C–0532	Sub. Code 31011

M.B.A. DEGREE EXAMINATION, APRIL 2019

First Semester

Industry Integrated

ACCOUNTING FOR DECISION MAKING

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define accounting purpose is saved by accounting.

2.   What is meaning of ratio analysis?

3.   Write short notes on cost of goods sold, window dressing.

4.   What is meant by contribution?

5.   What is a stock exchange?

6.   Define zero base budgeting.

7.   What is a cash flow statement?

8.   What is BEP?

9. What is CVP Analysis? Explains is utility to management in decision making process?

10. Define variances.

Part B (5 × 5 = 25)

Answer **five** questions.

11. (a) Discuss the role and activities of an accountant.

Or

(b) Explain the limitation of the ratio analysis.

12. (a) Discuss briefly the basic convention of accounting.

Or

(b)

Particulars	Rs.	Particulars	Rs.
Share capital	30,000	Fixed assets	16,500
Creditor	8,000	Cash	1,000
Bills payable	2,000	Book debts	6,000
Bank O/D	3,500	Bills receivable	2,000
		Stock	17,500
		Prepaid Exp	500
	43,500		43,500

Calculate

(i) Current ratio and

(ii) Liquid ratio.

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13. (a) Distinguish between fixed budget and flexible budget.

Or

(b) A manufacturing company submit the following figures of product for the first quarter of 2004

Sales (In units)   January – 2,50,000

February – 2,40,000

March – 2,60,000

Selling price per unit Rs.100

Target of 1ˢᵗ Quarter of 2004

Sales quantity increase 20%

Sales price increase 10%

Prepare sales budget for the first quarter of 2005.

14. (a) Explain the frame work of balanced score card.

Or

(b) From the following profit and loss account you are required to compute cash from operation

Particulars	Rs.	Particulars	Rs.
To Rent	3,000	By Gross profit	30,000
To Salaries	4,000	By Profit on sale of	
To Depreciation	3,000	machinery	5,000
To Goodwill written off	3,000		
To Loss on sale of shares	3,000		
To provision for taxation	4,000		
Net Profit	15,000		
	35,000		35,000

3   **C–0532**

15. (a) Briefly explain the meaning of short tam as it relation to short term decision.

Or

(b) Calculate Material Cost Variance from the following information:

Standard Price of material per kg = Rs.4

Standard Usage of materials = 800 kgs

Actual Usage of materials = 920 kgs

Actual Price of materials per kg = Rs.3

Actual Cost of materials = Rs.2,760

Standard cost of material for actual production = Rs.3,200

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the different types of ratio? Explain any three ratio in each category with their significances.

Or

(b) From the following details find out

(i) P/V Ratio

(ii) REP,

(iii) Margin of safety.

Sales 1,00,000

Variable cost 60,000

Fixed costs 20,000

Net profit 20,000

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17. (a) Describe different method of preparing cash flow statement.

Or

(b) From the following data a 5000 Units, Prepare a flexible budget for 10000 units

Materials	25,000
Labour	15,000
Power (80% variables)	1,500
Repairs (50% Variables)	2,000
Stores	750
Selling over heads (50% fixed)	3,000
Depreciation	10,000

18. (a) Explain the term international accounting, What are important reasons for studying accounting in the global context?

Or

(b) Using information compute the balance items a firm having sales of Rs.36,00,000

Sales/Total assets	3
Sales/Fixed asset	5
Sales/Current Assets	7.5

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Sales/Inventories	20
Sales/Debtor	15
Current Ratio	2
Total Assets/Net worth	2.5
Debt/Equity	1

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C–0533		Sub. Code
		31012

M.B.A. DEGREE EXAMINATION, APRIL 2019

First Semester

Industry Integrated

BUSINESS COMMUNICATION

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What are the 4Cs of the effective communication?

2. How self development helps in better communication?

3. What is public speaking?

4. Write short note on monologues.

5. What is Delphi technique?

6. Write any two importances of minutes?

7. What makes e-mail different?

8. How a memo is different from a letter?

9. What is mean by complaint letter?

10. Give any three guidelines for responding to order.

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

Answer **all** questions.

11. (a) Briefly explain the different types of communication.

Or

(b) Explain body language.

12. (a) What strategy would you adopt to make a sale presentation?

Or

(b) State the kinds of presentation.

13. (a) Explain the concept of group discussion.

Or

(b) Give the ingredients of a group discussion.

14. (a) State the essentials of good business letter.

Or

(b) Give the guidelines for drafting a tender notice.

15. (a) Place an order for readymade garments (specifying the items) with lee garments asking for asking for a delivery 15 days before Dashehra.

Or

(b) Give the guidelines for writing a complain letter.

2 **C–0533**

Part C   (3 × 10 = 30)

Answer **all** questions.

16.   (a)   Briefly   explain   the   different   types   of communication.

Or

(b)   Outline the tips for an effective presentation.

17.   (a)   Summarize various techniques of group decision-making.

Or

(b)   Explain the structure of a business letter.

18.   (a)   Draft a specimen adjustment letter.

Or

(b)   Write an adjustment letter for refund of damaged goods.

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3   **C–0533**

C–0534	Sub. Code
	31013

M.B.A. DEGREE EXAMINATION, APRIL 2019

First Semester

Industry Integrated

ECONOMICS FOR MANAGERS

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1.   What do you mean by Economic Objectives of Firms?

2.   What is Elasticity of Demand?

3.   Define: Oligopoly.

4.   Write a short note on Cartel Theory.

5.   What are the components of Macroeconomics?

6.   Why does Inflation happen?

7.   What are the main instruments of Fiscal Policy?

8.   Write a short on Money Aggregates.

9.   Define Balance of Payment.

10. What is Business Process Reengineering?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) How does the circular flow of economic activity generate wealth?

Or

(b) Explain the theory of consumer choice.

12. (a) How to Calculate the Break Even Point? Explain.

Or

(b) Distinguish between Price Competition and Non-Price Competition.

13. (a) What are the major methods of measuring National Income?

Or

(b) Explain the role of economic policy in development.

14. (a) How union budget is prepared in India?

