP–9691**

18. (a) Explain the various bases for classification of costs.

Or

(b) From the following particulars compute material cost variance, price variance and usage variance.

Quantity of Materials Purchased	3000 Unit
Value of Materials Purchased	Rs. 9,000
Standard Quantity of Materials Required Per Tonne of Output	30 Units
Standard Price of Material	Rs. 2.50 Per Unit
Opening Stock of Material	Nil
Closing Stock of Material	500 units
Output during the Period	80 Tonnes

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CP–9691

CP–9692

Sub. Code
31012

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

Industry Integrated

BUSINESS COMMUNICATION

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   Define communication.

2.   What is body language?

3.   What do you mean by self-introduction?

4.   Define monologues.

5.   What is group communication?

6.   Why we use agenda?

7.   What do you mean by business letter?

8.   Define memo.

9.   What is complaint?

10.   What is specimen adjustment letter?

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

Answer **all** the questions.

11. (a) Write the importance of body language.

Or

(b) State the purpose of using business vocabulary.

12. (a) Write the tips for effective presentation.

Or

(b) How you make effective speech?

13. (a) Discuss the concept of group dynamics.

Or

(b) Elucidate the content of minutes.

14. (a) What are the essentials of good business letter?

Or

(b) Write the need of tender notice.

15. (a) Give a short note on specimen orders.

Or

(b) Discuss the need for using specimen complaints.

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

Answer **all** the questions.

16. (a) Explain in detail about the types of communication.

Or

(b) Briefly discuss about self-development.

CP–9692

17. (a) How you make presentation about the company?

Or

(b) Discuss in detail about planning for speech in a firm.

18. (a) Explain the structure for clear business letter writing.

Or

(b) How will you respond to letters writing circular and memo?

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CP–9692

CP–9693

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

Industry Integrated

ECONOMICS FOR MANAGERS

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What do you mean by the term 'economies of scale'?

2.   What are the factors influencing elastic of demand?

3.   What is pure competition?

4.   State the law of demand.

5.   What are the features of perfect competition?

6.   What is Price Discrimination?

7.   What do you mean by aggregate demand and aggregate supply?

8.   What is Oligopoly?

9.   What is National income?

10. What are the causes of business cycle?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) What is managerial economics? Describe the significance of managerial economics.

Or

(b) Define the term "price elasticity of demand". What is the relation between elasticity of demand and the slope of the demand curve?

12. (a) What do you mean by Monopoly? How price and output is determined in short and long run in Monopoly Competition?

Or

(b) Explain the different methods in the estimation of production function. Give examples.

13. (a) Discuss the causes and control measures of the inflation.

Or

(b) What are different methods of forecasting demand? Explain.

14. (a) Explain the managerial uses of knowing macroeconomic indicators of a country.

Or

(b) Discuss the global trend and projection on employment and unemployment.

15. (a) What are the causes of different kinds of disequilibrium in the balance of payments? Suggests measure to correct an advance balance of payment.

Or

(b) Explain the different methods of quoting foreign exchange rates.

2   **CP–9693**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the role and responsibilities of a managerial economist.

    Or

    (b) Explain the factors influencing the elasticity of supply in the market with an example.

17. (a) "Monopolistic competition is a blend of perfect competition and monopoly". Discuss.

    Or

    (b) Write a descriptive note on internal economics of scale.

18. (a) Define Business Cycle. Explain various phases of Business Cycle.

    Or

    (b) Explain the concept and importance of the national income.

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CP–9693

CP–9694	Sub. Code
	31014

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

Industry Integrated

MARKETING MANAGEMENT

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What are the functions of marketing?

2. Illustrate the importance of marketing in business.

3. List the components of marketing mix.

4. Write a note on market planning.

5. What is market segmentation?

6. Enumerate the classification of products.

7. Write a brief note on integrated marketing communication.

8. What do you understand by direct marketing?

9. What is wholesaling?

10. What is retailing?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss about the core concepts of marketing.

Or

(b) Illustrate the modern components of the mix in detail.

