C–4115	Sub. Code
	30111/30211

M.B.A. DEGREE EXAMINATION

M.B.A. BUSINESS ANALYTICS/ M.B.A. (DM AND E-COMMERCE)

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

MANAGEMENT CONCEPTS AND PRACTICES

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Management.

2.   Is Management – an art or science?

3.   Define Scientific Management.

4.   What are the roles played by a Manager?

5.   Define Planning.

6.   List out the types of Plans.

7.   Define Departmentation.

8.   What is the meaning of Centralization?

9.   Define Leadership.

10.   What is Horizontal Communication?

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

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

11. (a) Explain the Nature of Management in an organization.

Or

(b) Distinguish between Administration and Management.

12. (a) Explain the contribution of F.W. Taylor in the development of scientific management.

Or

(b) What is Fayol's administrative management? Explain.

13. (a) Describe the nature and importance of Planning.

Or

(b) Explain the steps involved in decision making.

14. (a) What are the various forms of organization of business and industrial enterprise?

Or

(b) Explain the various bases of departmentation.

15. (a) Describe the Maslow Hierarchy of needs theory.

Or

(b) Explain the different barriers to Communication.

2

C–4115

Part C (3 × 10 = 30)

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

16. (a) What are the functions of Management?

Or

(b) Can management be termed as a profession? Give arguments for and against the professionalism of management.

17. (a) Explain the various types of planning.

Or

(b) What are the barriers and difficulties of effective planning - Discuss.

18. (a) 'Coordination is considered as the essence of management' – Discuss.

Or

(b) Discuss in detail the control process of organization.

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C–4116	Sub. Code
	30112

M.B.A. DEGREE EXAMINATION

BUSINESS ANALYTICS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

ACCOUNTING FOR BUSINESS ANALYSIS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is double entry system?

2. What is meant by journal?

3. What is narration?

4. What do you understand by financial statement analysis?

5. What is funds from operation?

6. Define budgeting.

7. What is a break-even-chart?

8. Define marginal costing.

9. What is overhead?

10. What do you understand by WDV method of depreciation?

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

11. (a)   What are the objectives of preparing trial balance?

Or

  (b)   From the under mentioned balances, prepare a Trial balance as on 31.03.2010.

Opening stock	35,000	Machinery	60,000
Salaries	20,000	Sundry cr's	24,000
Sundry Dr's	50,000	Purchases	1,20,000
Wages	16,000	Cash	1,200
Sales	2,01,200	Furniture	15,000
Rent	10,000	B/R	20,000
Capital	1,00,000	B/P	22,000

12. (a)   What are the limitations of financial statements?

Or

  (b)   From the trading a/c calculate.

  (i)   GP ratio

  (ii)   Stock turnover ratio.

To opening stock	1,00,000	By sales	5,60,000
To purchases	3,50,000	By closing stock	1,00,000
To wages	9,000		
To G.P.	2,01,000		
	6,60,000		6,60,000

2

C–4116

13. (a) What are the benefits and defects of ZBB?

Or

(b) From the following data prepare a flexible budget for 75% and 100%.

A factory is presently working at 50% capacity and incomes.

Materials	1,50,000	Variable overhead	20,000
Wages	70,000	Semi-variable overhead (60% fixed)	30,000
Fixed overheads	80,000		

14. (a) Write briefly about cost-volume-profit analysis.

Or

(b) Calculate BEP (in units) and BEP (in rupees) from the following data.

Fixed cost ₹ 3,00,000

Variable cost per unit ₹ 20

Selling price per unit ₹ 30.

15. (a) What are the objectives of providing depreciation?

Or

(b) A machine was purchased for ₹ 60,000 on 1ˢᵗ Jan 2010 find out the depreciation under the sum of digits method assuming its useful life to be three years.

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Part C   (3 × 10 = 30)

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

16. (a)   Distinguish between trade discount and cash discount.

Or

(b)   Enter the following transaction in the proper subsidiary books of M/S Arun.

2010 May

1.	Bought goods from Karthick	1,500
2.	Sold goods to Murugan	1,400
5.	Senthil sold goods to us 1,000, trade discount 10%	
14.	Sold goods to Kumaran	1,200
18.	Purchased goods from Kandan	2,000
19.	Received goods returned by Murugan	1,400
20.	Returned goods to Senthil worth	90
30.	Goods returned by Kumaran	120

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17. (a) Following is balance sheet of a company for the year 2009 and 2010.