Or

(b) Explain the functions and responsibilities of the Central Bank.

15. (a) Elucidate the Exchange Rate System in India.

Or

(b) Give an overview about Macroeconomics and Business Cycles.

2 **C–0534**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail on the role of Profit in Market System.

Or

(b) Give a detailed account on Econometric Issues and Methods in the Estimation of Production Functions.

17. (a) How does Government Regulations foster competition? Discuss.

Or

(b) Elucidate the relationship between inflation and unemployment in India.

18. (a) Discuss in detail on how Exchange Rates Work and what affects them?

Or

(b) Critically evaluate on recent developments in the International monetary system and their implications for international economic relations.

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C–0535	Sub. Code
	31014

M.B.A. DEGREE EXAMINATION, APRIL 2019

First Semester

Industry Integrated

MARKETING MANAGEMENT

(2017 onwards)

Time : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　(10 × 2 = 20)

Answer **all** questions.

1.　Define Marketing management

2.　What are the 4Ps in Marketing?

3.　What is meant by Physical Evidence?

4.　What is controlling in Marketing?

5.　What is meant by Heterogeneous?

6.　Define Branding.

7.　Define pricing.

8.　What is meant by promotion mix?

9.　What is placement?

10.　What is meant by Logistics Management?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Enumerate the marketing mix strategies for services.

Or

(b) Explain the Functions of Marketing.

12. (a) Explain development model of effective Marketing Mix

Or

(b) Explain the element of marketing control.

13. (a) What are the Importance of branding?

Or

(b) Explain product life cycle.

14. (a) What are the four main pricing strategies?

Or

(b) Explain the nonverbal communication give five examples for non verbal communication?

15. (a) What are the advantages of channel management strategies?

Or

(b) How would you compare retailing and wholesaling?

2 **C–0535**

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

Answer **all** questions.

16. (a) What are the major function of marketing research and briefly describe the steps in the marketing research process?

Or

(b) Write briefly explain the modern components of the product mix.

17. (a) Explain the new product development.

Or

(b) Explain the product mix pricing strategies.

18. (a) Discuss the budget allocation decision in marketing communication.

Or

(b) What consideration should be taken into account while selecting the chennels of distribution? Explain them with suitable examples.

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C–0536	Sub. Code
	31015

M.B.A DEGREE EXAMINATION, APRIL 2019

First Semester

Industry Integrated

ORGANIZATIONAL BEHAVIOUR

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What are the foundations of OB?

2. What are the contributing disciplines to OB?

3. Define : Learning.

4. Write short notes on Personality Tests.

5. Define : Motivation.

6. What is Job Satisfaction?

7. What is Grapevine Communication?

8. What are the different styles of Leadership?

9. What Is Third Party Negotiation?

10. Define : Organizational Change.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the emergence of Organizational Behaviour as a discipline.

Or

(b) Bring out the Chalienges and Opportunities for Managers in using OB concepts.

12. (a) Explain the theories of Personality.

Or

(b) Briefly discuss about Operant Conditioning theory of Learning.

13. (a) Briefly discuss about the types of Attitudes.

Or

(b) Explain the role of Psychological Contract on Employee Commitment.

14. (a) Explain the importance and functions of Communication in an organization.

Or

(b) Discuss the stages of Group Development with an example.

15. (a) Explain the principles of mediation and the role of Third Parties in Peace processes.

Or

(b) What are the forces of organizational change? How to manage the planned change?

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail on Application of OB Concepts in Organizational Management.

Or

(b) Explain the significance of Perception in Organizational Behaviour.

17. (a) Discuss the Organizational Commitment and Psychological Contract among the employees.

Or

(b) Explain in detail on the process of interpersonal communication.

18. (a) Elaborately discuss on various considerations regarding the Conflict Management.

Or

(b) Discuss In detail on Resistance to change and how to overcome the resistance.

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3 **C–0536**

C–0537	Sub. Code
	31016

M.B.A. DEGREE EXAMINATION, APRIL 2019

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 Linear Programming?

2.   What do you mean by Open Source Solver?

3.   What is Integer?

4.   Define Open Source Model.

5.   What do you mean by Network Model?

6.   Write a short note on minimum cost flow.

7.   Define Project Scheduling.

8.   What is waiting line system?

9.   What are the types of Computer Simulation?

10. What is Decision Analysis?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) "Mathematical programs are simply the presentation of an optimization in a mathematically precise form" — Explain.

Or

(b) List out the properties of Linear Programming Model.

12. (a) What is a mixed integer programming problem?

Or

(b) Explain the different types of Integer Programming models.

13. (a) What is degeneracy in a transportation problem? How is it resolved?

Or

(b) How are the maximization problems solved using transportation model?

14. (a) Explain about how the estimated time for each activity for PERT network is represented by a probability distribution.

Or

(b) How performance characteristics are calculated for different waiting line systems?

15. (a) Give a detailed account on Monte-Carlo Simulation Method.

Or

(b) Discuss the important criteria for decision analysis of a successful project management.

2 **C–0537**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Illustrate graphically the following special cases of linear programming problems:

 (i) Multiply optimal solutions,

 (ii) No feasible solution

 (iii) Unbounded problem.

Or

 (b) Explain the merits and demerits of "rounding off" a continuous optimal solution to an LPP to obtain an integer solution.

17. (a) Develop a network representation of the transportation problem for a company that manufactures products at three plants and ships them to three warehouses. The plant capacities and warehouse demands are shown in the following table:

The transportations cost per unit (in Rs.) is given in matrix. (interpret the output format by using commercial solvers)

Plant	Warehouse			Plant Capacity (No. of Units)
	W1	W2	W3	
P1	22	18	26	350
P2	12	12	10	450
P3	14	20	10	200
Warehouse demand (No. of units)	250	450	300	

Or

3 C–0537

C–0538

Sub. Code
31021

M.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Industry Integrated

BUSINESS RESEARCH METHODS

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. List out the types of Measurement Scales.

