

C-4026

Sub. Code

31011

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

ACCOUNTING FOR DECISION MAKING

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the objectives of Management Accounting?
2. List out the functions of management accounting.
3. What do you understand by balance sheet?
4. What is a cash flow statement?
5. What is meant by performance measurement?
6. What is the meant of "ROI"?
7. What are the types of budget?
8. What do you understand by overhead?

9. What is meant by cost behaviour?
10. Define zero base budget.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the objectives of international accounting standards committee?

Or

- (b) Explain the limitations of financial accounting.

12. (a) Describe the steps the preparation of 'cash flow statement'.

Or

- (b) "Liquidity and profitability are the irreconcilable goals of a firm" – Explain.

13. (a) Explain the significance of performance in management accounting.

Or

- (b) Describe the importance of Balanced Scorecard.

14. (a) Define budgeting and explain the different types of budget.

Or

- (b) Explain overhead and sales variances with analysis.

15. (a) Explain the decision making scenarios using marginal costing.

Or

- (b) "Variability of costs is the foundation on which the technique of marginal costing is built up" – Explain.

Part C

(3 × 10 = 30)

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

16. (a) “Accounting is the Language of business” –
Elucidate.

Or

- (b) Two components A and B are used as follows :

Minimum usage : 150 units per week each

Maximum usage : 450 units per week each

Normal usage : 300 units per week each

Reordering quantity : A — 1200 units

B — 1000 units

Reordering period : A — 2 to 4 weeks

B — 3 to 6 weeks

Calculate for each component :

(i) Reordering level

(ii) Maximum level

(iii) Minimum level

(iv) Average stock level.

17. (a) “Management accounting provides immense help in
management decision making”. Discuss.

Or

- (b) From the following details prepare statement of
proprietary funds with as many details as possible :

(i) Stock velocity : 6

(ii) Capital turnover ratio : 2

(iii) Fixed assets turnover ratio : 4

(iv) Gross profit turnover ratio : 20 per cent

(v) Debtors velocity : 2 months

(vi) Creditors velocity : 73 days

The Gross Profit was Rs. 60,000. Reserves and surplus amount to Rs. 20,000. Closing stock was Rs. 5,000 in excess of opening stock.

18. (a) Explain significance of understanding financial statements.

Or

- (b) A company at present operating at 80% capacity produces and sells 40,000 units. Given below are the expenses per unit.

	Per unit
	Rs.
Direct Material	15
Direct Labour	10
Factory overhead (30% fixed)	5
Office overhead (60% variable)	3
Selling and distribution overhead (50% fixed)	2
Selling Price	45

Prepare a budget at 60% capacity and 90% capacity.

C-4027

Sub. Code

31012

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

BUSINESS COMMUNICATION

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Business Communication.
2. What is 'Oral Communication'?
3. What is meant by 'Conference'?
4. What is External Communication?
5. What are Banking Letters?
6. Write a short note on Agenda.
7. What is meant by Production Report?
8. What do you meant by Business Letter?

9. What do you mean by Symposia?
10. What is Quotation?

Part B

(5 × 5 = 25)

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

11. (a) Explain the different types of communication.

Or

- (b) What are the merits and demerits of written communication?

12. (a) Explain the effective presentation in public.

Or

- (b) What is presentation? Explain the method of presentation.

13. (a) Explain the merits and demerits of Conference.

Or

- (b) Define workshop. Explain the important goals of workshop.

14. (a) What is Letter? Explain the importance and essential of Good Business Letter.

Or

- (b) Define Quotation. How does it help for business people?

15. (a) Explain the characteristics of specimen adjustment letters.

Or

- (b) Discuss various techniques of group decision-making.

Part C

(3 × 10 = 30)

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

16. (a) What are the barriers to communication? Explain.

Or

- (b) Distinguish between hearing and listening.

17. (a) Explain the various use of tender notice.

Or

- (b) Describe the various characteristics of group personality.

18. (a) Explain the important characteristics of a good speech.

Or

- (b) Describe the guidelines and expressions in writing complaints letters.

C-4028

Sub. Code

31013

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

ECONOMICS FOR MANAGERS

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Economics.
2. What do you mean by law of demand?
3. Define Game theory.
4. What is meant by break-even point?
5. What do you mean by aggregate supply?
6. Define Inflation.
7. What is meant by Multiplier effect?
8. What is meant by National Income?

9. What is meant by Balance of Trade?
10. List out the risks associated with the exchange rates.

Part B (5 × 5 = 25)

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

11. (a) Write short notes on circular flow of economic activity.

Or

- (b) Explain the determinants of demand.

12. (a) Define Monopoly. How does a Monopoly firm attain equilibrium under different cost conditions?

Or

- (b) Enumerate the features of perfect competition.

13. (a) Explain the different measures of National Income.

Or

- (b) Explain the different stages of business cycle.

14. (a) Briefly explain the salient features of monetary policy.

Or

- (b) Explain the role of commercial banks in economic development.

15. (a) Explain the determinants of Exchange Rates.

Or

- (b) Explain the components of balance of trade.

Part C

(3 × 10 = 30)

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

16. (a) Enumerate the individual and market effects applied in the theory of consumer choice.

Or

- (b) Explain the different elasticity of demand.

17. (a) Explain how pricing and output decisions affect the business of a firm.

Or

- (b) Explain the implications of Government regulations towards competition with a suitable example.

18. (a) Explain the development of international monetary system.

Or

- (b) Explain the different types of exchange rate system.

C-4029

Sub. Code

31014

M.B.A. DEGREE EXAMINATION
INDUSTRY INTEGRATED
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION
First Semester
MARKETING MANAGEMENT
(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is marketing orientations?
2. What is marketing mix?
3. What do you mean by 'point of purchase display'?
4. What is a promotional mix?
5. What do you understand by 'Skimming price'?
6. What is product positioning?
7. What is publicity?
8. What is meant by retail marketing?
9. What is meant by prize coupon?
10. What is indirect channels?

Part B

(5 × 5 = 25)

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

11. (a) Explain in brief the various types of marketing environment.

Or

- (b) 'Marketing mix is a mix of mixes' – In the light of this statement, explain the components of marketing mix.

12. (a) Explain in detail 7 P's in service marketing.

Or

- (b) What are the advantages of market segmentation?

13. (a) Define the term brand. Explain different types of branding.

Or

- (b) Briefly discuss the need and importance of packaging and labelling.

14. (a) What are the advantages and limitations of e-commerce?

Or

- (b) What are the qualities of good salesman?

15. (a) Define promotion. And what are the objectives of sales promotion?

Or

- (b) Point out and explain the important reasons for a substantial growth in the service markets.

Part C

(3 × 10 = 30)

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

16. (a) Describe the factors that determine the modern marketing.

Or

- (b) Explain in detail reasons for new product failure in a market.

17. (a) Explain the different stages in the product development.

Or

- (b) Discuss the different methods of pricing a product.

18. (a) Explain the factors determine the choice of the suitable channels of distribution.

Or

- (b) Focus on the marketing segmentation with reference to FMCG industry.
-

C-4030

Sub. Code

31015

M.B.A. DEGREE EXAMINATION
INDUSTRY INTEGRATED
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION
First Semester
ORGANISATIONAL BEHAVIOUR
(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by organizational behavioru?
2. What do you mean by personality?
3. What is reinforcement?
4. What do you understand job satisfaction?
5. What is impression management?
6. What do you mean by grapevine communication?
7. Define power.
8. What is cross culture?
9. What do you mean by organizational development?
10. Define 'Leadership'.

Part B

(5 × 5 = 25)

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

11. (a) “Non-financial incentives motivate the employee” discuss.

Or

- (b) Explain with an example the sources of power.

12. (a) What are factor determinants of personality?

Or

- (b) What is informal group? State its types.

13. (a) What are the factors that affect group cohesiveness?

Or

- (b) Explain in detail Herbeus two-factor theories of motivation.

14. (a) Explain the method of reduce the barriers in communication.

Or

- (b) Explain in detail different types of leadership.

15. (a) Describe the different types of organizational culture.

Or

- (b) Why do organizational politics emerge? Discuss the measures to avoid organizational politics.

Part C

(3 × 10 = 30)

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

16. (a) What is the need and importance for studying organization behaviour for a manager in an organization.

Or

- (b) Why is the study of 'personality' importance for a manager?

17. (a) "Organisational culture is essential for satisfaction" – explain.