Balance sheet

Liabilities	2009	2010	Assets	2009	2010
Share capital	70,000	74,000	Goodwill	10,000	5,000
P and L a/c	10,740	11,360	Land	20,000	30,000
Debentures	12,000	6,000	Stock	49,200	42,700
Creditors	10,360	11,840	Dr's	14,900	17,700
			Cash	9,000	7,8000
	1,03,100	1,03,200		1,03,100	1,03,200

Adjustments :

(i) Dividends were paid ₹ 4,000.

(ii) Land purchased ₹ 10,000.

Prepare a fund flow statement.

Or

(b) How to prepare a cash flow statement and give the specimen of cash flow statement?

18. (a) Explain the difference between a forecast and a budget.

Or

(b) From the following information calculate :

(i) Break-even point

5

C–4116

(ii)   Sales required to earn a profit of ₹ 10,000

	₹
Sales	30,000
Variable expenses	14,000
Fixed expenses	13,000

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C–4117	Sub. Code
	30113

M.B.A. DEGREE EXAMINATION

BUSINESS ANALYTICS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

SPREADSHEET MODELLING

(2016 onwards)

Duration : 3 Hours　　　　　　　Maximum : 75 Marks

Part A　　　　　(10 × 2 = 20)

Answer **all** questions.

1. What is meant by a ribbon?

2. What are the options in the file menu?

3. How do you switch back and forth between Excel spreadsheets?

4. Define the term cell reference.

5. What is the definition of worksheet in spreadsheet?

6. What are the different data formats?

7. When is the absolute cell reference used?

8. How would you change the type of cell reference?

9. What is pivot table used for?

10. Define a slicer.

Part B   (5 × 5 = 25)

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

11. (a) How will you save a workbook in MS-Excel?

Or

(b) Write notes on hiding and un-hiding multiple sheets in worksheet.

12. (a) Write short notes on two types of cell references.

Or

(b) If you have problems with creating your Pivot Table, what are the things to be double checked?

13. (a) What is the function of the AutoFilter command? How do you use AutoFilter?

Or

(b) How to open a pivot table option and what are tabs under it?

14. (a) What are the SQL date functions and Excel date functions?

Or

(b) What is a lookup function? How do you use lookup?

15. (a) Write down certain functions of excel functions and what are their uses?

Or

(b) What are trace precedents in Excel and trace dependents? How are trace precedents used?

C–4117

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

16. (a) Write down certain tips for getting the most from a pivot table.

Or

(b) Write detailed notes on

(i) Automatically resizing the column width

(ii) Modifying column width

17. (a) Write in detail about cell orientation.

Or

(b) How to use the named cell ranges in formulae and how are the SUMIF and SUMIFS used in Excel?

18. (a) Shed lights on different types of graphs.

Or

(b) Write down the steps for

(i) Report layout in excel

(ii) Sort data based on key values in more than one column in Excel.

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C–4118	Sub. Code
	30114

M.B.A. DEGREE EXAMINATION

BUSINESS ANALYTICS
APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

STATISTICS FOR BUSINESS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1.   What is population?

2.   Define conditional probability.

3.   What is tabulation?

4.   What is permutation?

5.   Define binomial distribution.

6.   What do you understand by cluster sampling?

7.   What is alternative hypothesis?

8.   What is standard error?

9.   What is correlation?

10. Define χ^2.

Part B   (5 × 5 = 25)

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

11. (a) Mention the importance (or) application of statistics in various fields.

Or

(b) What are the limitations of statistics?

12. (a) Obtain the value of median from the following data 391, 384, 591, 407, 672, 522, 777, 753, 2488, 1490.

Or

(b) A pair of dice is thrown 4 times. If getting a doubtlet is considered a success. Find the probability of 2 successes.

13. (a) What is statistical inference and why is it important?

Or

(b) A bag contains 4 white and 6 black balls. Two balls are drawn at random. What is the probability that (i) both are white (ii) both are black?

14. (a) Explain the difference between simple and compound interest.