2. What do you mean by Sampling?

3. What is Tally Mark?

4. Define Hypothesis.

5. Define ANOVA.

6. List out the various types of Regression Analysis.

7. What is Discriminant Analysis?

8. What is the purpose of Factor Analysis?

9. Define Cluster Analysis.

10. What is a Cojoint Analysis?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain a research design in qualitative research with example.

Or

(b) Describe the steps Involved in a questionnaire design.

12. (a) Explain the process of Cross-Tabulation by using SPSS.

Or

(b) What are the steps in testing a hypothesis?

13. (a) Distinguish between ANOVA and ANCOVA.

Or

(b) Compare and Contrast Correlation with Regression.

14. (a) Describe the steps in Logit Analysis by using SPSS.

Or

(b) How to interpret factor scores from Exploratory Factor Analysis?

15. (a) Explain about Multidimensional Scaling in Business Research.

Or

(b) Describe the applications of Multidimensional Scaling.

2 **C–0538**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail on various types of Sampling Methods.

Or

(b) How to perform two sample Hypothesis Test with Independent Samples?

17. (a) How to interpret results of Regression Analysis :

'p' – values and 'Co-efficients'?

Or

(b) How does SPSS work in stepwise method of discriminant function analysis?

18. (a) How to analyze and read the output of SPSS K-Means Cluster Analysis?

Or

(b) Explain on how to interpret the conjoint analysis results.

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C–0539	Sub. Code
	31022

M.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Industry Integrated

CORPORATE FINANCE

(2017 onwards)

Time : Three Hours   Maximum : 75 Marks

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

Answer **ALL** questions.

1.   What is meant by Portfolio?

2.   What is meant by Risk?

3.   What is Venture capital?

4.   What is meant by 'Bond'?

5.   Define Cost

6.   Define cost of capital

7.   What is Dividend?

8.   What is MM hypothesis?

9.   What is meant by Current Asses?

10. What is meant by Inventory Receivables?

Part B (5 × 5 = 25)

Answer **ALL** questions

11. (a) What are the forms of Investment?

Or

(b) What are the components of Returns?

12. (a) Explain the features of Leasing

Or

(b) Explain the kinds of Debentures

13. (a) Explain the significance of Cost of Capital.

Or

(b) What are the classifications of Cost.

14. (a) Explain the assumption of Walter's model

Or

(b) Explain the MM Hypothesis of dividend irrelevance?

15. (a) What are the elements of Working Capital?

Or

(b) What are the sources of short term finance?

Part C (3 × 10 = 30)

Answer **ALL** questions.

16. (a) Explain Markowitz portfolio theory?

Or

(b) What are the factors affecting the capital struture?

2 $\boxed{\textbf{C–0539}}$

17. (a) Briefly explain the various dividend policy?

    Or

    (b) Determinants of Working Capital?

18. (a) What are the various forms of venture financing available India?

    Or

    (b) What are the types of cash management?

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3   **C–0539**

C–0540	Sub. Code
	31023

M.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Industry Integrated

GLOBAL BUSINESS ENVIRONMENT

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is the basic law of Supply and Demand?

2. What is an absolute advantage in Global Business Environment?

3. What do you mean by the Terms of Trade?

4. Write a short note on Winners and Losers in the Global Economy.

5. Write a short note on the Law of One Price.

6. What do you mean by Domestic Politics of Trade?

7. What is a Foreign Investment?

8. Write a short note on IMF.

9. What do you know about the World Bank?

10. What is economic inequality?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the relationship between Supply and Demand.

Or

(b) Distinguish between absolute and comparative advantage.

12. (a) What are the barriers to international trade?

Or

(b) Explain about the economics and politics of international trade.

13. (a) Describe about international trade and development.

Or

(b) How does Interest rate affect exchange rates?

14. (a) Explain about the Global Financial Crisis and its impact on Asia and Policy Challenges.

Or

(b) Discuss the various sustainable development strategies.

15. (a) Explain about Migration and Development.

Or

(b) Give a brief account on emerging frontiers in the global economy.

2

C–0540

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) How do complements and substitutes affect demand in global business environment? Discuss.

Or

(b) Discuss in detail on the competitive advantages of international business.

17. (a) Elucidate the components of the balance of payments in detail.

Or

(b) What future for the Eurozone? Does the risk of break-up still exist?

18. (a) What do you know about migration and Development? Discuss.

Or

(b) Give a detailed account on International Economics by Robert Carbaugh 13th edition.

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3   **C–0540**

C–0541	Sub. Code
	31024

M.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Industry Integrated

HUMAN RESOURCE MANAGEMENT

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1.   What is human resource management?

2.   What are the main functions of HRM?

3.   Define- job analysis.

4.   What is human resource planning?

5.   What is internal and external recruiting?

6.   Who is HR manager?

7.   What is good appraisal system?

8.   What is performance appraisal?

9.   What do you meant rewarding?

10. Define compensation.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain Significant of the HRM in effective management system.

Or

(b) What are the advantages of strategic human resource planning? Explain it.

12. (a) Explain methods of job analysis and its scope.

Or

(b) Explain various models of human resource planning.

13. (a) Explain various strategic issues in recruitment.

Or

(b) Explain various tools used in selection process.

14. (a) What are functions involving performance appraisal process? Explain.

Or

(b) Discuss the significance of self-managed teams.

15. (a) What are components of "needs assessment phase" in HRD? Explain.

Or

(b) Explain modern motivational issues in human resource development.

2 **C–0541**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the history of human resources management.

Or

(b) Discuss various challenges to human resource management.

17. (a) Explain about job description and job specification.

Or

(b) Discuss the objectives good appraisal system.

18. (a) Explain importance of training phase.

Or

(b) Explain the advantages of compensation policy.

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3 **C–0541**

C–0542	Sub. Code
	31026

M.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Industry Integrated

OPERATIONS MANAGEMENT

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1.   What is Forecasting?

2.   What are the major elements of Plant Layout?

3.   What is meant by EOQ?

4.   Write a short note on Pareto Analysis.

5.   How does an MRP work?

6.   What do you mean by Scheduling?

7.   Define: Quality Assurance System.

8.   What are the types of capacity planning?

9.   What is aggregate planning?

10.   What is job production method?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the top priorities for Operations Managers? Explain.