Or

- (b) Explain the various methods or measurement of attitudes. How does attitude measurement help the management?

18. (a) What is the concept of motivation? How does it affect behaviour and performance?

Or

- (b) How can resistance to organizational change be overcome? Discuss.

C-4031

Sub. Code

31016

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

QUANTITATIVE TECHNIQUES

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define feasible solution.
2. What are the applications of linear programming?
3. What is integer programming?
4. What do you mean by saddle point?
5. Define transportation problem.
6. What is unbalanced Assignment Problem?
7. What is renege in Queue Behaviour?
8. Define Total Float.
9. List the approaches for decision under risk.
10. When can we resort to the Monte Carlo technique?

Part B

(5 × 5 = 25)

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

11. (a) A Toy manufacturer makes toy cars and aero planes made up of plastic and fiber. He has 40 units of plastic sheet and 60 units of fiber sheet. A toy car requires 4 units of plastic sheet and 1 units of fiber sheet. And aero plane requires 3 unit of plastic sheet and 2 units of fiber sheet. By selling car he gets a profit of Rs. 150 and by selling an aero plane he get a profit of Rs. 250. How many car and aero planes should he manufacture from available material as to get maximum profit?

Or

- (b) Write down the steps involved in formulation of LPP.
12. (a) What are the characteristics of two person Zero sum game?

Or

- (b) Explain Branch and Bound method.
13. (a) Explain the significance and applications of assignment problem.

Or

- (b) Solve this transportation problem using North West Corner method :

	A	B	C	D	E	Supply
P	2	11	10	3	7	4
Q	1	4	7	2	1	8
R	3	9	4	8	12	9
Demand	3	3	4	5	6	

14. (a) Discuss the guidelines for constructing a project network.

Or

- (b) Discuss the application area of queuing theory.
15. (a) Describe the role of simulation in management process.

Or

- (b) Indicate the difference between Decision Under Risk and Decision Under Uncertainty.

Part C (3 × 10 = 30)

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

16. (a) Distinguish between Linear Programming Problem and Integer Programming Problem. Give examples.

Or

- (b) Solve the following LPP Problem using Simplex Method :

$$\text{Max. } Z = 15x_1 + 6x_2 + 9x_3 + 2x_4$$

$$\text{Subject to : } 2x_1 + x_2 + 5x_3 + 6x_4 \leq 20$$

$$2x_1 + x_2 + 3x_3 + 25x_4 \leq 24$$

$$7x_1 + x_4 \leq 70$$

$$x_1, x_2, x_3, x_4 \geq 0.$$

17. (a) A Company has four machines to do three jobs. Each job can be assigned to one and only machine. The cost of each job on each machine is given in the following table :

MACHINES				
Jobs	1	2	3	4
A	1	2	2	32
	8	4	8	
B	8	1	1	19
		3	7	
C	1	1	1	22
	0	5	9	

What are the job assignments which will minimize the cost?

Or

- (b) Distinguish Pay-Off table and regret table. Explain with the help of example.
18. (a) People arrive at a theatre ticket center in a Poisson distribution arrival rate of 25 per hour. Service time is constant at two minutes. Calculate
- Mean number in waiting time
 - Mean waiting time
 - Utilization factor.

Or

- (b) Discuss Monte Carlo simulation with reference to queuing theory, inventory control and production line.

C-4032

Sub. Code

31021

M.B.A. DEGREE EXAMINATION
INDUSTRY INTEGRATED
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION
Second Semester
BUSINESS RESEARCH METHODS
(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by non-probability sampling methods?
2. What is pre-test?
3. What is quota sampling?
4. What is sample size?
5. What are type I and type II errors?
6. What is linear correlation?
7. What is ANOVA?
8. What do you understand cluster analysis?
9. What is conjoint analysis?
10. What are the statistical packages available for analysis the data?

Part B

(5 × 5 = 25)

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

11. (a) What are the features of a good research design?

Or

- (b) Write note on
(i) Stratified random sampling
(ii) Show ball sampling.

12. (a) Explain in detail different types of scales used in social science research.

Or

- (b) How do diagrams assist data analysis.

13. (a) What are the advantages of non – parametric tests?

Or

- (b) What is research design? How would you classify the research design?

14. (a) Explain in detail

- (i) Component matrix
(ii) Transformation matrix.

Or

- (b) What are the limitations of factor analysis?

15. (a) What are the major clustering approaches?

Or

- (b) Explain
(i) Choice-based conjoint
(ii) Adaptive conjoint analysis.

Part C

(3 × 10 = 30)

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

16. (a) How do you formulation of the research design?

Or

- (b) What are the techniques used for developing scale construction in social science research?

17. (a) What are the advantages and limitations of questionnaire and that of a schedule.

Or

- (b) Explain in detail

(i) Purity

(ii) Rand index

(iii) F-measure.

18. (a) What is regression analysis? What are its uses?

Or

- (b) How do you evaluate internal and external evaluation in Custer analysis?
-

C-4033

Sub. Code

31022

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

CORPORATE FINANCE

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define 'payback'.
2. What do you mean by sensitivity analysis?
3. What is a common stock?
4. What is interest rate?
5. What do you mean by discounted cash flow?
6. What is cost of capital?
7. Write a short note on "project risk".
8. What do you mean by payout policy?
9. What is working capital management?
10. Write a short note on short term borrowing.

Part B

(5 × 5 = 25)

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

11. (a) Describe the capital budgeting procedure.

Or

- (b) Explain the Markowitz theory.

12. (a) Discuss the different method of Debt.

Or

- (b) What circumstances will the IRR and NPV rules lead to the same accept-reject?

13. (a) Explain the various methods of calculating the cost of equity capital.

Or

- (b) What are scenario, sensitivity and simulation analysis?

14. (a) Discuss the need for Holding Inventories.

Or

- (b) What are the differences between fixed costs and sunk costs?

15. (a) Explain the advantages of various sources of short term finance to large scale industries.

Or

- (b) Explain the marketable securities.

Part C

(3 × 10 = 30)

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

16. (a) Discuss the determinants of dividend policy on corporate companies.

Or

- (b) X Ltd., company is considering investing in a project requiring a capital outlay of Rs.2,00,000. Forecast of annual income after depreciation but before tax is as follows:

Year	Rs.
1	1,00,000
2	1,00,000
3	80,000
4	80,000
5	40,000

Depreciation may be taken as 20% on original cost and taxation at 50% of net income. You are required to evaluate the project according to each of the following methods :

- (i) Pay-back period
(ii) Excess present value index.
17. (a) Discuss the features of inter corporate investments.

Or

- (b) Explain the principle of diversification.
18. (a) Describe the techniques of decision tree analysis.

Or

- (b) Explain the different types of exchange rate risk.

C-4034

Sub. Code

31023

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

GLOBAL BUSINESS ENVIRONMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is demand function?
2. Write a note on the term 'Balance of payments'.
3. Define inflation.
4. What do you mean by trade war?
5. What is foreign exchange?
6. What is Global business environment?
7. What is balance of payments?
8. What do you mean by economic inequality?

9. What are the countries come under Eurozone?
10. What is comparative advantage?

Part B

(5 × 5 = 25)

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

11. (a) Explain the concept of income elasticity of demand and explain its role in business decision.

Or

- (b) Describe head and significance for global investments.

12. (a) Discuss the different modes of foreign direct investment.

Or

- (b) Discuss the determinants of demand.

13. (a) What are the major factor determinants of exchange rate?

Or

- (b) What is the reason for present global economic crisis?

14. (a) Discuss how political environment influence Global trade.

Or

- (b) Explain the impact trading blocks on their member states.

15. (a) Describe the economic consequences of exchange rate changes.

Or

- (b) Explain the pull and push factors of foreign investments.

Part C

(3 × 10 = 30)

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

16. (a) What are the recent trends in world trade? To what extent have the developing countries benefited by Global trade?

Or

- (b) Explain the advantages of economic integration and trading blocks.

17. (a) Explain the strategic relevance of environment to business.

Or

- (b) Discuss the effect of economic slow down in India.

18. (a) How will you see India's Global trade opportunities in developed countries? Explain.

Or

- (b) Explain the purposes, organization and the mode of operation of the IMF and the extent of success achieved by it so far.
-

C-4035

Sub. Code

31024

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

HUMAN RESOURCES MANAGEMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Human Resource Management.
2. What do you mean by human resource planning?
3. What is personnel audit?
4. What is job environment?
5. What do you mean by stress interview?
6. What do you mean by placement?
7. What do you understand management games?
8. What is Management By Objectives (MBO)?