12. (a) How will you develop an effective marketing mix? Explain.

Or

(b) Discuss about marketing implementation and control.

13. (a) Illustrate new product development with neat diagram.

Or

(b) Discuss about product management in detail.

14. (a) What are the factors affecting price decisions? Explain.

Or

(b) Critically analyze the budget allocation decisions in marketing communication.

15. (a) Write an essay on logistic management.

Or

(b) What is marketing channel? Explain its need in marketing.

2 **CP–9694**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) How will you formulate marketing strategy? Explain.

Or

(b) Discuss about PLC in detail.

17. (a) Explain Segmentation, targeting and positioning.

Or

(b) Give suggestion for initiating and responding to the price change.

18. (a) Illustrate communication development process.

Or

(b) Discuss about channel management strategies.

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3 **CP–9694**

CP–9695

Sub. Code
31015

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

Industry Integrated

ORGANIZATIONAL BEHAVIOUR

(2017 Onwards)

Time : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　(10 × 2 = 20)

Answer **all** questions.

1. Define organization Behavior.

2. List the types of personality.

3. What is the difference between power and politics?

4. What do you understand by resistance to change?

5. Define learning process.

6. What is leadership?

7. Define perception.

8. Who is called as a transformational leader?

9. Define organizational politics.

10. Define organizational culture.

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

Answer **all** questions.

11. (a) Explain the importance of organizational behavior.

Or

(b) Discuss various organizational behaviour models.

12. (a) How are attitudes are formed? What are its characteristics and components?

Or

(b) Discuss the impact of motivation on work behaviour.

13. (a) Give the detailed account on emergence of informal leader.

Or

(b) What are the different stages in team building process? Discuss the difficulties information of a team.

14. (a) How do leaders misuse power? Explain with examples.

Or

(b) Describe the techniques of group decision making.

15. (a) Define change. Explain the process of change and put forth your arguments on which is more important — stability or change?

Or

(b) Discuss the primary characteristics of organisational culture.

2   **CP–9695**

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain about personality and its types and factor influencing personality with Suitable examples.

Or

(b) Examine the different styles and theories to the study of leader behaviour. Is there a best style? Discuss.

17. (a) How does the Maslow's theory of motivation differ from Herzberg's theory? Describe the importance and limitations of these two theories.

Or

(b) Explain about group in organization and formation in organization structure.

18. (a) Explain the types of learners. Why is it important to understand them for organisational behavior modification?

Or

(b) Differentiate between formal and informal groups. Are the informal groups in any way in conflict with the formal groups? If so give reasons for your judgment.

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CP–9695

CP–9696	Sub. Code 31016

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

Industry Integrated

QUANTITATIVE TECHNIQUES

(2017 onwards)

Time : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　　(10 × 2 = 20)

Answer **all** questions.

1. What is graphical method of solution?

2. Define optimal solution.

3. Define redundant constraint.

4. Why do some problems have multiple optimal feasible solutions?

5. Define objective function.

6. Define Inventory.

7. Define PERT Network.

8. What is demand forecasting?

9. Define the term safety stock.

10. What is Inventory control technique?

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

Answer **all** questions.

11. (a) What do you mean by linear programming? Mention the various steps in solving LPP.

Or

(b) Explain Important characteristics of the Industrial situations to which L.P. method can be successfully applied. Illustrate application of this technique with suitable example.

12. (a) Explain with example an L.P Problem having unbounded solution. Use graphical method to explain.

Or

(b) Use graphical method

Max $Z = 5x_1 + 3x_2$

Subject to the constraints:

$3x_1 + 5x_2 \leq 15$
$5x_1 + 2x_2 \leq 10$
$x_1 > 0$ and $x_1 \geq 0$

13. (a) Represent in the form of a table the various types of inventory control models.

Or

(b) Explain North-West corner rule for finding initial solution for a transportation problem.