Or

(b) Explain about the various techniques for forecasting in operations management.

12. (a) How Inventory Control Systems Work?

Or

(b) Explain the various types of Inventory in operations management.

13. (a) What is MRP and what are its advantages and disadvantages?

Or

(b) Distinguish between Sequencing and Scheduling.

14. (a) What are the key elements of Total Quality Management?

Or

(b) Discuss the various quality assurance techniques.

15. (a) How to design and manage service operations system?

Or

(b) Discuss the importance of scheduling.

2 **C–0542**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail on the key functions of Operations Management.

Or

(b) Give a detailed account on various types of inventories.

17. (a) Elaborately discuss on aggregate planning in operation management.

Or

(b) Discuss the application of a structured approach to the basic implementation of quality management tools and techniques.

18. (a) Elucidate clearly on ISO 9000 Series of Quality Management and Assurance Standards.

Or

(b) Critically examine on the advantages and disadvantages of job shop production?

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C–0543	Sub. Code 31032

M.B.A. DEGREE EXAMINATION, APRIL 2019

Third Semester

Industry Integrated

STRATEGIC MANAGEMENT

(2017 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. What is Strategy Formulation?

2. What do you mean by Environmental Analysis?

3. What is meant by Industry Structure?

4. Define: Competitive Advantage.

5. What is Strategic Alliance?

6. What is Portfolio Analysis?

7. What is Organizational Structure?

8. What is Power and Politics?

9. What do you mean by Corporate Social Responsibility?

10. Write a short note on strategic evaluation.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the strategic management process.

Or

(b) Explain about Organizational Appraisal.

12. (a) Explain about PEST Analysis.

Or

(b) Discuss about Globalization and Industry Structure.

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

Or

(b) Discuss about distinctive competitiveness.

14. (a) Describe the steps involved in designing organizational structure.

Or

(b) What is strategic change in an organization?

15. (a) Explain the perspectives of the balanced scorecard.

Or

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

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 Porter's Sustainable Competitive Advantage Model.

2 $\boxed{\textbf{C–0543}}$

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

Or

(b) Elucidate the techniques of strategic evaluation and control.

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

Or

(b) How emerging market firms compete in global markets? Discuss.

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C–0543

C–0544	Sub. Code
	31033

M.B.A. (Industry Integrated) DEGREE EXAMINATION, APRIL 2019

Third Semester

PROJECT MANAGEMENT

(2017 onwards)

Time : 3 Hours　　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1. What is project?

2. How are project manager selected?

3. What is meant by project formulation?

4. What are the factors involved in selecting a project team?

5. Explain the steps in project management planning process.

6. What is Project Appraisal?

7. What do you understand by project scheduling?

8. What is project communication?

9. What is project audit?

10. What do you understand by PERT?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain different types of project.

Or

(b) What are the role of project manager?

12. (a) What is SWOT analysis and how it can be done?

Or

(b) What are the different phases of project formulation?

13. (a) What are the required information for the proper project appraisal?

Or

(b) Describe the different stages in the project appraisal process.

14. (a) Describe the different goals of project planning.

Or

(b) What is early start schedule and late start schedule?

15. (a) Explain the importance of project procedure manual.

Or

(b) What is Matrix organisation? Explain its significance.

2 **C–0544**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the role of Project Manager in successfully administering a project.

Or

(b) "Formulation of projects involves scientific procedure" – Elucidate.

17. (a) Explain the different methods of profitability appraisal of a project.

Or

(b) Explain the process of project cost monitoring.

18. (a) Describe the pre requisites for successful project implementation.

Or

(b) What are the functions of project control?

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3 **C–0544**

C–0545

Sub. Code
31034A

M.B.A. DEGREE EXAMINATION, APRIL 2019

Third Semester

Industry Integrated

CONSUMER BEHAVIOUR

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Enumerate the determinants of consumer behaviour.

2.   Buying motives.

3.   Consumerism.

4.   Product perception.

5.   Repeat purchase.

6.   Cross culture consumer behaviour.

7.   Religious diversity.

8.   Customer retention.

9.   Outline the concept of life style positioning.

10. Ethnic sub-culture.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What individual factors influence the consumer behaviour?

Or

(b) Explain Howard- seth model of buyer behaviour.

12. (a) How does attitude influence buyer to make decisions? Give reasons.

Or

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

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

Or

(b) Explain the elements of marketing strategies in consumer behaviour.

14. (a) Explain with appropriate example the post purchase process.

Or

(b) Explain buying habits and buying process with appropriate examples.

15. (a) Explain the major ways in which consumer use information derived from their explain the major ways in which consumer use information derived from their environment.

Or

(b) What are the objects of the central consumer protection council?

2

C–0545

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the buyer behavior models.

Or

(b) Discuss the consumer problems recognition process in detail.

17. (a) What are the various important buying motives?

Or

(b) When an individual is a member of several peer groups, his consuming activities likely to be effected by all groups? Explain.

18. (a) Explain the consumer decision making process.

Or

(b) What is "dissonance"? Explain the implication of dissonance in post purchase behavior.

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C–0545

C–0546		Sub. Code
		31034B

M.B.A. DEGREE EXAMINATION, APRIL 2019

Third Semester

Industry Integrated

COMMERCIAL BANKING

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1. What is financial market?

2. What is reserve repo rate?

3. What is the meaning of credit cards?

4. What is Bank-assurance?

5. What do you mean by universal banking?

6. What is rural banking?

7. What is exchange rate?

8. Explain the forex management.

9. What is liquidity risk?

10. What is securitization?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the features of money market?

Or

(b) Explain various functions of commercial bank.

12. (a) What are the uses of credit cards?

Or

(b) What are the main functions of the high-tech banking?

13. (a) Enumerate the recent trends in the Corporate Banking in India.

Or

(b) What are the chief objectives of CRISIL?

14. (a) State the regulations of SEBI on the mutual funds.

Or

(b) What is the importance of mutual funds?

15. (a) State the advantages of futures market.

Or

(b) What is forex risk? Explain its benefits.