9. What do you mean by performance appraisal?
10. What are incentives?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the problems faced in human resource planning. How can these problems be overcome?

Or

- (b) What are the steps involved in job analysis?

12. (a) Define recruitment. Bring out the factors that influence recruitment.

Or

- (b) What do you understand by selection? Explain in brief the steps involved in selection procedure.

13. (a) What is induction? What are its purposes?

Or

- (b) Describe an optimum performance appraisal system.

14. (a) What is the need for motivating employees in an organization?

Or

- (b) How does job environment differ from job enlargement? Discuss the situations under which each of these is effective.

15. (a) Write short notes on the following:

(i) 360-degree appraisal

(ii) Motivation

(iii) Job satisfaction.

Or

(b) Define morale. Distinguish between morale and motivation.

Part C

(3 × 10 = 30)

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

16. (a) From the human resource manager's point of view, what are the uses of analysis?

Or

(b) Discuss the importance and limitations of psychological tests in employee selection.

17. (a) What are the objectives of training? Explain the need for training in an industrial organization.

Or

(b) What do you mean by training? Explain the various methods of training.

18. (a) Discuss the various steps involved in performance appraisal process.

Or

(b) "Money cannot motivate an people under all circumstances". Give your view point.

C-4036

Sub. Code

31026

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

OPERATIONS MANAGEMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write any two roles of operation management.
2. Identify the major components of a production system.
3. Define Inventory Management.
4. Identify the various facts in Economic Ordering Quantity.
5. What is MRP?
6. Define sales and operation planning.
7. Define TQM.
8. What are the major benefits of benchmarking?
9. What are the objectives of MRP?
10. Define 'Production Control' and its objectives.

Part B

(5 × 5 = 25)

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

11. (a) Explain the major components of a production system.

Or

- (b) Write a note on the functions and objectives of production management.

12. (a) What is two card kanban system and how it works?

Or

- (b) Discuss the tenets of JIT.

13. (a) Write a note on the different approaches of job design.

Or

- (b) Explain the purpose of Scheduling in detail.

14. (a) Which are the important areas of application of continuous improvement?

Or

- (b) What are the six steps to six-sigma practice?

15. (a) Discuss the characteristics of Production Process System.

Or

- (b) Discuss the need for large scale projects.

Part C

(3 × 10 = 30)

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

16. (a) Explain the various forecasting techniques in detail.

Or

- (b) What is selective inventory control? Explain in detail the purpose, applicability and techniques of selective inventory control.

17. (a) Explain the priority rule for Job sequencing with example.

Or

- (b) What are the barriers for TQM implementation and how they are overcome?

18. (a) "Production is the basic need for all industrial units and all other activities revolve around this activity". Explain the production function with reference to the above statement.

Or

- (b) Describe the meaning and nature of Material Requirement Planning (MRP).
-

C-4037

Sub. Code

31032

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

STRATEGIC MANAGEMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is strategy formulation?
2. Define industrial structure.
3. What is acquisition strategy?
4. What do you understand by power and conflicts?
5. Define managing technology and innovation in company?
6. Write a short note on Environment scanning in strategic management process.
7. What is strategic group mapping?
8. Define strategic alliance.
9. What do you mean by analyzing variance in strategic control?
10. What is internet economy?

Part B

(5 × 5 = 25)

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

11. (a) What is environmental and organizational appraisal?

Or

- (b) What do you understand by globalization? What are the implications of globalization for industrial structural strategies?

12. (a) Discuss the significance of strategic management for a firm.

Or

- (b) Define the PEST analysis and discuss in detail.

13. (a) Discuss the functional level strategy. How it helps a firm to build a competitive advantage in market?

Or

- (b) What do you understand by vertical integration in corporate strategies?

14. (a) Explain the steps involved in designing strategic control systems.

Or

- (b) Why the strategic evaluation and control considered as a crucial function in strategic management?

15. (a) Explain the managing technology and innovation in a firm. Also, discuss the significance of technology and innovation in a firm.

Or

- (b) Discuss the significance of corporate social responsibility in industry.

Part C

(3 × 10 = 30)

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

16. (a) What do you understand by new business model and strategies for internet economy? Discuss the characteristics of new business model.

Or

- (b) How to analyze the global environment? What are the components of external environment for a firm?

17. (a) What is corporate portfolio analysis? Discuss the different techniques of corporate portfolio analysis.

Or

- (b) Discuss the types and benefits of diversification and strategic alliance.

18. (a) Explain the McKinsey's 7s framework. Also, its significance in strategic management process.

Or

- (b) Define the strategic issues in non-profit organizations. What are the techniques strategic managers use to tackle these issues?

C-4038

Sub. Code

31033

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

PROJECT MANAGEMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is total slack?
2. Define project selection.
3. What is technical appraisal in project management?
4. What do you understand by time planning process?
5. Define proper review in project management.
6. Write a short note on Project life cycle.
7. What is investment opportunity in projects?
8. Define Project execution.
9. What do you mean by Project audit?
10. What is project scheduling?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the various types of projects in project management.

Or

- (b) What are the advantages of matrix organizational structure?

12. (a) How will you prepare a project budget? Discuss the various types of budgets.

Or

- (b) What do you understand by project management design, development and deployment?

13. (a) Discuss the role of a project manager for preparing major project.

Or

- (b) What are the planning commission's guidelines for project formulation?

14. (a) What is market appraisal? Explain the significance of market appraisal.

Or

- (b) What is manpower planning? What are the objectives of manpower planning in project management?

15. (a) What is the difference between project review and project audit?

Or

- (b) Discuss the various types of project audit.

Part C

(3 × 10 = 30)

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

16. (a) Explain the PERT model and CPM model.

Or

- (b) Discuss the essentials of project methodology. How project manager identifies the key performance metrics for project success?

17. (a) Define project time monitoring and cost monitoring. Explain the significance of monitoring and control in project management.

Or

- (b) Define project execution plan (PEP). What are the responsibilities of project managers during preparation of project execution plan?

18. (a) What are the implications, challenges and opportunities of organizational dynamics in project management?

Or

- (b) What is project communication management? How efficient communication leads to the success of project?

C-4039

Sub. Code

31034 A

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

CONSUMER BEHAVIOUR

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define customer.
2. What is perceptual mapping?
3. Explain the attitude of consumer.
4. What do you understand by values in consumer behaviour?
5. Define decision making.
6. What do you understand by consumer redressal agencies?
7. What are the difference between consumer and customer?
8. Define observational learning.
9. What do you mean by branding?
10. What is personality?

Part B

(5 × 5 = 25)

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

11. (a) Define consumer motivations. What are the factors that affect consumer motivation?

Or

- (b) Explain the significance of consumer profiling.

12. (a) What are the benefits of perceptual mapping?

Or

- (b) Write a short note on :

- (i) Learning.
- (ii) Recognition.
- (iii) Recall measures.

13. (a) Explain tri-component attitude model and multi-attribute attitude model.

Or

- (b) What are the external factors influences on consumer behaviour?

14. (a) What is consumer decision model? Explain briefly the major decision making models.

Or

- (b) Explain the levels of consumer decision making.

15. (a) Define consumer protection law. Discuss the need and importance of consumer protection Act.

Or

- (b) Differentiate between global and local customers.

Part C

(3 × 10 = 30)

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

16. (a) How marketers analyze the external factors that influence the consumer behavior? What are the elements of external factors?

Or

- (b) Discuss the significance of traditional and conventional theories in analyzing consumer behavior.
17. (a) What are the differences between consumer perception and consumer attitude? Discuss the factors that are affecting the perception and attitude of a consumer.

Or

- (b) How marketers develop the multinational marketing strategies? What are the key points which are considered during the marketing strategy formulation?
18. (a) Explain the Consumer Protection Act, 2019. Describe the rights of the consumers.

Or

- (b) Explain the challenges and an opportunity prevails in cross-cultural consumer analysis.

C-4040

Sub. Code

31034B

M.B.A. DEGREE EXAMINATION

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

INDUSTRY INTEGRATED

Third Semester

COMMERCIAL BANKING

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is a bank?
2. Who is a current account holder?
3. How do lenders set interest rates on loan?
4. What do you mean by credit delivery?
5. Define operational risk.
6. What is GAP Analysis?
7. What do you mean by security Market?
8. What is Mutual Fund?
9. Define E-money.
10. Differentiate debit card from credit card.