2 **CP–9696**

14. (a) Explain the terms :

   (i) Optimistic time

   (ii) Pessimistic time

   (iii) Most likely time and

   (iv) Expected time in PERT Networks.

      Or

   (b) How will you find the probability of completing PERT project by a particular due date?

15. (a) Explain forward and backward planning.

      Or

   (b) Three points are chosen at random on the circumference of a circle find by Monte Carlo methods the probability that they lie on the same semi-circle.

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

      Answer **all** questions.

16. (a) Explain the following in the context of transportation problem.

   (i) Stepping stone method.

   (ii) Degenerate Transportation problem.

   (iii) Modified distribution method.

      Or

   (b) An aircraft company uses rivets at an approximate consumption rate of 2,500 kg per year. The rivets cost Rs. 30 per kg and the company personnel estimate that it costs Rs. 130 to place an order and the inventory carrying cost is 10% per year. How frequently should orders for rivets be placed and what quantities should be ordered?

3   **CP–9696**

17. (a) The utility data for a network are given below: Determine the total, free, independent and interfacing floats and identify the critical path.

Activity :	0-1	1-2	1-3	2-4	2-5	3-4	3-6	4-7	5-7	6-7
Duration :	2	8	10	6	3	3	7	5	2	8

Or

(b) Describe the simulation process. What are the reasons for using simulation?

18. (a) The demand for a particular item has the probability distribution shown below :

Daily demand (units) :	4	5	6	7	8
Probability :	0.06	0.14	0.18	0.17	0.16

Daily demand (units) :	9	10	11	12
Probability :	0.12	0.08	0.06	0.03

If the lead time is 5 days, using simulation study the implications of inventory policy of ordering 50 units whenever the inventory at the end of the day is 40 units. Assume the initial stock level of 75 units and run the simulation for 25 days.

Or

(b) Customers arrive at a service facility to get the required service. The interarrival and service times are constant and are 1.8 minutes and 4 minutes respectively. Simulate the system for 14 minutes. Determine the average waiting time of a customer and idle time of the service facility.

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CP–9696

CP–9697

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Industry Integrated

STRATEGIC MANAGEMENT

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define : Strategic Management.

2.   What do you mean by Organizational Appraisal?

3.   What is meant by PEST Analysis?

4.   Define: Competitive Advantage.

5.   What is Vertical Integration?

6.   Describe GAP Analysis.

7.   What is Strategic Control System?

8.   List out the techniques of strategic evaluation.

9.   What do you mean by Corporate Social Responsibility?

10.   Write a short note on Balanced Scorecard.

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

Answer **all** questions.

11. (a) Describe the strategic management process.

Or

(b) Explain about Strategy Formulation.

12. (a) Explain the Porter's Five Forces Model.

Or

(b) What is a strategic competitive advantage?

13. (a) Explain the various business level strategies.

Or

(b) How do you write a good SWOT analysis?

14. (a) Describe the steps involved In designing strategic control systems.

Or

(b) What is strategic change in an organization?

15. (a) Explain the strategic issues for Non-Profit organizations.

Or

(b) Explain about new business models and strategies for internet economy.

2   **CP–9697**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail on environmental scanning in strategic management.

Or

(b) Explain in detail on resources, capabilities and core competencies in Strategic Management.

17. (a) What is McKinsey's 7s model? Discuss in detail.

Or

(b) Give a detailed account on the importance of power and politics in an orginization.

18. (a) Explain in detail about the strategy of managing innovation and technology.

Or

(b) Explain the different techniques of strategic evaluation and control.

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3 **CP–9697**

CP–9698

Sub. Code
31033

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Industry Integrated

PROJECT MANAGEMENT

(2017 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. Define project management.

2. What is project screening?

3. What is project report?

4. What do you meant by project methodology?

5. What is planning process?

6. Write a note on project cost.

7. What is work breakdown structure?

8. Write on project diary?

9. Why project review should be made?

10. Differentiate PERT and CRM.

Part B (5 × 5 = 25)

Answer either (a) or (b) questions.