2 **C–0546**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the features of a developed money market?

Or

(b) Do you consider SEBI as an effective regulator of capital market – Discuss.

17. (a) Discuss the impact of credit cards to different sections of the economy.

Or

(b) How credit rating as a non-fund based activity promotes financial services?

18. (a) What are the components of foreign exchange markets?

Or

(b) Explain the present position of derivative markets in India.

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C–0546

C–0547		Sub. Code
		31035A

M.B.A. DEGREE EXAMINATION, APRIL 2019

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 Management.

2. What do you mean by Co Branding?

3. What is a Brand Positioning?

4. What Is Packaging?

5. What is Brand Resonance Pyramid?

6. What is Brand Value Chain?

7. What do you know about brand Hierarchies?

8. Define: Brand Revitalizaiton.

9. What is Standardization?

10. What is a Trade Mark?

Part B (5 × 5 = 25)

Answer **all** questions

11. (a) What are the key elements of branding?

Or

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

12. (a) Give a brief note on role of packaging in brand building.

Or

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

13. (a) Explain about customer based brand equity.

Or

(b) Distinguish between Corporate Design and Corporate Identity.

14. (a) Discuss about the formulation of the growing and sustaining brand strategies.

Or

(b) Explain the steps to brand reinforcement.

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

Or

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

C–0547

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) How positioning strategies affect co-branding outcomes? Discuss in detail.

Or

(b) Explain in detail on leveraging secondary brand associations to build brand equity.

17. (a) Discuss in detail about the Six A's of Marketing Performance Management for brands.

Or

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

18. (a) "Developed vs Emerging Markets: The Global Economic Power Struggle" - Critically Examine.

Or

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

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3

C–0547

C–0548	Sub. Code
	31035C

M.B.A. DEGREE EXAMINATION, APRIL 2019

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.   Define: digital marketing.

2.   What is social media?

3.   What is Search Engine Optimization?

4.   What do you mean by PPC?

5.   Write a short note on e-mail marketing.

6.   What are portals on the Internet?

7.   List out the different types of social media.

8.   Write a short note on Mobile Advertising.

9.   What do you know about Digital Analytics?

10.   What is Intelligence Reporting?

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

Answer **all** questions.

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

Or

(b) What are the characteristics of digital marketing?

12. (a) What are the benefits of SEO?

Or

(b) Explain the Search Campaign Process.

13. (a) What is Campaign Tracking? 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 Mobile App in digital marketing.

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

Or

(b) Discuss about business customized reporting.

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

Answer **all** questions.

16. (a) Discuss in detail In characteristics and implications of Digital Marketing.

Or

(b) What is search campaign process? Explain in detail on why it is important?

2 **C–0548**

17. (a) Give a detailed account on Digital Display Advertising.

Or

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

18. (a) Explain in detail on Real Time Reporting.

Or

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

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3

C–0548

C–0549	Sub. Code
	31036A

M.B.A. DEGREE EXAMINATION, APRIL 2019

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.   Odd lot trading.

2.   Relationship between Risk and Return.

3.   Fundamental Analysis.

4.   Buy back of shares.

5.   Derivatives.

6.   Hedge Funds.

7.   Portfolio selection.

8.   Industrial Life Cycle.

9.   Investment and Speculation.

10. ARR.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) "There is a trade-off between risk and return". Explain this statement.

Or

(b) Short notes on :

(i) Underwriting

(ii) Private placement

(iii) Prospects

(iv) Merchant Banker.

12. (a) What are some possible disadvantages of limit orders?

Or

(b) Distinguish between a feasible and an efficient portfolio is an inefficient portfolio ever a feasible portfolio.

13. (a) Explain the basic principles and hypothesis of Dow theory.

Or

(b) Write short notes on :

(i) Coupon rate

(ii) Yield rate

(iii) Zero coupon bond

(iv) Default risk of a bond.

2 **C–0549**

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?

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 **all** questions.

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

Or

(b) How does the OTC market differ from the organize exchanges?

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

Or

(b) How many inputs are needed for a portfolio analysis involving 60 securities if covariance are computed use in (i) The Markowitz technique. (ii) Sharpe's Index method?

3

C–0549

18. (a) Compare and Contrast efficient market hypothesis with fundamental and technical analysis.

Or

(b) What is SML? Explain the rationale behind it.

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4 C–0549

C–0550		Sub. Code
		31036C

M.B.A. DEGREE EXAMINATION, APRIL 2019

Third Semester

Industry Integrated

STRATEGIC FINANCIAL MANAGEMENT

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

Write briefly :

1. CAPM.

2. Dividend Policy.

3. LBO.

4. Acquisition.

5. WACC.

6. Financing strategy.

7. Hire-vendor.

8. Business planning.

9. Arbitrage.

10. Future value.

WSS

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the theories of capital structure.

    Or

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

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

    Or

    (b) Explain the need and importance of capital budgeting.

13. (a) What 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) "Leasing is beneficial to both lessor and lessee". Examine.

    Or

    (b) What is the difference between hire-purchase account and hire-purchase trading 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.

C–0550

Part C   (3 × 10 = 30)

Answer **all** questions.

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

Or

(b)   Explain the determinant of dividend policy.

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

Or

(b)   Explain Walter's dividend Modal and Mention the criticism of the same.

18. (a)   Discuss the types of leasing.

Or

(b)   Differentiate between leasing and hire-purchase.

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C–0551		Sub. Code
		31037A

M.B.A. DEGREE EXAMINATION, APRIL 2019

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: Competency Mapping.

2. What do you mean by Rewards?

3. What are the performance dimensions?

4. What is workplace behaviour?

5. Write a short note on Performance Appraisal.

6. What is sense-making?

7. List out the types of Performance Management System.

8. Mention the role Communication in Performance Management System.

9. What do you mean by Balanced Scorecard?

10. What is workforce engagement?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the contributions of performance management to an organization and its employees?

Or

(b) How to link performance management to rewards?

12. (a) Explain the purpose of performance planning.

Or

(b) Explain the dimensions of a high performance management system.