Part B

(5 × 5 = 25)

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

11. (a) Explain the types of lending.

Or

- (b) Describe the risk associated with diversification of banks.

12. (a) Explain the features of banks.

Or

- (b) Explain the types of rural banks.

13. (a) State the role of RBI in Risk Management in Indian Banking sector.

Or

- (b) Explain the components of ALM.

14. (a) Explain the recent trends of mergers in banks with suitable example.

Or

- (b) Describe the advantages and disadvantages of mutual funds.

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

Or

- (b) Discuss the characteristics of FEMA.

Part C

(3 × 10 = 30)

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

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

Or

- (b) Define the new issue market. How is it related to the secondary markets?

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

Or

- (b) What are the features and basis international banks?

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

Or

- (b) What are call options and put options? Explain its benefits with examples.

C-4041

Sub. Code

31034 C

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

TRAINING AND DEVELOPMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Training?
2. What do you mean by Training Evaluation?
3. What do you mean by Employee development?
4. Define Orientation.
5. What do you mean by Task description analysis?
6. What is Simulation method of training?
7. What do you mean by Intellectual capital?
8. What do you mean by Performance analysis?
9. What do you mean by E-Learning?
10. What do you understand Paired Comparison Technique?

Part B

(5 × 5 = 25)

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

11. (a) What are the factors affecting work place training?

Or

- (b) Explain in detail need for basic purpose of training?

12. (a) What do you mean by Assessment? Explain the methods of assessment?

Or

- (b) You are become a HR Manager, How do you indemnifying the training need for your Company?

13. (a) What are the advantages and limitations of On-the — Job training?

Or

- (b) Explain the Sources of E-Learning method.

14. (a) Briefly explain the need and importance of Employee development.

Or

- (b) Briefly explain the methods of job training given by local community.

15. (a) Explain the new challenges which are faced by the company at the time providing training?

Or

- (b) What are the factors to be incorporated for appraising the performance of the employee?

Part C

(3 × 10 = 30)

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

16. (a) What are the principles or concepts of training?

Or

- (b) What are the organisational characteristics that influencing the training needs?

17. (a) Briefly Explain the how do you measuring human capital and training.

Or

- (b) What are the merits and demerits of In-Basket method of training?

18. (a) What are the advantages and limitation of E-Learning method of training?

Or

- (b) What are the new technologies available for providing training for the employees?

C-4043

Sub. Code

31035A

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

PRODUCT AND BRAND MANAGEMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. State any two features of a brand.
2. What do you mean by co-branding?
3. Define brand value.
4. What is brand image?
5. What do you mean by re-Launching?
6. List the types of brand extension.
7. State brand promotion methods.
8. What is brand strategies?

9. Define trade marks.
10. Who is called global customer?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the functions of brand.

Or

- (b) Discuss the stages of brand management process.

12. (a) Explain the various brand promotion methods.

Or

- (b) Name and explain the various brand loyalty programmes.

13. (a) What are the role of brand management?

Or

- (b) Write short notes on global branding strategies.

14. (a) As a marketer how would you build brand equity?

Or

- (b) Explain the different methods of measuring brand performance.

15. (a) Explain advantages and disadvantages of brand extension.

Or

- (b) What is brand vision? Why it is needed?

Part C

(3 × 10 = 30)

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

16. (a) Explain the roles of brand manager.

Or

- (b) What are qualities of a good brand?

17. (a) Explain any four brand promotion methods adopted by a multinational company of your choice.

Or

- (b) Elaborate the role of brand managers in a globalised enterprise.

18. (a) Elaborate the challenges faced by brand managers while building a brand.

Or

- (b) How do you establish brand values as a manufacturer of the products?

C-4045

Sub. Code

31035C

M.B.A. DEGREE EXAMINATION

INDUSTRIAL INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

DIGITAL AND SOCIAL MEDIA MARKETING

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define digital marketing.
2. List out two social medial networking sites.
3. What are the benefits of SEO?
4. Give examples for keywords.
5. What do you mean by campaign tracking?
6. Define E-mail marketing.
7. Mention the goals of social media marketing.
8. Write a note on SMS.

9. What is digital analytics?
10. What do you know about dashboard?

Part B

(5 × 5 = 25)

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

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

Or

- (b) Explain the key concepts of digital marketing.

12. (a) What is search engine optimization? And its important.

Or

- (b) Explain the concepts of data Email marketing.

13. (a) Discuss the advantages and disadvantages of social media marketing.

Or

- (b) What are portals and communities in E-Commerce?

14. (a) Describe the concepts of digital display advertising.

Or

- (b) How do you market through SMS in digital marketing?

15. (a) Explain in various types and reports in social media marketing.

Or

- (b) Write a note on digital analytics.

Part C

(3 × 10 = 30)

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

16. (a) Discuss on the implications of digital marketing with suitable example.

Or

- (b) Explain the search campaign process.

17. (a) Elaborate on Email marketing.

Or

- (b) Explain mobile advertising in detail.

18. (a) Discuss the importance of sites in social media marketing.

Or

- (b) Explain the relevance of digital marketing in to days business scenario.
-

C-4049

Sub. Code

31036C

M.B.A. DEGREE EXAMINATION, APRIL 2021

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

STRATEGIC FINANCIAL MANAGEMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the significance of cost of capital?
2. What is meant by stable dividend policy?
3. List out the discounted cash flow techniques.
4. State any two drawbacks of mergers.
5. How is leasing advantageous to buying?
6. What is gross working capital and net working capital?
7. What is hire purchase?
8. State the significance of financial analysis.

9. Calculate payback period :
Initial investment Rs. 50,00,000
Annual cash inflow Rs. 12,50,000

10. Define IRR.

Part B

(5 × 5 = 25)

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

11. (a) State the limitations of CAPM.

Or

- (b) Explain the significance of capital budgeting.

12. (a) Discuss briefly the different types of mergers.

Or

- (b) Explain the merits of mergers and acquisitions.

13. (a) Discuss the objectives of international financing.

Or

- (b) What are factors to be considered in determining working capital of a firm?

14. (a) State the advantages of lease to a lessor.

Or

- (b) Distinguish between a lease and a hire purchase.

15. (a) Explain the components of a business plan.

Or

- (b) How would you assess “the organisations” of financial position?

Part C

(3 × 10 = 30)

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

16. (a) Calculate NPV and PI from the following – cost of capital 10%

Initial investment : Rs. 86,00,000

Cash inflows :

Year :	1	2	3	4	5
Cash inflow :	20,00,000	41,00,000	40,00,000	50,00,000	28,80,000

Or

- (b) What are factors to be considered in determining a dividend policy of a firm?
17. (a) Explain in detail the importance and type of lease.

Or

- (b) Calculate operating leverage and financial leverage from the following :
- Sales Rs. 30,00,000 variable cost 70% of sales and fixed cost Rs. 3,00,000. The company had issued 5% debenture for Rs. 20,00,000.
18. (a) Explain in detail the defensive tactics in hostile takeovers.

Or

- (b) How would you evaluate the hire purchase from the point of view of hire-purchaser and hire-vendor.

C-4052

Sub. Code

31037 C

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

HR ANALYSIS

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define HR analytics.
2. Write any two importances of HR analytics.
3. What is meant by HR decision making?
4. List out some HR research tools.
5. Define value proposition.
6. What is meant by workforce analytics?
7. What is HR reporting?
8. What is root cause analysis?

9. List out some predictive analytics tools.
10. Give two examples predictive analytics.

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of HR analytics.

Or

(b) Brief about the ethical issues involved in HR analytics.
12. (a) Explain in detail about HR business process.

Or

(b) Bring out the reasons and needs for HR analytics.
13. (a) Explain the steps involved in forecastmg HR value propositions.

Or

(b) Explain the need and significance of Workforce analytics.
14. (a) Explain the concepts of HR data.

Or

(b) Explain about datafication of Human resources.
15. (a) Explain predictive analytics with suitable examples.

Or

(b) Explain about the different phases of HR analytics.

Part C

(3 × 10 = 30)

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

16. (a) Explain about the history, evolution and need for HR analytics.

Or

- (b) Explain in detail about HR analytics framework and models.

17. (a) Explain about HR optimization through HR analytics.

Or

- (b) Bring out the significance of data in HR analytics.

18. (a) Explain the concept of Human capital analytics.

Or

- (b) Explain the need for predictive modeling in HR analytics with suitable examples.