11. (a) Describe the qualities of an effective project manager.

Or

(b) What are the scope of project management?

12. (a) Explain the process of project identification.

Or

(b) Explain the several aspects of project formulation.

13. (a) Explain the methodology for project evaluation in detail.

Or

(b) Explain the steps in project appraisal process.

14. (a) How are project objective and policies guide the planning process?

Or

(b) Explain the significances of project scheduling.

15. (a) What are the uses of project execution plan?

Or

(b) State the objective of project audit.

2 **CP–9698**

Part C   (3 × 10 = 30)

Answer either (a) or (b) questions.

16. (a) Explain the significance of project approach for the economic development of the country.

Or

(b) What factors would you take in to account for identifying promising investment opportunities?

17. (a) Analyse the significance of managerial competence and commercial viability of project in the feasibility study.

Or

(b) What are the essentials of project administration system and explain its significance.

18. (a) Explain the merits and demerits of divisional form of project organisation.

Or

(b) Explain the process of evaluation of the project management of an organisation.

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3   **CP–9698**

CP–9699

Sub. Code
31034A

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Industry Integrated

CONSUMER BEHAVIOUR

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is meant byconsumer behavior?

2. What is "Product usage rate"?

3. What is meant by attitude change?

4. Define motivation.

5. Summaries social classification in consumer behaviour.

6. What is social class?

7. What is religious diversity?

8. What is straight re-buy?

9. What are the sources of information for consumer decision making?

10. What is meant by opinion leader?

Part B (5 × 5 = 25)

Answer **five** questions.

11. (a) What are the problems in studying buying behavior?

Or

(b) Differentiate the buyer and consumer.

12. (a) Elucidate the motivation behind opinion leadership.

Or

(b) What is meant by alternative evaluation? Explain.

13. (a) What individual factors influence the consumer behavior?

Or

(b) Explain the exception to the rule "caveat emptor".

14. (a) Distinguish between belief, value and customs.

Or

(b) What are the factores influences of social class on buying behavior?

15. (a) What are the objects of the central consumer protection council?

Or

(b) What are the measures adopted to protect the interest of the buyer?

2 **CP–9699**

Part C (3 × 10 = 30)

Answer **three** questions.

16. (a) Explain the purchase pattern in details.

Or

(b) Discuss the individual determination of consumer behaviour.

17. (a) Explain the various stage in the buying decision process.

Or

(b) Why buying habits are important in the buying behaviour?

18. (a) Critically evaluate Howard-seth model of buyer behaviour.

Or

(b) Discuss the procedure for admission of complaint and decision on the same under the consumer protection act.

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3 **CP–9699**

CP–9700

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Industry Integrated

COMMERCIAL BANKING

(2017 onwards)

Time : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　(10 × 2 = 20)

Answer **all** questions.

1.　What do you understand by SLR?

2.　What do you meant by Repo Rate?

3.　What is High-Tech Banking?

4.　What is Chenel financing in banking?

5.　Define Retail Banking.

6.　What is Corporate Banking?

7.　What do you meant by ALM?

8.　What is Letter of credit?

9.　What do you understand by Credit derivatives?

10.　What is Corporate Governance?

Part B (5 × 5 = 25)

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

11. (a) Explain structure of Indian Money Market.

Or

(b) Write briefly about the evolution of commercial banks in India.

12. (a) State the different types of credit cards.

Or

(b) Explain the working of credit card system.

13. (a) What are the main functions of Universal banking?

Or

(b) What is Rural Banking? How in India, banks provide Rural Banking?

14. (a) State the significance of LIBOR and NIBOR.

Or

(b) What are call options and put options?

15. (a) Write short notes on :

(i) Forward Market

(ii) Futures market.

Or

(b) State the advantages of forward market.

2 **CP–9700**

Part C (3 × 10 = 30)

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

16. (a) State the differences between the money market and capital market.

Or

(b) Explain the various fund-based and non-fund based activities in financial markets in India.