Or

(b) How do you calculate simple and compound interest?

15. (a) Explain the types of correlation any five.

Or

(b) Differentiate correlation and regression.

C–4118

Part C (3 × 10 = 30)

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

16. (a) Describe the scope of statistics.

Or

(b) Explain the general characteristics of Poisson distribution. Give three examples.

17. (a) State the procedure followed in testing a hypothesis.

Or

(b) Explain the concept of standard error.

18. (a) Calculate the Karl Pearson's coefficient of correlation from the following data.

X	9	8	7	6	5	4	3	2	1
Y	15	16	14	13	11	12	10	8	9

Or

(b) Explain the different types of data and what are the advantages of primary data.

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C–4118

C–4119	Sub. Code
	30115

M.B.A. DEGREE EXAMINATION

BUSINESS ANALYTICS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Explain the word "Analysis".

2.   What is consumer behaviour?

3.   Explain "Law of demand".

4.   What is demand equation?

5.   Trigger out the types of costs.

6.   Write about the scale of production.

7.   How to fix the p rice of any material?

8.   Write the types of markets.

9.   Explain about micro economics.

10.   Why timely decision is very important in business?

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

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

11. (a) Differentiate micro and macro economics.

                        Or

    (b) Explain in detail about consumer's economic behaviour.

12. (a) Write in detail about demand and supply.

                        Or

    (b) Write about the concept of equilibrium.

13. (a) Trigger out the benefits of quick managerial decisions.

                        Or

    (b) Explain in detail about production function.

14. (a) "Market structure" – Explain the concept.

                        Or

    (b) What is market characteristics?

15. (a) How Macro economics depend on prolonged business decisions?

                        Or

    (b) Explain in detail regarding national income computation.

                 2   C–4119

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

16. (a) Explain imperfect competition with suitable example.

Or

(b) Write in detail about business cycle and its properties.

17. (a) How the factors influence the price elasticity of demand?

Or

(b) What are the different types of price elasticity of demand?

18. (a) Explain in detail about market mechanism with real life example.

Or

(b) What are the reasons for inflation and its impact on people and business?

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C–4119

C–4120	Sub. Code
	30116

M.B.A. DEGREE EXAMINATION

BUSINESS ANALYTICS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

RESEARCH METODOLOGY

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is SPSS software?

2. What is variable view?

3. What is exploratory research?

4. Define questionnaire.

5. What is normalcy test?

6. Define bar charts.

7. What do you mean by Type I and Type II error?

8. What is parametric test?

9. Define correlation.

10. What is linear regression?

Part B   (5 × 5 = 25)

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

11. (a) Explain the various steps of storing data file in SPSS.

Or

(b) Explain the merits and limitations of using scaling techniques.

12. (a) Explain the various objectives of research.

Or

(b) What are the precautions to be observed in the preparation of questionnaire?

13. (a) Explain in details of bar charts and Pie charts.

Or

(b) Write short notes on :

(i) Probability plot and Q-Q plot.

(ii) Stem and leaf diagram.

14. (a) What do you understand by hypothesis? How is it formulate and tested?

Or

(b) Explain the procedure for testing hypothesis.

15. (a) Can you make a distinction between parametric and non-parametric test?

Or

(b) How do you conduct "T" test in regression table?

2   **C–4120**

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

16. (a) Explain the various steps and criteria for a good questionnaire.

Or

(b) What are the merits and limitations of interview as a method of data collection?

17. (a) Explain in details of univariate descriptive analysis and bivariate.

Or

(b) Explain type I and type II error with suitable example.

18. (a) Elaborate the steps to be taken in the application of multivariate regression with examples.

Or

(b) Explain the various types of coefficient of correlation.

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C–4120

M.B.A. DEGREE EXAMINATION

(COMMON FOR M.B.A. BUSINESS ANALYTICS/ M.B.A. DM AND E-COMMERCE)

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

WRITTEN ANALYSIS AND COMMUNICATION

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. Define communication.

2. Define situation of communication banking.

3. List out psychological barriers.

4. What is effective listening?

5. List out the different types of letters.

6. What are the parts of a letter?

7. How to organize a message?

8. Define memos.

9. Define oral communication.

10. Define non-verbal communication.

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

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

11. (a) Explain about the process of communication.