C-4056

Sub. Code

31039B

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

DATA MINING AND BUSINESS INTELLIGENCE

(2017 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Data Mining?
2. Define Regression.
3. What is Predictive Mining?
4. Define Data Discrimination.
5. Give Example for OLAP.
6. Write a short note on HOLAP.
7. What are the types of Data mining?

8. What is Information Privacy?
9. List the applications of Data Mining.
10. What are the major issues in data mining?

Part B (5 × 5 = 25)

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

11. (a) Explain data mining and the various processes of data mining.

Or

- (b) Critically examine the success factors for Big Data Mining.

12. (a) What are the challenges in Web Mining?

Or

- (b) Explain How Web Mining makes the users Life Easy.

13. (a) What is OLAP? Describe its types and its operations.

Or

- (b) Write down the advantages of MOLAP.

14. (a) Describe the primary aim of data mining.

Or

- (b) Discuss the Harms involved in Privacy.

15. (a) Narrate the recent trends in data mining.

Or

(b) Explain in detail about the problems faced while implementing Data Mining.

Part C

(3 × 10 = 30)

Answer **all** questions. Either (a) or (b).

16. (a) Explain the various strategic techniques used in implementing Business Intelligence.

Or

(b) Explain the requisite for implementing business intelligence software on the web.

17. (a) Narrate the Characteristics and importance of OLAP Systems.

Or

(b) Discuss in detail about the ineffectiveness of Current Privacy Principles for Data Mining. How can it be corrected?

18. (a) Explain the data mining application used for Financial Data Analysis.

Or

(b) Elaborate the data mining application used for Retail Industry.

C-4057

Sub. Code

31041

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

ENTREPRENEURSHIP

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define entrepreneurial culture.
2. What do you mean by imitative entrepreneurs?
3. What do you mean by occupational mobility?
4. What is project identification?
5. What do you mean by cost benefit analysis?
6. What is project finance?
7. What do you understand Term Loans?
8. What is a technical report?
9. What do you understand venture capital?
10. What is subsidies?

Part B

(5 × 5 = 25)

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

11. (a) “Innovation is the hallmark of entrepreneurship”.
Discuss.

Or

- (b) What are the consists of a project profile?

12. (a) State the various project appraisal methods.

Or

- (b) What are the problems faced by rural entrepreneurs?

13. (a) Explain the role and functions of SIDCO in the entrepreneurial development in Tamil Nadu.

Or

- (b) Explain the importance of the trade fairs and exhibition in entrepreneurial promotion.

14. (a) What are the factors determine the fixed capital requirements?

Or

- (b) Describe the functions of District Industries centres.

15. (a) Explain in detail role and functions of Entrepreneurship Development programmes.

Or

- (b) What suggestions would you give to overcome the barriers to entrepreneurial growth in India?

Part C

(3 × 10 = 30)

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

16. (a) Explain in detail different types of entrepreneurs.

Or

- (b) What are the factors which motivate people to become entrepreneurs?

17. (a) Describe the nature and significance of project objectives.

Or

- (b) Discuss the measures taken in India to assist the development of women entrepreneurs.

18. (a) Explain in detail the needs and objectives of entrepreneurs training and development programmes.

Or

- (b) Discuss the causes of slow growth of entrepreneurship in India.

C-4058

Sub. Code

31042A

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

SALES AND DISTRIBUTION MANAGEMENT

(2017 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Sales Management.
2. What do you mean by the term exchange process?
3. What do you mean by personal selling?
4. What is relationship selling?
5. Give an account on Sales territory.
6. What is sales metrics?
7. Explain the term 'Physical Distribution'.

8. What is distribution Channel?
9. Explain Marketing Channel.
10. Who is a middleman?

Part B

(5 × 5 = 25)

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

11. (a) What are the objectives of Sales Management?

Or

- (b) Describe about Sales Management Cycle.

12. (a) State the essential elements of personal selling.

Or

- (b) Discuss the diversity of selling situations.

13. (a) Briefly explain the sales management process.

Or

- (b) What are the steps involved in developing a sales organization?

14. (a) Explain the role of distribution in marketing.

Or

- (b) What are the differences between direct and indirect distribution?

15. (a) Elucidate the various types of Marketing channels.

Or

(b) Write a short note on importance of middlemen in business.

Part C (3 × 10 = 30)

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

16. (a) Write in detail the role of sales management in overall marketing management process of an organization.

Or

(b) How does the use of dual distribution channels and multichannel systems affect the growth of a business? Explain in detail.

17. (a) Describe the importance of personal selling from the view of customers and manufacturers.

Or

(b) Elucidate the various approaches to selling, sales presentation and sales demonstration.

18. (a) Write in Brief the need and importance of distribution.

Or

(b) Discuss in detail the design and management of Channel Mix.

C-4059

Sub. Code

31042B

M.B.A. DEGREE EXAMINATION

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

TALENT ACQUISITION AND MANAGEMENT

(2017 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is talent pool?
2. Define knowledge management.
3. What is meant by information?
4. What do you mean by codification of knowledge?
5. What are the characteristics of competency?
6. What is meant by team work?
7. Define Spiritual Knowledge.

8. What do you mean by nominal group technique?
9. What are the problems with talent management?
10. What is Management Grid?

Part B

(5 × 5 = 25)

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

11. (a) How can a company find talented individual?
Explain.

Or

- (b) Write in detail about Talent Management Grid.

12. (a) Explain the steps in developing a valid competency model.

Or

- (b) Discuss the role of leaders in talent management.

13. (a) Explain the characteristics of tacit knowledge.

Or

- (b) Discuss the types of knowledge.

14. (a) Explain the key steps in the Knowledge Management Life Cycle.

Or

- (b) Discuss any three Knowledge Management myths and state the reasons for viewing them as myths.

15. (a) Discuss major theoretical models of Knowledge Management.

Or

- (b) Describe about knowledge management infrastructure.

Part C (3 × 10 = 30)

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

16. (a) Discuss in detail about various types of competency.

Or

- (b) Explain the key challenges in Knowledge Management.

17. (a) Explain the knowledge intensive firm and its features.

Or

- (b) Discuss the major components of talent reservoir.

18. (a) Describe the people-related problems in implementing Knowledge Management strategy.

Or

- (b) Describe the nature and significance of Knowledge discovery systems.

C-4060

Sub. Code

31042C

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

E-BUSINESS

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write short notes on the concept of E-Business.
2. Explain in brief about the role of technology in E Business.
3. Write short notes B2C business.
4. What is meant by Business model?
5. What are the E-Commerce site tools?
6. How the to choose the server software?
7. What are the types of payment system?
8. Write short notes on e-commerce transactions.
9. Write short notes on consumer online behaviour.
10. What is meant by KYC?

Part B

(5 × 5 = 25)

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

11. (a) Write short notes on comparative analysis of business models?

Or

- (b) Discuss about online marketing Research.

12. (a) Explain the frontiers of E-commerce.

Or

- (b) Write notes on procedure and needs in building e-commerce websites with a flowchart.

13. (a) Critically comment on c-transaction payment system.

Or

- (b) Discuss about the history of E-commerce.

14. (a) Explain the role of Internet in E-commerce with contemporary examples.

Or

- (b) Discuss about the issues related to payment security.

15. (a) Explain the benefits of MNCs with the emergence of E-commerce.

Or

- (b) Comment on Marketing strategies of E-commerce business models.

Part C

(3 × 10 = 30)

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

16. (a) Elucidate the relevance of E-commerce business model in the Contemporary Environment.

Or

- (b) Discuss the consumer behavior with the emergence of E-commerce.

17. (a) Explain the concept of Social media marketing. How it is different from the Traditional marketing?

Or

- (b) Explain the types of E-commerce with suitable examples.

18. (a) Explain the E-business model. Comment in your words how technology has influenced the commercial activities in rural areas.

Or

- (b) Explain the Online customer behavior with the emergence of E-commerce.

C-4061

Sub. Code

31042D

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

**MERGER, ACQUISITION AND CORPORATE
RESTRUCTURING**

(2017 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by 'Synergy' of a merger.
2. What is SWOT analysis?
3. Mention porter's five forces.
4. What are the methods of financing mergers?
5. What do you mean by due diligence?
6. What is meant by free cash flow to the firm?
7. What are the meaning of a due diligence investigation in the context of a merger?