17. (a) What types of loan are provided for housing finance?

Or

(b) State the different types of price quotations in the foreign exchange market.

18. (a) What is Risk management? Explain different types of risk.

Or

(b) What is option trading? Explain its benefits with examples.

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3 **CP–9700**

CP–9701		Sub. Code
		31035A

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Industry Integrated

PRODUCT AND BRAND MANAGEMENT

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define: Brand.

2.   What do you mean by Co Branding?

3.   What is a brand positioning?

4.   What is brand building?

5.   Define: Brand Equity.

6.   What is Brand Value Chain?

7.   What do you know about brand product matrix?

8.   Define: Brand Extension.

9.   What is a global brand?

10.   What is a Trade Mark?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the role of brands in consumer markets.

Or

(b) What is strategic brand management process? Explain.

12. (a) Give a brief note on the role of brand elements.

Or

(b) What is IMC? Briefly explain their business plan.

13. (a) What arc the key elements of brand equity?

Or

(b) Distinguish between Corporate Design and Corporate Identity.

14. (a) Explain the different types of branding strategies to attract customers.

Or

(b) Explain the steps to brand revitalization.

15. (a) Distinguish between brand Standardization and Customization.

Or

(b) Briefly explain on ethical issues in branding strategies.

2 **CP–9701**

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail on the major responsibilities of brand manager.

    Or

    (b) Discuss elaborately on the role of packaging in building brands.

17. (a) Why you need to measure brand equity? And how to do it?

    Or

    (b) Compare and contrast the brand product matrix of leading brands on your choice.

18. (a) Discuss elaborately on challenges and opportunities for brand globalization.

    Or

    (b) "Global branding strategy requires different thinking" — Discuss.

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CP–9701

CP–9702

Sub. Code
31035C

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Industry Integrated

DIGITAL AND SOCIAL MEDIA MARKETING

(2017 onwards)

Time : 3 Hours
Maximum : 75 Marks

Part A
(10 × 2 = 20)

Answer **all** questions.

1. What are the elements of digital marketing?

2. What is social media?

3. What is search Engine?

4. What do you mean by PPC?

5. Write a short note on digital display advertising.

6. What are portals on the Internet?

7. List out the different types of social media.

8. Write a short note non Mobile App.

9. What do you know about Dashboards?

10. What is Real Time Reporting?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the different types of social networking sites?

Or

(b) What are the characteristics of digital marketing?

12. (a) What is a consumer search behaviour model?

Or

(b) Discuss the advantages and disadvantages of pay per click advertising.

13. (a) What is marketing optimization? Explain with an example.

Or

(b) What is an e-mail marketing strategy? Explain.

14. (a) What is mobile marketing? How does it work?

Or

(b) Explain about SMS marketing campaign.

15. (a) What is the Dashboard? Explain its performance.

Or

(b) Discuss about business intelligence reporting.

CP–9702

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail on the impact of digital marketing on global social media campaigns.

Or

(b) What is search engine optimization? Explain in detail on why it is important.

17. (a) Give a detailed account on different types of online advertising.

Or

(b) Elaborately discuss on various social media marketing companies.

18. (a) What is digital analytics? Discuss its importance.

Or

(b) How IT sector can use advanced data and analytics to drive business decisions?

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3 **CP–9702**

CP–9703

Sub. Code
31036A

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Industry Integrated

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

(2017 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

Write short notes on :

1. CML

2. Market Index

3. Mutual fund

4. Portfolio

5. Technical Analysis

6. Hypothesis

7. Forward option

8. Future market

9. Hedge funds

10. ARR.

Part B (5 × 5 = 25)

Answer the following questions.

11. (a) Distinction between the financial and economic meaning of investment.

Or

(b) What are the various kinds of derivatives? Discuss the derivative market in India.

12. (a) List the limitations of Markowitz model of portfolio selection.

Or

(b) What is unsystematic risk? Explain the different types of unsystematic risk.

13. (a) Draw a diagram showing the theoretical SML and what it appears to took like based upon empirical testing?