13. (a) Discuss the relationship between performance management and performance appraisal.

Or

(b) Explain the effectiveness of Rater and Ratee linkages in their Performance Management.

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

Or

(b) Explain the different types of rater-ratee training programmes.

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

Or

(b) How to build a productive and engaged workforce?

2 **C–0551**

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

Answer **all** questions.

16. (a) Discuss the factors that need to be considered when managing performance.

    Or

    (b) Explain the stages of the performance management process.

17. (a) Elucidate the importance of communication in performance management.

    Or

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

18. (a) Discuss in detail on how balanced scorecard is used as a performance measurement tool.

    Or

    (b) Explain how the individual performance affects the overall performance of the team.

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3   **C–0551**

C–0552		Sub. Code
		31037C

M.B.A. DEGREE EXAMINATION, APRIL 2019

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.   Mention the importance of HR Analytics.

3.   What do you mean by HRIS?

4.   What do you know about HR Metrics?

5.   What is Workforce Analytics?

6.   What is HR Forecasting?

7.   What is HR Reporting?

8.   Define : Root Cause Analysis.

9.   Distinguish between Data and Information.

10.   Mention the techniques of Predictive Analytics.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Trace the history and evolution of HR Analytics.

Or

(b) Discuss about the various models of HR Analytics.

12. (a) Explain about the statistical methods used in HR Research.

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) Discuss the role of HR in Information Transformation.

Or

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

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

Or

(b) How HR Analytics software service improve organizations?

2 **C–0552**

Part C   (3 × 10 = 30)

Answer **all** questions.

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

Or

(b) Discuss on how HR tools and techniques designed for growing organizations.

17. (a) How HR Analytics are important for organizational sustainability?

Or

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

18. (a) Give a detailed account on Big-Data Predictive Analytics.

Or

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

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C–0553	**Sub. Code**
	31038B

M.B.A. DEGREE EXAMINATION, APRIL 2019

Third Semester

Industry Integrated

SERVICE OPERATIONS MANAGEMENT

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. List out the various types of services.

2. What is Service Strategy?

3. What do you mean by Service Design?

4. What is service Blueprint?

5. Define: Service Quality.

6. What is Service Guarantees?

7. What is Yield Management?

8. Write a short note on Inventory Management in Services.

9. What do you mean by the Pervasiveness of Waiting Lines?

10. What do you know about Psychology of Queuing models?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the principles of service package strategy.

Or

(b) Discuss the environmental strategies and its impact on service operations management.

12. (a) What are the stages of new service development?

Or

(b) What is Service Design? How will you design a new way of service and develop relationship with customers?

13. (a) Discuss importance of Service Quality.

Or

(b) Discuss the determinants of service quality.

14. (a) Explain the various approaches to allocating capacity.

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 on how data envelopment analysis works?

2 **C–0553**

Part C (3 × 10 = 30)

Answer **all** questions.

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

Or

(b) Explore the models of front and back office interface in service operations management.

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

Or

(b) How will you measure the impact of increased product substitution on capacity decisions?

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

Or

(b) Explain about the waiting time management strategies for service operations.

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C–0553

C–0554	**Sub. Code**
	31041

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Industry Integrated

ENTREPRENEURSHIP

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Intrapreneur.

2.   What is the importance of Entrepreneurship?

3.   What is entrepreneurial motivation?

4.   What is Entrepreneurial change?

5.   Write note on project formulation.

6.   What is Ratio Analysis?

7.   List out the sources of finance.

8.   Define Institutional finance.

9.   Define Women entrepreneurship.

10.   What is rural entrepreneurship?

Part B　　　　　　(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the qualities of successful entrepreneur.

Or

(b) What are the differences between entrepreneur and intrapreneur?

12. (a) Explain the factors for mobility of entrepreneurs.

Or

(b) Explain the role of consultancy organisations is promoting entrepreneurs.

13. (a) What are the process of project management?

Or

(b) Explain in detail about preparation of project report.

14. (a) Explain in detail institutional aids for entrepreneurship development.

Or

(b) What are the process on appraisal of bank loans?

15. (a) What are the problems of entrepreneurs?

Or

(b) Explain the Women Entrepreneurship also explain the major role played by them in improving the economy of India.

2　　　　　　　C–0554

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain the role and importance of entrepreneurship in economic development with examples.

Or

(b) Explain Entrepreneurship, discuss its functions.

17. (a) What is Entrepreneurial mobility explain with its meaning and concept? Support your answer with motivation theories.

Or

(b) How important is the role of government in promoting entrepreneurship. Support your answer with example.

18. (a) Explain about the concept and methods of project evaluation.

Or

(b) Discuss the support provided by NSIC and SIDO to Small Scale Industry in the country.

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3 **C–0554**

C–0555	Sub. Code
	31042A

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Industry Integrated

SALES AND DISTRIBUTION MANAGEMENT

(2017 onwards)

Time : 3 Hours　　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　(10 × 2 = 20)

Answer **all** the questions.

1.　Define sales.

2.　What is sales forecasting?

3.　Define personal selling.

4.　What is negotiation?

5.　Define sales budgeting.

6.　What is sales force?

7.　What are the objectives of distribution?

8.　What is selling process?

9.　What are the various types of salesmen?

10.　How to select channel partners?

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Part B   (5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss the task and responsibility of sales manager.

Or

(b) Explain the sales objectives.

12. (a) Explain role of personal selling as a promotional mix.

Or

(b) Explain personal selling process.

13. (a) Explain the sales management process.

Or

(b) How do you evaluate performance of slaes management?

14. (a) Explain the channels of distribution.

Or

(b) What are the needs and importance of distribution channel?

15. (a) What are the types of marketing channels?

Or

(b) How do you design and manage of channel mix?

2   **C–0555**

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain the techniques used for personal selling.

Or

(b) Describe the qualities of sales manager.

17. (a) Explain the functions of sales management.

Or

(b) Explain the role and importance of intermediaries.

18. (a) Explain in detail about the motivational and compensation procedures for sales force.

Or

(b) Discuss the dealer functions at wholesale and retail level.