8. What is a poison pill?
9. What are LBO and MBO?
10. Write note on porters five forces model.

Part B

(5 × 5 = 25)

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

11. (a) Why do corporate go for restructuring exercises?
Discuss the various forms of restructuring exercises that are being practiced by corporate across the globe.

Or

- (b) Mergers are not a new phenomenon, the history of mergers dates back to the 19th century. Narrate the history of merger movement.
12. (a) Explain meaning, characteristics and rationale of restructuring.

Or

- (b) Explain motives behind merger in details.
13. (a) Describe the process and steps in strategic Planning of Mergers.

Or

- (b) What are the visions that should be identified while planning for M&A?

14. (a) State the critical activities in strategic planning processes.

Or

(b) Discuss the “5-S” model in details.

15. (a) Discuss different methods of corporate restructuring.

Or

(b) The following information is provided related to acquiring company A and target company T Ltd.

Particulars	A Ltd.	T Ltd.
Earnings after tax (Rs.in lakhs)	1000	200
Number of shares outstanding (in lakhs)	100	50
EPS (Rs.)	10	4
P/E ratio (times)	10	5

- (i) What is swap ratio based on current market price?
- (ii) What is the EPS of A Ltd after acquisition?
- (iii) What is the expected market price per share of A Ltd. after acquisition assuming P/E ratio of firm A remains unchanged?
- (iv) Determine the market value of the merged firm.
- (v) Calculate gain or loss for shareholders of the two independent companies after acquisition.

Part C**(3 × 10 = 30)**

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

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

Or

- (b) What are the different types of merger?

17. (a) Explain provisions of companies Act 1956 related to merger and acquisitions.

Or

- (b) The following is the balance sheet of Company Ltd. as on 31.03.2008:

Liabilities	Rs.	Assets	Rs.
50,000 equity shares of Rs.10 each	500000	Buildings	1,50,000
General reserve	170,000	Machinery	5,50,000
P and L A/c	30,000	Stocks	80,000
12% debentures of Rs.100 each	1,00,000	Debtors	70,000
Trade creditors	50,000	Cash	15,000
Employee provident fund	15000		
	8,65,000		8,65,000

Company B has agreed to purchase company A at Rs.6,61,500 to be paid in fully paid equity shares of Rs.10 each.

Prepare journal entries to close the books of accounts of A Ltd. And also prepare the realization and equity share holder's account.

18. (a) Discuss the tax benefits available to companies. When they merge.

Or

- (b) Case Study

Read the case study carefully and answer the following question.

Internal development and mergers are mutually supportive activities. Growing companies adopt various forms of M&As and other restructuring practices depending on the existing opportunities and limitations. The characteristic and competitive structure of an industry will affect the strategies employed. The factors and situations favouring M&As in part relate to industry characteristics. In an industry with excess capacity, horizontal mergers can be used to close down high-cost firms to decrease industry supply and to boost efficiency in the balance firms. In addition, a number of industries, earlier operating on small-scale operations, have been roiled up into bigger units. The larger units have been able to achieve economies of scale not achieved by smaller individual units.

A few more advantages of M&As or external growth may also be highlighted. An acquisition helps the acquirer to acquire a firm already in 40 Merger Acquisition and Restructuring place with a historical track record. Some complexities are still possible, but can be eased off to some extent by appropriate due diligence. An acquisition usually involves paying a premium, but the cost of acquiring a company may be estimated in advance.

An acquisition may also represent acquiring a segment divested from another firm. The logic is that the segment can be managed in a better way when added to the activities of the buying firm. Another important motive for M&As is to increase the strength of the acquiring firm. For example, the exceptional growth of Cisco Systems was achieved by acquisition of companies with the technology and talent to expand capabilities.

- (i) What do you mean by internal development/internal growth?
- (ii) What decides for the company to go for internal growth strategies or external growth strategies (mergers and acquisitions)?

C-4062

Sub. Code

31042E

**M.B.A. DEGREE EXAMINATION
INDUSTRY INTEGRATED
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION
Fourth Semester
SUPPLY CHAIN MANAGEMENT
(2017 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by customer relationship management?
2. What do you understand by supply chain models?
3. What is sales and operation planning in supply chain?
4. Define the term "Transport Economies".
5. What is WMS?
6. What do you mean by supply market intelligence?
7. Write a short note on global distribution.

8. Define Collaborative Planning Forecasting and Replenishment.
9. Explain supplier quality management.
10. What do you understand by distribution strategies in supply chain?

Part B (5 × 5 = 25)

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

11. (a) Why supply chain simulations considered as a dynamic approach to improve performance in a firm?

Or

- (b) Discuss the role of global supply chains in the COVID-19 pandemic and beyond.

12. (a) How the firm manages inventory under certainty and uncertainty?

Or

- (b) What are the major factors a manager should consider during route planning?

13. (a) Discuss the benefits and key features of warehousing management systems.

Or

- (b) What are the types of purchasing strategies? Discuss in detail.

14. (a) How a manager ensures the supply chain sustainability in firm?

Or

- (b) What are the methods of demand forecasting in supply chain?

15. (a) How do you measure the performance of third-party logistics?

Or

- (b) Discuss the impact of IT implementation on supply chain integration and performance.

Part C

(3 × 10 = 30)

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

16. (a) What do you understand by structuring supply chain drivers? List out the main drivers and design an ideal framework for structuring drivers.

Or

- (b) What do you understand by transportation modes, modal competition and modal shift in Logistics?

17. (a) Elaborate the supplier evaluation, selection and measurement in supply chain.

Or

- (b) Explain the factors that influence supply chain network design decisions.

18. (a) How do you measure the supply chain performance? Discuss the performance metrics used by the supply chain managers.

Or

- (b) What are the key components of supply chain strategies? Discuss the various types of strategies involves in supply chain management?

C-4063

Sub. Code

31043A

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

SERVICES MARKETING

(2017 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the types of service marketing?
2. What do you mean by service continuum?
3. Define Benchmarking.
4. Define Perception.
5. What is Blue printing?
6. Name a few design elements.
7. What is Service Recovery?

8. Define Queuing System.
9. What is positioning?
10. Write a short note on Targeting.

Part B

(5 × 5 = 25)

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

11. (a) Explain the nature and importance of service economy.

Or

- (b) Elaborate the characteristic features of services.

12. (a) Explain the various quality gap in service delivery.

Or

- (b) Explain the role of information in service marketing.

13. (a) What is new service development? Discuss the process of new service development.

Or

- (b) Explain the role of employees in service delivery.

14. (a) What are the strategies for managing demand in service? Explain.

Or

- (b) How do you build service relationship? Explain.

15. (a) Explain the Bitner's Services cape model.

Or

(b) Explain the key drivers for increasing globalization of services.

Part C

(3 × 10 = 30)

Answer any **three** questions. Either (a) or (b).

16. (a) Explain challenges and issues in services marketing with reference to India.

Or

(b) Define services and explain the classification of services. Also elaborate on how they differ from products.

17. (a) Explain the various quality tools available in Service Marketing.

Or

(b) How technology will change the nature of customer service and service offerings? Discuss.

18. (a) Tourism plays an important role in nation economy. What strategies would you suggest for the growth of tourism in service industry?

Or

(b) Discuss the marketing strategies adopted in education services in India.

C-4064

Sub. Code

31043 B

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

MARKETING COMMUNICATION STRATEGY

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the types of marketing Communication?
2. Define integrated marketing Communication.
3. Name few tools involved in sending communication.
4. What is Decoding?
5. Write a short note on Media Plan.
6. What is Scheduling?
7. What is Corporate Advertising?
8. Define Publicity.
9. Who is client in Advertising?
10. What is Advertisement Research?

Part B

(5 × 5 = 25)

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

11. (a) Explain the factors influence the buying behaviour of the consumer.

Or

- (b) How do marketing communications work? Explain.

12. (a) Explain the objectives of marketing communications programs.

Or

- (b) Explain the various components of Marketing Communication.

13. (a) Describe the process of successful media planning.

Or

- (b) What is the purpose of broadcast media? Elaborate.

14. (a) Briefly explain the factors to be considered while taking decision as to personal selling.

Or

- (b) Enumerate the importance of Trade Fairs.

15. (a) What are 'Product-oriented' appeals in Advertising? Illustrate your answer.

Or

- (b) How is national advertising different from International advertising? Explain.

Part C

(3 × 10 = 30)

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

16. (a) Critically evaluate the role of advertising in marketing communication.

Or

- (b) How do you prepare a marketing communication budget? Explain in Detail.