Or

(b) What are the different channels using in sending communication?

12. (a) Write a note on characteristics of good and poor listener.

Or

(b) Define barriers to effective listening.

13. (a) Explain about business correspondence through Emails.

Or

(b) Define a letter and it qualities, importance in business scenarios.

14. (a) Illustrate the elements of a report.

Or

(b) What are precautions to take writing a pleasant letter?

15. (a) Define interviewing. What are the steps to be follow for success.

Or

(b) Elaborate the concept of interaction of verbal vs non-verbal communication.

2   **C–4121**

Part C (3 × 10 = 30)

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

16. (a) Explain the basics of communication.

Or

(b) Elaborate different barriers to effective communication.

17. (a) Differentiate hearing vs listening.

Or

(b) Explain the importance of written communication for business scenario.

18. (a) Briefly the explain about letter, reports and memos which we are using in business.

Or

(b) Evaluate either oral/non-verbal communication is effective or both are necessary to load business.

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C–4121

C–4122		Sub. Code
		30121/30221

M.B.A. DEGREE EXAMINATION

COMMON FOR M.B.A. BUSINESS ANALYTICS/ M.B.A. DM AND E-COMMERCE

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

MARKETING MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define marketing.

2.   What is value capturing?

3.   Define market targeting.

4.   Define market segmentation.

5.   Explain product and price relation.

6.   Define about maturity stage.

7.   Explain what is brand.

8.   Define sales promotion.

9.   What are different channels for distribution?

10. Define direct marketing.

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

11. (a) In marketing management what is the need to understand market place and needs of the consumer – Explain.

    Or

    (b) Name the factors affecting buying decisions.

12. (a) Explain about consumer insight and its importance in marketing management.

    Or

    (b) Explain the role of market research in view of small business.

13. (a) Explain PLC and its stages.

    Or

    (b) What are the internal and external consideration affect pricing decisions?

14. (a) Evaluate advertising effectiveness in relation to promotion price.

    Or

    (b) Differentiate personal selling vs sales promotion.

15. (a) Explain the importance of channels of distribution in MM.

    Or

    (b) Define factors affecting consumer behaviour.

C–4122

Part C (3 × 10 = 30)

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

16. (a) Explain about the overview of marketing management in present scenario.

Or

(b) What is consumer behaviour? How it affect MM?

17. (a) Define market segmentation and its importance in MM.

Or

(b) In the present changing scenario what strategies promotes a new product.

18. (a) Explain the role of personal selling in MM.

Or

(b) How marketing channels and global trends are play a vital role in MM?

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C–4122

C–4123		Sub. Code
		30122/30222

M.B.A. DEGREE EXAMINATION

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

HUMAN RESOURCE MANAGEMENT

(Common for M.B.A. Business Analytics/M.B.A. DM and E-Commerce)

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   List out HR functions.

2.   What skills requirement a HR manager?

3.   Define strategic HRM.

4.   Define selection.

5.   What is induction?

6.   Explain the need of training.

7.   Name the different theories of remmuneration.

8.   Incentives – bonus – differentiate.

9.   What is repatriation?

10.   Define cross cultural training.

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

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

11. (a) Outline the role of HRM and its functions.

Or

(b) Explain what are the contemporary challenges in HRM.

12. (a) Enumerate the process of job evaluation.

Or

(b) Define recruitment. What recruitment methods are follow for manufacturing industry?

13. (a) What is T and W? Explain the process.

Or

(b) What is the need of PA in an organization?

14. (a) Define incentives importance and disadvantages.

Or

(b) Define fringe benefits.

15. (a) What factors are help to handle oversees employees?

Or

(b) Explain labour relations in international concept perspective.

2 C–4123

Part C   (3 × 10 = 30)

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

16. (a) Explain the changing perspective of HRM in view of globalisation (or) cross cultures.

Or

(b) Is HRP helps an organization growth. Explain.

17. (a) Explain the role of T and D in an organization.

Or

(b) Explain the importance of ideal remuneration system.

18. (a) Explain the significance of different benefits and service providing to in an environment.

Or

(b) Briefly explain the role of HRM in international business.