Or

(b) Write short notes on :
(i) Coupon rate
(ii) Yield rate
(iii) Zero coupon bond
(iv) Default risk of a bond.

14. (a) A bond Rs. 1,000 was issued 5 years ago at a coupon rate of 6 percent. The Bond had a maturity period of 10 years and as of today, therefore, 5 more Years are left for final repayment at par. The market interest rate currently is 10 percent. Determine the value of the bond.

Or

(b) What are the main investment attraction of put and call option?

2 **CP–9703**

15. (a) What are the implications, if any, of the results of studies of mutual fund performance for the random-walk theory?

Or

(b) What is meant by the holding period yield of a portfolio? How is it calculated?

Part C (3 × 10 = 30)

Answer the following questions.

16. (a) "Investment is well grounded and carefully planned speculation". Discuss.

Or

(b) Explain the functions of market intermediaries in a public issue.

17. (a) Describe the Sharpe's single index model. How do you interpret α and β Parameters in the model?

Or

(b) Show a single example using probabilities where two securities have equal expected returns bur unequal variance or risk in return.

18. (a) What are the price charge? Describe the different type of price charge use the technical analysis.

Or

(b) Why may Sharpe's and Treynor's measures of performance give conflicting performance rankings?

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3

CP–9703

CP–9704

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Industry Integrated

STRATEGIC FINANCIAL MANAGEMENT

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

Write short notes on :

1. What is the component of capital budgeting?

2. Name any two venture capital forms.

3. What is stock split?

4. Explain any two important limitations of PBP method.

Short notes on :

5. Sell off

6. LBO

7. NPV Vs IRR

8. SWAP ratio

9. Merger

10. Arbitrage.

Part B (5 × 5 = 25)

Answer the following questions.

11. (a) What is SFM and discuss the objectives and importance.

Or

(b) How will you calculate weighted average cost of capital?

12. (a) When do merger make economic sense? Explain.

Or

(b) What do you mean by "tender offer"? What tactics are used by the target company to defend itself from the hostile takeover?

13. (a) What do you mean by financial analysis? Discuss the reliability and relevance of financial analysis.

Or

(b) What is working capital? And explain the factors affecting the working capital requirement.

14. (a) Explain in detail legal aspects of leasing. What are the contents of a Lease agreement?

Or

(b) Write short notes on (i) shop stock (ii) hire purchase (iii) interest suspense account.

15. (a) What are the basic financial decisions? How do they involve risk return trade off?

Or

(b) Briefly explain the comparison of the financial health of an organization with that of competitors.

2 **CP–9704**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Distinction between operating and financial leverage.

Or

(b) Define Dividend. Explain the theories of dividend with example.

17. (a) Explain Modigliani-Miller approach on cost of capital (MM approach).

Or

(b) Explain Walter's dividend modal and mention the criticism of the same.

18. (a) Write detailed notes on SMML and CML in the light of assumptions of CAPM.

Or

(b) The following data is available in respect of two mutually exclusive projects to be considered by the management for investment.

Cash flows before depreciation

Year	Project X (Rs.)	Project Y (Rs.)
1	60,000	90,000
2	75,000	1,50,000
3	1,20,000	1,75,000
4	1,80,000	1,25,000
5	2,50,000	50,000

3 **CP–9704**

Project X cost Rs. 2,75,000 and project Y cost Rs. 3,00,000. An investment of this type is expected to earn a discounted rate of at least 12%. You are required to determine the more desirable project by (i) NPV method (ii) PI method (iii) Payback period method.

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4

CP–9705

Sub. Code
31037 A

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Industry Integrated

PERFORMANCE MANAGEMENT AND COMPETENCY MAPPING

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define : Performance Management.

2.   List out HR activities.

3.   Define: Performance Planning.

4.   What are the performance dimensions?

5.   What do you mean by performance dimensions?

6.   Define: Sense making.

7.   Define: Performance Management System.

8.   What is Communication plan in Performance Management System?

9.   What do you mean by Balanced Scorecard?

10.   What is the team performance?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the benefits of performance management?