17. (a) What are the emerging media trends with reference to magazine boom and media marketing? Discuss.

Or

- (b) How does monitoring and evaluation of sales promotion support the success of a firm? Explain.

18. (a) Discuss the steps and stages involved in producing a TV advertisement.

Or

- (b) “Advertising adds to the cost of the product, which means an additional burden on the customer”. Critically comment on the statement.
-

C-4065

Sub. Code

31043C

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

MARKETING ANALYTICS

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write short notes on the concept of Marketing Analytics.
2. Explain in brief about the role of Marketing Metrics.
3. How Margins and Profits are earned by customers?
4. What is meant by Customer life time value?
5. What are the brand equity metrics?
6. What is Cannibalization rate?
7. What are the types of sales analytics?
8. Write short notes on Clustering.
9. Write short notes on campaign management.
10. What is campaign quality check?

Part B

(5 × 5 = 25)

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

11. (a) Write short notes on role of marketing metrics in marketing decisions.

Or

- (b) Discuss about Share of heart, Share of mind and Share of market.

12. (a) Explain about the concepts of Selling Price and variable costs with suitable examples.

Or

- (b) Write notes on Breakeven point and target volume.

13. (a) Critically comment on strategies adopted in marketing analytics.

Or

- (b) Discuss about any two types of methods employed for analyzing the market.

14. (a) Explain the role of neural network in marketing analytics.

Or

- (b) Discuss about the types of Campaign.

15. (a) Explain the benefits of Marketing campaign management.

Or

- (b) Comment on AI approach for sales analytics.

Part C

(3 × 10 = 30)

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

16. (a) Elucidate the role of marketing analytics in widening the scope of business.

Or

- (b) Discuss the key metrics that every marketer needs.

17. (a) Explain classification tree with suitable examples.

Or

- (b) Explain how profit can be influenced by marketing analytics.

18. (a) Explain the concepts of Campaign list generation, campaign quality check, campaign rollout.

Or

- (b) Explain the applications of predictive models.
-

C-4654

Sub. Code
31043 D

M.B.A. DEGREE EXAMINATION

INDUSTRY / INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

RURAL MARKETING

(CBCS – 2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part - A

(10 × 2 = 20)

Answer **all** questions.

1. Write short notes on Retailing.
2. What do you mean by Scrambled merchandising?
3. What is 'Warehouse club'?
4. Define 'Shopping bots'.
5. What is Partly plant system?
6. Explain in brief about Generation cohort.
7. What do you mean by Multi attribute attitude model?
8. Which is 'Saturated trade area'?
9. What is 'Polygons'?
10. What do you mean by mystery shoppers?

Part - B

(5 × 5 = 25)

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

11. (a) Explain in detail about the types of ownership for retail firms.

Or

- (b) What is meant by buying decision process and explain its types in detail?

12. (a) What are the legal issues involved in retail pricing?

Or

- (b) Why do retailers need to have an integrated marketing communication program?

13. (a) List the best techniques for merchandise presentation and explain them.

Or

- (b) Write explanatory notes on the following:

(i) Categories of private brands.

(ii) What are the trend structures of the retail industry?

14. (a) Discuss in detail about the importance of location and location strategy in retail marketing.

Or

- (b) How can retailers forecast sales for new store locations?

15. (a) What is assortment planning process in the context of merchandise management?

Or

- (b) Write short notes on:

(i) Free-standing site

(ii) Kiosks

(iii) Mixed use developments.

Part - C

(3 × 10 = 30)

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

16. (a) Define "Isolated Store". Enumerate the advantages and limitations of this retail location type.

Or

- (b) What is retailing? List out and explain its' special characteristics also.

17. (a) Enumerate the recommendations should web retailers carefully consider?

Or

- (b) Explain the six-step approach that helps retailers to pay close attention to customer service.

18. (a) "A retail price strategy can be demand, cost and / or competitive in orientation". Comment.

Or

- (b) Explain in detail what is your understanding over the following elements of a retail strategy :-

(i) Situation analysis

(ii) Objectives and

(iii) Identification of Customers

C-4066

Sub. Code

31044A

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

FINANCIAL DERIVATIVES

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Forward contracts?
2. Define Derivatives.
3. What is Intrinsic value?
4. Define SWAP.
5. What is credit risk?
6. What do you mean by commodity futures?
7. What is option pay off?
8. What is meant by interest rate derivatives?

9. What is stock indices?
10. What is European Option?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the features and benefits of different types of forward contracts.

Or

- (b) Explain the functions of OTC derivatives market.

12. (a) Describe the characteristics and settlement procedure of future contract.

Or

- (b) Compare and contrast forward and spot prices.

13. (a) Explain the advantages of Interest Rate SWAP.

Or

- (b) Distinguish between future and option contracts.

14. (a) Explain the valuation of Interest Rate SWAP and Currency SWAP.

Or

- (b) Distinguish between American option and European Option.

15. (a) Describe the evolution of Derivatives Market in India.

Or

- (b) Discuss in detail about Option Pricing Models.

Part C

(3 × 10 = 30)

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

16. (a) Describe the mechanism of exchange trading in different types of derivatives.

Or

- (b) Explain the features of various option contract.

17. (a) Explain the risks in financial derivatives and suggest some measures to minimize them.

Or

- (b) Describe the different types of settlement.

18. (a) Describe the role of stock futures in the Indian Stock Market.

Or

- (b) Describe the different types of SWAP contracts.
-

C-4067

Sub. Code

31044B

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

INTERNATIONAL FINANCE

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are derivative markets?
2. Give any two benefits of forecasting exchange rates.
3. What are the market imperfections in international finance?
4. What is Bid Ask Spread?
5. Define Direct Quote.
6. What is floating exchange rate?
7. What is currency future?
8. Who can trade in Forex?

9. What is Mint Parity Theory?
10. What is Transaction exposure?

Part B (5 × 5 = 25)

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

11. (a) Discuss the nature and scope of international finance.

Or

- (b) Describe the corporate uses of currency options.

12. (a) Discuss the role of derivative markets in international finance.

Or

- (b) Explain the limitations to various forecasting techniques used to determine exchange rates.

13. (a) Distinguish between foreign direct investment and portfolio investment.

Or

- (b) Explain the mechanism of multinational financial system.

14. (a) Describe the different forecasting techniques with its limitations.

Or

- (b) Discuss some currency options strategies used by corporate.

15. (a) Explain the challenges and opportunities faced by MNC in managing finance in International markets.

Or

- (b) Elucidate the settlement of transactions in the international market.

Part C

(3 × 10 = 30)

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

16. (a) Explain the principles of foreign exchange dealing and types of foreign exchange trading.

Or

- (b) Discuss the process of overseas expansion.

17. (a) Discuss the various sources of long term finance in international management.

Or

- (b) Discuss the factors to be considered in multi national budgeting.

18. (a) Why should cost of capital for an MNC be different from a domestic firm? Explain.

Or

- (b) Discuss the major government initiations in increasing FDI in India.

C-4655

Sub. Code

31044C

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

CORPORATE TAXATION

(CBCS 2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part - A

(10 × 2 = 20)

Answer **all** questions.

1. Define the terms previous year and assessment year.
2. Explain the term assessee in default.
3. What is casual income?
4. Define salaries.
5. Explain the concept of deemed profit.
6. What is the meaning of the term 'cost of acquisition' as used in capital gains?
7. Write a note on central board of direct tax.

8. What is best judgment assessment?
9. What is tax deducted at source?
10. Mention any four circumstances in which a claim for refund of tax may arise.

Part - B

(5 × 5 = 25)

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

11. Miss Monica, a foreign national, comes India every year for 90 days since 2003-04. Determine her residential status for the previous year 2018-19.
 - (a) Will your answer differ, if she comes India for 100 days instead of 90 days every year.

Or

- (b) Since Miss Monica stayed for 100 days during the previous year 2018 -19 and for 400 days (100 days × 4 years) during the 4 years immediately preceding the previous year, hence, she is satisfying Sec. 6 (1) (c). Thus, she is resident for the previous year 2018 - 19. Further, she resides for only 700 days (100 days × 7 years) during the 7 years immediately preceding the previous year. Hence, she does not satisfy one of the conditions of Sec. 6 (6). Thus, she is resident but not ordinarily resident for the previous year 2018 -19.