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3   **C–4123**

M.B.A. DEGREE EXAMINATION

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

(Common for M.B.A. Business Analysis / M.B.A. DM and E-Commerce)

FINANCIAL MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define financial management.

2.   What is meant by time value of money?

3.   What is cost of capital?

4.   What is retained earnings?

5.   What is YTM?

6.   Define profitability index.

7.   Define operating leverage.

8.   What is optimum capital structure?

9. What is operating cycle?

10. Define EOQ.

Part B (5 × 5 = 25)

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

11. (a) State the objectives of financial management.

Or

(b) Contrast the Profit maximization and wealth maximization.

12. (a) state any four methods of computing cost of equity.

Or

(b) What are the steps involved in calculating a firm's WACC?

13. (a) What is NPV? Discuss the steps involved in computation of NPV.

Or

(b) Explain the features of Bond.

14. (a) Distinguish between operating and financial leverage.

Or

(b) Discuss Modigilani Miller Approach.

15. (a) Explain briefly the motives for holding cash.

Or

(b) Give a note on different types of working capital.

2 C–4124

Part C (3 × 10 = 30)

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

16. (a) Explain in detail about the Modern approach.

Or

(b) Discuss the interface of financial management with other areas of disciplines.

17. (a) Sholapur Pulp and Paper Mills has the following information.

Source of Finance	BV Weight (%)	MV Weight (%)	Specific cost (%)
Equity shares	30	36	13
Retained earnings	20	22	13
Preference shares	30	2.7	11
Debt	20	1.5	7

(i) Calculate the WAC using BV and MV weights.

(ii) Calculate the WACC using marginal weight if the company intents to raise the needed funds using 50% long-term debt, 35% preference shares and 15% retained earnings.

Or

(b) Write about CAPM and their assumptions in detail.

18. (a) Explain in detail the approaches for financing working capital.

Or

(b) You are required by A.P Paper Mills Limited to estimate working capital required for the level of activity of 6,24,000 units of production. Add 5% for safety. It provides the following information. You may assume that production is carried on evenly

3

C–4124

throughout the year and wages and overhead expenses accrue similarly and a time period of four weeks is equivalent to a month.

	Amount (per unit)
Raw materials	90
Direct labour	40
Overheads	80
Total cost	210
Profit	60
Selling price	270

Additional information :

Raw materials in stock : one month ; materials – in process: half month; finished goods in stock : four weeks; credit allowed by suppliers: one month; credit allowed to customers: eight weeks; lag in payment of wages: one – and – half week: overheads : one weeks ; 20% of sales are cash sales and cash at bank is expected to be Rs. 60,000.

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C–4125	Sub. Code
	30124

M.B.A. DEGREE EXAMINATION

BUSINESS ANALYTICS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

PROJECT MANAGEMENT AND BUDGETING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Explain the project manager's role.

2. "Project management" – Explain the term.

3. Brief PPP.

4. What is the role of stake holders?

5. Explain project planning.

6. Brief responsibility matrix.

7. Explain the steps involved in project execution.

8. What are the types of motivation?

9. Trigger out the process of monitoring in project.

10. Explain cost cutting of cost control.

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

11. (a) Explain in detail about the functions of project management.

Or

(b) How the project management can be considered as a source of critical career skills?

12. (a) What should be the role of managers as leaders in the project management?

Or

(b) Explain the basic model of project management.

13. (a) Trigger out the benefits of project charter creation.

Or

(b) Explain vision document with an example.

14. (a) Write the steps to create high performance project team.

Or

(b) Explain in detail about stakes and its uses.

15. (a) What is project deliverables?

Or

(b) Write the steps to handle the projects abroad.

C–4125

Part C (3 × 10 = 30)

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

16. (a) How to apply change management in projects? Explain with suitable example.

    Or

    (b) Write the procedures to write acceptance plan of the project.

17. (a) Explain BOLT with diagrammatic representation.

    Or

    (b) What is project team dynamics? Explain with imaginary example.

18. (a) Explain the fundamental skills required to handle project management.

    Or

    (b) What are the major disadvantages and advantages of BOO?

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C–4125

M.B.A. DEGREE EXAMINATION

BUSINESS ANALYTICS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

FUNDAMENTALS OF DIGITAL MARKETING

(2016 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　(10 × 2 = 20)

Answer **all** questions.