Or

(b) Explain the link between performance and reward management.

12. (a) Discuss the various approaches to measure employee performance.

Or

(b) How to measure employee behaviours and results?

13. (a) Distinguish between performance management and performance appraisal.

Or

(b) Explain the characteristics of rater and the ratee in performance management.

14. (a) How to develop a performance management system?

Or

(b) Explain the process of training program for rater and ratee.

15. (a) Give a brief note on designing and implementing the new approaches of competency mapping.

Or

(b) Discuss the Performance Management with Individuals and Teams.

2 **CP–9705**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail on the key considerations of Performance Management.

Or

(b) Explore the contributions of performance management to people and organizations.

17. (a) Explain the process of Performance Measurement System.

Or

(b) What is Sense-Making? Discuss with example.

18. (a) Discuss the stages in the Development and Implementation of Performance Management System.

Or

(b) Discuss on how to build a productive and engaged workforce.

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3 **CP–9705**

CP–9706		Sub. Code 31037C

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Industry Integrated

HR ANALYTICS

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is HR Analytics?

2.   List out the benefits of HR Analytics.

3.   What do you mean by HR Decision-making?

4.   What do you know about HR Dashboards?

5.   What is Talent Analytics?

6.   What is Predictive Analytics?

7.   What is Big Data in HR?

8.   Define : Root Cause Analysis.

9.   List out the different phases of HR Analytics.

10.   Mention the techniques of Predictive Analytics.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the importance of aligning human resource processes with business strategy.

Or

(b) Discuss the ethical issues in HR Analytics.

12. (a) Explain the components of Human Resource Information System.

Or

(b) Discuss about the HR Metrics and their impact on Business.

13. (a) Explain the stages of employee value proposition.

Or

(b) How to use HR Analytics to optimize talent processes?

14. (a) What are the steps for HR Data Collection?

Or

(b) How datafication of Human Resource is changing the way employees work?

15. (a) Explain predictive analytics with suitable examples.

Or

(b) How Human Resources Analytics Software solves issues?

2

CP–9706

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborately discuss the framework of HR Analytics.

Or

(b) Discuss the step-by-step HR business process to apply analytics.

17. (a) Explain in detail on Sustainability in HR Decisions.

Or

(b) How to perform a root cause analysis? Discuss in detail.

18. (a) Give a detailed account on different phases of HR Analytics.

Or

(b) Explain in detail on Predictive Analytics Tools and Techniques in HR Analytics.

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CP–9706

CP–9707	Sub. Code 31038B

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Industry Integrated

SERVICE OPERATIONS MANAGEMENT

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is Service Operations Management?

2.   What are the types of services?

3.   What do you mean by Service Design?

4.   Define : Services cape.

5.   Define : Service Quality.

6.   What is Service Recovery'?

7.   What is Yield Management?

8.   Write a short note on Newsvendor model.

9.   What do you mean by Wailing Time Management?

10.   What is Data Envelopment Analysis?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the key elements of a Service System.

Or

(b) Discuss the implications for service design.

12. (a) Explain the new service development process.

Or

(b) How to create a service blueprint?

13. (a) Explain about Gaps in Service Quality.

Or

(b) Discuss the determinants of service quality.

14. (a) What are the elements of yield management system? Explain.

Or

(b) Elucidate the characteristics of inventory management specific to services.

15. (a) Compare and contrast the Qualitative and Quantitative understanding of waiting lines.

Or

(b) Explain about waiting time management.

2 **CP–9707**

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail and characteristics and classification of services.

Or

(b) Discuss the components of Managing Service Experience.

17. (a) How can you improve delivery of services to customers? Discuss.

Or

(b) Give a detailed account on Yield Management.

18. (a) Discuss in detail on how to avoid stock-outs and increase service efficiency.

Or

(b) Critically enumerate on the psychology of queuing models.

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CP–9707