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3 C–0555

C–0556	Sub. Code 31042C

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Industry Integrated

E–BUSINESS

(CBCS – 2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. Define e–commerce.

2. What are the different e–commerce business models?

3. How does e–commerce works?

4. List the major benefits of e–commerce.

5. What are the features of e–commerce?

6. Differentiate between e–commerce and traditional commerce.

7. What is B_2C electronic commerce? Give an example.

8. List the online payment systems which are widely used now adays.

9. Write short note on online market research.

10. What are the benefits of e–commerce market to consumers?

Part B (5 × 5 = 25)

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

11. (a) Bring out the merits and demerits of credit cards.

Or

(b) Trace out the growth of e–commerce in India over the recent.

12. (a) Describe different types of e–business models.

Or

(b) What are the needs and importance of electronic transaction in modern world?

13. (a) Explain essential things that e–commerce sites should have.

Or

(b) Write note on www.

14. (a) Discuss the pros and cons of the internet for commerce.

Or

(b) Differentiate between B_2C business model and B_2B business model.

15. (a) Take an example of your own and design e–commerce strategies for the same.

Or

(b) Explain the process of working with digital signature.

2 C–0556

Part C (3 × 10 = 30)

Answer either (a) or (b) questions.

16. (a) Discuss the scope of the internet and web technologies in e–commerce.

Or

(b) Brief the types of e–commerce and its unique features.

17. (a) Describe the functions and features of electronic payment systems.

Or

(b) List down the steps to build an e–commerce website and explain its site tools.

18. (a) Discuss various types of e–commerce business models.

Or

(b) Write a brief note on online market research.

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C–0556

C–0557	Sub. Code
	31042D

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Industry Integrated

MERGER, ACQUISITION AND CORPORATE RESTRUCTURING

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Distinguish between Mergers and Acquisition.

2. What are the alternative take over strategies?

3. Write short notes on "Screening Process".

4. What is meant by integration plan?

5. What are the methods of financing mergers?

6. State the limitations of financial data in the valuation of mergers and acquisitions.

7. Write short notes on "Hostile acquisitions".

8. What are the indicators of successful acquisitions?

9. Explain the motives of Business Combinations.

10. How do you determine cost of acquisition?

Part B   (5 × 5 = 25)

Answer **all** the questions.

11. (a) What are the different types of merger? Discuss.

Or

(b) Explain the role of industry life cycle in merger.

12. (a) Discuss the five stage model of merger process.

Or

(b) What is SWOT Analysis?

13. (a) What is the meaning of financial restructuring? Why is it done?

Or

(b) Briefly discuss Porter's five forces.

14. (a) What are the possible causes for Mergers and Acquisitions failure?

Or

(b) Explain the challenges that emerge from Cross Border acquisitions.

15. (a) Discuss the impact of mergers and acquisitions on Shareholder value.

Or

(b) Discuss the strategic alliances as an alternative to mergers and acquisitions.

2   **C–0557**

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) Discuss the advantages and disadvantages of mergers and acquisitions.

Or

(b) Western Limited is considering merger with Eastern limited. Western Limited shares are currently traded at Rs.25. It has 200000 shares outstanding and its Earnings After Taxes (EAT) amount to Rs.400000. Eastern Ltd., has 100000 shares outstanding, its current market price per share is Rs.12.50 and its PAT is Rs.100000. The merger will be effected by means of a stock exchange. Eastern Ltd., has agreed to a plan under which Western Ltd., will offer the current market value of Eastern Limited shares:

   (i) What is the pre-merger EPS?

   (ii) What must be the exchange ratio be for Western Limited that pre and post merger EPS be the same?

17. (a) Explain the steps involved in implementation of mergers and acquisitions.

Or

(b) Explain the accounting methods for mergers and acquisitions and also explain tax aspects in mergers and acquisitions.

3   **C–0557**

18. (a) Discuss the analysis and valuation of privately held companies.

    Or

    (b) Explain different types of corporate restructuring along with its costs and benefits.

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C–0557

C–0558	Sub. Code
	31043C

MBA. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Industry - Integrated

MARKETING ANALYTICS

(2017 onwards)

Time : Three Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. Define marketing Analytics.

2. What is Metrics?

3. What do you mean by Market spending?

4. Write a note on customer life time value?

5. Expand CAGR.

6. Explain conjoint utility.

7. Define clusturing.

8. Mention the approaches for sales analytics.

9. What is meant by Campaign Management.

10. Give an examples for application of Predictive Model.

Part B (5 × 5 = 25)

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

11. (a) How do you link Marketing to Financial Consequences – Explain.

    Or

    (b) Discuss the role and importance of marketing metrix in strategic marketing decisions.

12. (a) Explain the various costs associated with profits.

    Or

    (b) How do you retain customers in business – Ellaburate.

13. (a) Discuss the concepts of Brand equity matrix.

    Or

    (b) List down the Factors that influence customer preference.

14. (a) Briefly discuss Neural Network.

    Or

    (b) Describe A.I approaches for sales analytics.

15. (a) What are the various types of campaigns.

    Or

    (b) Write a note on campaign management.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the need and importance of marketing analytics in today's business scenario.

    Or

    (b) How do companies spend to retain customers? Explain with suitable example.

2

C–0558

17. (a) What is customer preferences? Discuss the factors influencing customer preference.

Or

(b) Explain clustering and classification tree in marketing analytics.

18. (a) How do you design Campaigns? Explain with suitable examples.

Or

(b) Write short notes on:

(i) Campaign quality check

(ii) A/B – Testing.

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C–0558

C–0559	Sub. Code
	31044A

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Industry Integrated

FINANCIAL DERIVATIVES

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What do you understand by the term "Financial Derivatives"?

2. What is meant by Futures Contracts?

3. Write short notes on Currency Futures.

4. Define SWAP.

5. What is hedging?

6. What do you mean by Interest rate derivatives?

7. Define stock index futures.

8. What do you mean by stock indicies?

9. Write a note on marking to market.

10. What is meant by Exotic Option?

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

Answer **all** questions

11. (a) Discuss the evolution of Derivatives market in India.

Or

(b) Explain the functions of OTC derivates market.