1. What is running effective Ads?

2. What is creative formats?

3. What is content strategy?

4. What is idea creation?

5. What is DIY advertising?

6. Define opportunities for co-creation.

7. What is gamification?

8. What is gamevertising?

9. What is Add aggregation?

10. What is fragmentation?

<div align="center">

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

</div>

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

11. (a) What are the importance of business value?

<div align="center">Or</div>

(b) Describe the benefits of digital display.

12. (a) What are the elements of identifying prospects?

<div align="center">Or</div>

(b) Write a note on content auditing.

13. (a) Describe the insights of consumer generated content.

<div align="center">Or</div>

(b) Explain the strategic frame work of the future of media.

14. (a) Explain the principles of gamification.

<div align="center">Or</div>

(b) What are the elements of gamification in a branding strategy?

15. (a) Describe the growth in digital advertising.

<div align="center">Or</div>

(b) Explain New revenue models.

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Part C (3 × 10 = 30)

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

16. (a) Explain in detail about introduction to digital branding.

Or

(b) Discuss in detail the writing messages and creating content.

17. (a) Explain in detail about content marketing.

Or

(b) Discuss in detail about consumer generated content.

18. (a) Explain in detail about for building blocks of co-creation.

Or

(b) Discuss briefly the future of media life cycle cases.

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C–4126

C–4127	Sub. Code
	30126

M.B.A. DEGREE EXAMINATION

BUSINESS ANALYTICS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

FUNDAMENTALS OF BUSINESS ANALYTICS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Explain business analysis process.

2.   How IT and business are related?

3.   Explain ERP.

4.   Brief OLAP.

5.   What is semi-structured data?

6.   Discuss about BI architecture.

7.   Write the role of DSS.

8. Name any two business intelligence applications.

9. What is data warehousing?

10. Brief the word "Dashboard".

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

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

11. (a) What is Advanced Analytics (AA)?

Or

(b) Write the business view of information technology.

12. (a) Explain OLTP indetail with suitable example.

Or

(b) Discuss about multidimensional data.

13. (a) Write about the different OLAP architectures.

Or

(b) Explain in detail of MIS.

14. (a) Elaborate about data model and its techniques.

Or

(b) Define and differentiate fact table and dimension table with examples.

15. (a) Describe Ralph Kimball's approach.

Or

(b) Explain business metrics and KPIS with proper examples.

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Part C (3 × 10 = 30)

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

16. (a) Explain in detail about DSS, EIS and MIS with real life example.

Or

(b) Discuss about BI value chain in detail with diagrammatic representation.

17. (a) Write about the features of big data.

Or

(b) Elaborate Inmon's approach.

18. (a) Trigger our the advantages and disadvantages of business matrix.

Or

(b) Differentiate ERP and CRM with examples.

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M.B.A. DEGREE EXAMINATION

BUSINESS ANALYTICS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

CONSUMER BEHAVIOUR

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define consumer behaviour.

2. What is marketing?

3. What is marketing strategy?

4. List out few examples of consumer insights.

5. Explain about consumer products.

6. Explain about maturity stage.

7. What is sales forecasting?

8. What is push-pull strategy in marketing?

9. Define direct marketing.

10. What is corporate retailing?

Part B (5 × 5 = 25)

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

11. (a) Explain the role of marketing management in the present gloablised environment.

Or

(b) What are the measures taken to design a customer driven marketing strategy?

12. (a) What are same great example of consumer insights applied in marketing management?

Or

(b) What is product positioning strategy in marketing?

13. (a) Explain different PLC stages.

Or

(b) What are the different factors considering to setting prices?

14. (a) What is marketing mix? Explain promotion and place mix in detail.

Or

(b) Evaluate the of personal selling in marketing management.

15. (a) Write a note on public and ethical issues in direct marketing.

Or

(b) What is consumer behaviour? What are the factor affecting CB.

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Part C   (3 × 10 = 30)

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

16. (a)   Explain the Harley – Davidson case study in detail.

                         Or

    (b)   Explain the role of an insight in product development marketing.

17. (a)   What is marketing research? What factor influencing for international marketing research?

                         Or

    (b)   What are the different measures are taken to implement a new product development strategy?

18. (a)   Explain the need of communication related to marketing management aspects.

                         Or

    (b)   Write a note on new retail environment in International marketing perspective.

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                3   **C–4128**

C–4133	Sub. Code
	30136 / 30236

M.B.A. DEGREE EXAMINATION

BUSINESS ANALYTICS (DM & E. COMMERCE)
APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

BUSINESS LAW AND ETHICS

(Common for M.B.A)

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is contract?

2. Briefly explain lawful consideration.

3. Write a short on law of designs.

4. Define trademark.

5. Discuss briefly about individual ethics.

6. Define values.

7. Define code of conduct.

8. Enumerate some ethics programme.

9. What is disclosure norms?

10. Elucidate ethics in production.

Part B (5 × 5 = 25)

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

11. (a) Give remedies for breach of contract.

Or

(b) Discuss about discharge of contract.

12. (a) Discuss about consumer protection act, 1986.

Or

(b) Critically analyze the consumer problems and provide legal remedies with respect to medical services.

13. (a) What are factors influencing business ethics? Explain.

Or

(b) Discuss about nature and significance of business ethics and value.

14. (a) Write a note on managing ethics.

Or

(b) What are difficulties in ethical decision making?

15. (a) Illustrate ethics in HRM.

Or

(b) Elucidate privacy issues ethics in marketing.

2 **C-4133**

Part C (3 × 10 = 30)

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

16. (a) Illustrate and explain contract of indemnity and guarantee.

Or

(b) Critically analyze the consumer problems and provide legal remedies with respect to patent and design.

17. (a) Discuss about ethics of great philosophers.

Or

(b) Write an essay on ethics as strategy.

18. (a) Exemplify the role of government of India in enforcing ethical behavior.

Or

(b) Explain ethics in production and operation management.

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3 | **C-4133**

M.B.A. DEGREE EXAMINATION

BUSINESS ANALYTICS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

MULTIVARIATE DATA ANALYSIS – II

(2016 onwards)

Duration: 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. Define Cluster Analysis.

2. What do you mean by research design in Cluster Analysis?

3. What is Multidimensional Sampling?

4. What is correspondence analysis?

5. Expand MANOVA.

6. Why hypothetical illustration of MANOVA it is important?

7. Define Structural Equation Modeling.

8. Give the meaning of CFA.

9. What do you mean by Structural Model?

10. Define theory testing with SEM.

Section B (5 × 5 = 25)

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

11. (a) What are the importance of business analytics?

Or

(b) Enumerate the assumptions in Cluster Analysis.

12. (a) Explain Correspondence Analysis and its importance.

Or

(b) Write an overview of Multidimensional Scaling.

13. (a) Briefly explain the decision process for MANOVA.

Or

(b) Write a note on illustration of MANOVA analysis.

14. (a) Enumerate the six stages in Structural Equation Modeling.

Or

(b) Give a brief account on developing a modeling strategy.

2 **C–4134**

15. (a) What is Structural Model? Give a sample example of structural model.

Or

(b) Elucidate the stages in testing Structural theory.

Section C (3 × 10 = 30)

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

16. (a) Explain in detail the objectives of cluster analysis and the interpretation of clusters.

Or

(b) Elucidate the validation and profiling of clusters with an illustrative example.

17. (a) Explain how the multidimensional scaling acts as an decision framework for perceptual mapping?

Or

(b) Discuss in detail the overview of multidimensional scaling along with the illustration and analysis.

18. (a) Give a detailed note on theory testing with SEM and a sample example of structural model.

Or

(b) What are the stages involved in SEM for testing measurement theory validation with CFA? Please write in detail.

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		30142

M.B.A. DEGREE EXAMINATION

BUSINESS ANALYTICS
APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

PREDICTIVE MODELING USING SAS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is SAS Enterprise miner used for?

2.   What does data mining mean?

3.   What is interactive decision tree?

4.   What is decision tree analysis?

5.   Write the meaning of neural network.

6.   What is meant by artificial neural network?

7.   How do you tell if a regression model is a good fit in R?

8.   What does an r2 value of 0.9 mean?

9. What is ensemble technique?

10. Is random forest ensemble learning?

Part B (5 × 5 = 25)

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

11. (a) How do you make an interactive decision tree in excel?