12. (a) Describe the characteristics and settlement procedures of futures contract.

Or

(b) Explain the difference between future and option contract.

13. (a) Discuss the features and benefits of different types of forward contract.

Or

(b) Distinguish between: Intrinsic value option and time value option.

14. (a) Explain the valuation of Currency SWAP.

Or

(b) Explain different option pricing models.

15. (a) Explain the role of stock futures in the Indian Stock Market.

Or

(b) Explain the difference between a forward start option and a chooser option.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail the trading strategies in derivatives.

Or

(b) The spot price of gold is Rs.32,000 per 10gms. The quoted 1– year forward price of gold is Rs.34,000 per 10gms.

The 1–year Indian interest rate is 5% per annum No income or storage costs for gold.

Formulate the arbitrage opportunity for the above situation and determine the pay off position.

17. (a) Explain in detail the hedging mechanism using currency derivatives.

Or

(b) Discuss in detail Future, Prices, Forward prices and spot prices.

18. (a) Discuss the mechanism for valuation of financially engineered securities.

Or

(b) Discuss in detail the procedure for valuation of interest rate swaps.

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C–0559

C–0560	Sub. Code
	31045A

M.B.A DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Industry Integrated

INDUSTRIAL RELATIONS AND LABOUR LAWS

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is Industrial Relations?

2. Mention any two trade unions in India

3. What do you mean by industrial dispute?

4. Define employee grievance.

5. What is collective bargaining?

6. What do you mean by workers participation in management?

7. Define factory.

8. What do you mean by workers compensation?

9. What is the purpose of payment of wages act 1945?

10. Define the term Industry.

Part B   (5 × 5 = 25)

Answer **all** questions

11. (a) Discuss about the infrastructure that guides and directs industrial relations.

Or

(b) Explain the objectives and functions of trade union.

12. (a) Explain the causes for poor industrial relations.

Or

(b) Discuss the detail the mechanisms available to settle industrial disputes.

13. (a) Discuss the importance of collective bargaining.

Or

(b) Write short notes on workers participation in management.

14. (a) Describe the legal provisions related to the health and safety of workers in a factory

Or

(b) Discuss the objectives and functions of Employee's state insurance act, 1948.

15. (a) Explain the latest legislations under the Trade Union Act 1926.

Or

(b) Write about the important features in the minimum wages act 1948.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the various types of trade unions in India.

   Or

   (b) Explain the steps in grievance handling.

17. (a) Discuss in detail the procedure and conditions for effective collective bargaining.

   Or

   (b) Explain in detail the workman's compensation Act 1923.

18. (a) What are the salient features of Industrial Disputes Act 1947? Explain.

   Or

   (b) Write short notes on Employees Provident Funds and Miscellaneous Provision Act 1952.

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3   **C–0560**

C–0561	Sub. Code
	31046A

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Industry Integrated

SUPPLY CHAIN ANALYTICS

(2017 onwards)

Time : Three Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer all the questions.

1. Define SCA.

2. State the reasons for the importance of analytics in a supply chain?

3. What is Supply Chain strategy?

4. List the advantages of world wide sourcing.

5. What are the uncertainties in the Supply Chain?

6. What is SC restructuring?

7. What is agile Supply Chain?

8. Define reverse logistics

9. What is Supply Chain network?

10. Define risk pooling.

Part B (5 × 5 = 25)

Answer all questions

11. (a) Explain the impact of Supply Chain decision on success of the firm.

Or

(b) Identify the major drivers of Supply Chain performance/

12. (a) Discuss the importance of demand forecasting in Supply Chain.

Or

(b) How do SCA reduces inventory in shop floor?

13. (a) Explain the role and applications of predictive analysis in a Supply Chain.

Or

(b) Discuss the approaches for optimisation in Supply Chain.

14. (a) Discuss the design of logistics network using optimisation concept.

Or

(b) Discuss the concept of 3PL in a supply chain.

15. (a) Discuss the role of ICT in a Supply Chain.

Or

(b) Discuss the challenges in the introduction of Supply Chain Analytics in an organisation.

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Part C (3 × 10 = 30)

Answer all the questions.

16. (a) Discuss in detail the context of Supply Chain analytics today.

Or

(b) "Supply Chain Analytics aims to improve operational efficiency and effectiveness by enabling data-driven decisions" – Discuss.

17. (a) Explain the concept of descriptive Analytics in Supply Chain.

Or

(b) Discuss the scope of Supply Chain Analytics in India.

18. (a) Explain the importance of Network Planning in Supply Chain.

Or

(b) Discuss the role of Information Technology in the Supply Chain.

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C–0562		Sub. Code
		31047A

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Industry Integrated

BIG DATA ANALYTICS

(2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is Big data?

2.   Write note on HIVE.

3.   What is map reduce?

4.   Differentiate between SQL and NO SQL.

5.   List out some of the limitations of Hadoop architecture.

6.   Write note on filtering streams.

7.   What is link spam?

8.   Mention some of the applications of big data.

9.   Define Page Rank.

10.   What is collaborative filtering system.

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

Answer either (a) or (b) questions.

11. (a) What are the characteristics of big data.

Or

(b) Explain map reduce frame work.

12. (a) Write a note on Hadoop ecosystem.

Or

(b) Explain the steps of HITS algorithm.

13. (a) What is distance measures? Explain filtering streams in big data.

Or

(b) List the different issues and challenges in data stream query processing.

14. (a) Discuss the counting frequent items in a stream.

Or

(b) What is sensitive Rank? Discuss about the computation of Page Rank.

15. (a) Write note on Mining Social network graph.

Or

(b) Discuss the types of social networks.

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Part C (3 × 10 = 30)

Answer either (a) or (b) questions.

16. (a) What are the components of Hadoop frame work? Explain.

Or

(b) Explain various phases of Map reduce with diagram.

17. (a) Explain page rank algorithm with suitable example.

Or

(b) Explain working of HIVE with proper steps and diagram.

18. (a) Explain map reduce work flows.

Or

(b) Clearly explain how the CURE algorithm can be used to cluster big data sets.

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