Or

(b) Write a short note on ensemble models.

12. (a) Write in short about the surrogate model construction and optimization.

Or

(b) Discuss about the market basket analysis.

13. (a) Write about the horizontal and vertical analysis in the analysis of financial statements.

Or

(b) Discuss about the production and operating component of a profit model.

14. (a) What is meant by cluster analysis? Explain its types.

Or

(b) How to make a decision tree? Discuss in short.

15. (a) How to create a library is SAS?

Or

(b) How to create a diagram and add the input date node.

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Part C (3 × 10 = 30)

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

16. (a) What is a profit model? Also explain its types.

Or

(b) Discuss the steps to define a new data source.

17. (a) Describe in detail about the neural network autoregression.

Or

(b) How to create an association model using market basket analysis.

18. (a) Shed lights on model assessment in detail.

Or

(b) Explain the importance and uses of decision trees.

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		30143

M.B.A. DEGREE EXAMINATION

BUSINESS ANALYTICS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

ANALYTICS WITH R

(2016 onwards)

Duration : 3 Hours　　　　　　　Maximum : 75 Marks

Part A　　　　　　(10 × 2 = 20)

Answer **all** questions.

1.　Explain the methods of data manipulation.

2.　Elaborate briefly about initial data analysis.

3.　Write the disadvantages of variance analysis.

4.　Brief logistic regression.

5.　Write about survival analysis.

6.　Explain about publication bias.

7.　Write the benefits of multidimensional scaling.

8.　Brief about "GEE".

9.　What are the factors affecting dropouts?

10.　Write about random analytics.

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

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

11. (a) Discuss about the problem of dropouts and its impact.

Or

(b) Write about the process of computing with data.

12. (a) Evaluate the conditions of good analysis using R.

Or

(b) Explain in detail about help and documentation.

13. (a) What is the core process of organising an analysis?

Or

(b) Discuss in detail about systematic reviews.

14. (a) Define GEE in detail with example.

Or

(b) Write in detail about meta – analysis.

15. (a) What is the benefit of using public domain softwares? Explain with an example.

Or

(b) Elaborate the process of random effects.

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Part C (3 × 10 = 30)

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

16. (a) Describe about the advantages of mixed effects model.

Or

(b) How cluster analysis is used in the research process?

17. (a) Explain the process of programming with R. Give suitable examples for the same.

Or

(b) Elucidate the statistical analysis using R. And write the pitfalls of the same.

18. (a) Write and explain some of the softwares used for data analysis.

Or

(b) Write the imaginary structure of research process using R. And explain the findings and conclusion logically.

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C–4137	Sub. Code
	30144

M.B.A. DEGREE EXAMINATION

BUSINESS ANALYTICS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

BIG DATA ANALYTICS

(2016 onwards)

Duration : 3 Hours　　　　　　　Maximum : 75 Marks

Part A　　　　　(10 × 2 = 20)

Answer **all** questions.

1. What is Real Time Generation?

2. What is Processing Big Data?

3. What is Hadoop Cluster?

4. What is traditional large-scale system?

5. What is anatomy of Hadoop Cluster?

6. What is file write?

7. Define Data integrity.

8. What is coherency?

9. What is data flow?

10. What is MongoDB?

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

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

11. (a) How Big Data is generated with Real Time Generation?

Or

(b) How the technologies supporting big data?

12. (a) What are the Problems of traditional large scale systems?

Or

(b) Difference between Hadoop vs RDBMS.

13. (a) Write a short note on :

(i) Fault Tolerance

(ii) Shell Commands.

Or

(b) Explain about role of secondary Name Node.

14. (a) Explain the few theories of Map Reduce.

Or

(b) Distinguish between MapReduce vs MapReduce APIs.

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15. (a) Explain the use case of Pig components.

Or

(b) Difference between DDL and DML.

Part C (3 × 10 = 30)

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

16. (a) Discuss the future of Big data in detail.

Or

(b) Explain difference between Parallel and Distributed System.

17. (a) Discuss the concepts and Architecture of Hadoop Distribution File System (HDFS).

Or

(b) Difference between SQL Vs NoSQL.

18. (a) List and explain HDFS commands.

Or

(b) Briefly introduce the MongoDB.

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