12. (a) Mr. Ramsanth had estates in rubber, tea and coffee. He derives income from them. He furnishes the following particulars of his income for the year ending 31-3-2019. Manufacture of rubber Rs.5,00,000, Manufacture of coffee grown and cured Rs.3,50,000, Manufacture of tea Rs.7,00,000. Compute taxable income of Ramsanth for the A. Y. 2019-20.

Or

- (b) Compute tax liability of Mr. Gulam for the assessment year 2019-20. Total income Rs.4,00,000
Agriculture income Rs.3,000.
13. (a) Ashok, an employee of ABC Ltd., receives Rs.2,05,000 as gratuity under the Payment of Gratuity Act, 1972. He retires on 10th September, 2018 after rendering service for 35 years and 7 months. The last drawn salary was Rs.2,700 per month. Calculate the amount of gratuity chargeable to tax.

Or

- (b) Mrs. X is working with ABC Ltd. since last 30 years 9 months. Her salary structure is as under:
Basic Rs.5,000 p.m. Dearness allowance Rs.3,000 p.m. On 15-12-2018, she died. State the treatment of gratuity in following cases: Case 1: Mrs. X retired on 10-12-2018 & gratuity Rs.4,00,000 received by her husband (legal heir) as on 18-12-2018. Case 2: Husband of Mrs.X received gratuity on 18-12-2018 falling due after death of Mrs. X. Mrs. X is covered by the Payment of Gratuity Act.

14. (a) What is House Property? Discuss the major taxation rules related to the income from house property.

Or

- (b) Discuss the provisions of Minimum Alternative Tax (MAT) on companies and its adjustment in succeeding previous year.

15. (a) What is CBDT? State their powers.

Or

- (b) Write a detailed note on income from other sources.

Part - C

(3 × 10 = 30)

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

16. (a) What is an exempted income under IT Act 1961? Discuss why and how they are exempted.

Or

- (b) In case of an individual how would you calculate the total income under various heads? Elaborate.

17. (a) X, a resident of Ajmer, receives Rs.48,000 as basic salary during the previous year 2018-19. In addition, he gets Rs.4,800 as dearness allowance forming part of basic salary, 7% commission on sales made by him (sale made by X during the relevant previous year is Rs.86,000) and Rs.6,000 as house rent allowance. He, however, pays Rs.5,800 as house rent. Determine the quantum of exempted house rent allowance.

Or

(b) Compute the taxable house rent allowance of Mr. Abhijeet from the following data:

- (i) Basic salary Rs.5,000 p.m. D.A. Rs.2,000 p. m., HRA Rs.4,000 p.m. Rent paid Rs.4,000 in pune.
- (ii) On 1-07-2018, there is an increment in basic salary by Rs.1,000
- (iii) On 1-10-2018, employee hired anew flat in Kolkata at the same rent as he was posted to Kolkata.
- (iv) On 1-01-2019, employee purchased his own flat and resides there.

18. (a) Mr. Krishnan constructed one house in 2016. Half of the portion is let out and the remaining half is used for his residence. particulars are available.

Municipal value Rs.12,500

Rent received Rs.10,000

Municipal tax Rs.2,500

Ground rent Rs.250

Repairs Rs.2,000

Interest on loan taken for construction
Rs. 2,500.

Compute his income from house property for the AY 2019-20.

Or

(b) The net profit of business of Mr. Vijayan as disclosed by its profit and loss account were Rs.3,25,000 after charging the following:

- (i) Municipal taxes on house property let out 3000
- (ii) Bad debts written off 15000
- (iii) Provision for doubtful debts 16000
- (iv) Provision for taxation 15000
- (v) Depreciation 25000
- (vi) Depreciation allowable 20000

Ascertain taxable business profit?

C-4068

Sub. Code

31045a

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

INDUSTRIAL RELATIONS AND LABOUR LAWS

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by industrial relations?
2. Define trade unionism.
3. List out the causes for industrial disputes.
4. What are the causes for poor industrial relations?
5. Mention the principles of collective Bargaining.
6. Who is a worker?
7. List out any two important features of ESI Act.
8. Define the term compensation.

9. What is wage?
10. Differentiate strike from lockout.

Part B (5 × 5 = 25)

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

11. (a) Discuss industrial relations at National and International level with suitable examples.

Or

- (b) Write short notes on Indian Trade Union Movement.

12. (a) Write short notes on labour relations.

Or

- (b) Explain the procedure of grievance handling.

13. (a) Discuss in detail the various forms of collective bargaining.

Or

- (b) Explain the role and methods of workers participation in management.

14. (a) Discuss the provisions regarding the health, safety and welfare of workers under factories Act 1948.

Or

- (b) Explain the employers provident fund and miscellaneous provisions Act 1952.

15. (a) Write short notes on salient features of payment of wages Act 1945.

Or

- (b) Explain the trade union Act 1926.

Part C

(3 × 10 = 30)

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

16. (a) Discuss about the influence of trade unions in industrial relations.

Or

- (b) Explain in detail the various causes for poor industrial relations. Suggest suitable remedies to improve good industrial relations.
17. (a) Explain in detail the procedure and conditions for effective collective bargaining.

Or

- (b) Discuss about the salient features of employee's state insurance Act 1948.
18. (a) Explain the process and types of mechanisms available for resolving industrial disputes between employee and employer.

Or

- (b) Discuss in detail the minimum wage Act 1948.

C-4069

Sub. Code

31045B

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

INTERNATIONAL HRM

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Globalization.
2. What is Multiculturalism in HRM?
3. What are the Procedures for International Recruiting?
4. What are the Skills required for International Managers?
5. What is CCT?
6. What is Repatriation process in International HRM?
7. What is International compensation strategy?
8. What do mean by Compensation system?

9. How to assess the International performance management?
10. What are the factors affecting the performance in International HRM?

Part B (5 × 5 = 25)

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

11. (a) Explain the effect of Globalization.
Or
(b) What are the components of HR Preparedness?
12. (a) What are the selection criteria for recruiting international managers?
Or
(b) What are the challenges in Dual career couple?
13. (a) Explain Predeparture training.
Or
(b) Role of HCN training in International HRM.
14. (a) What are the factors influencing international compensation system?
Or
(b) Briefly explain the Package components of compensation system.
15. (a) What are difficulties faced at the time of Assessment of performance?
Or
(b) Explain in detail Multinational team and its strategies in International performance management.

Part C

(3 × 10 = 30)

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

16. (a) Difference between Domestic and International HRM.

Or

- (b) Explain Trompenaar's framework in detail.

17. (a) What are the merits and de-merits of Global staffing?

Or

- (b) Explain Cultural awareness and CCT types in International HRM.

18. (a) Explain international compensation system in detail.

Or

- (b) Explain organizational strategy in developing International staff and multinational team.

C-4070

Sub. Code

31045 C

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

ORGANIZATION DEVELOPMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the objectives of organizational development?
2. What is planned change?
3. What is diagnosis?
4. What is the importance of diagnosis?
5. List out the types of structural Intervention.
6. What are quality circles?
7. Write a short note on collaborative strategies.
8. State the importance of Goal Setting.

9. List few areas where Organizational Development can be applied.
10. How do you apply Organizational Development?

Part B (5 × 5 = 25)

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

11. (a) Discuss the three essentials of organization development.

Or

- (b) Briefly explain the classification of organization Development.

12. (a) What are the steps is diagnosis? Explain.

Or

- (b) Elaborate on how you analyze the diagnostic information.

13. (a) Explain the Criteria for effective interventions.

Or

- (b) What is Team Development? Discuss with role analysis for team interventions.

14. (a) What is the link in organizational strategy and HR strategy? Explain.

Or

- (b) What are the different work diversity dimensions and interventions?

15. (a) Explain the future of organizational development.

Or

(b) How can organizational development be improved in the future? Discuss.

Part C

(3 × 10 = 30)

Answer any **three** questions either (a) or (b).

16. (a) What is Organization Development? Highlight the essential characteristics values, beliefs and assumptions in relation with OD.

Or

(b) Discuss the major diagnostic models and techniques used in Organization Development programs.

17. (a) What is Team Interventions? Explain the areas involved in learn Interventions and also elaborate the steps involved in it.

Or

(b) How does appraising and rewarding affect the performance of the Employees? Explain.

18. (a) Explain how Organizational Development is applied in handling the Covid 19 Pandemic situations.

Or

(b) Bring out the significance of Organizational Development in Public Sector organizations.

C-4071

Sub. Code

31046 A

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

SUPPLY CHAIN ANALYTICS

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Why is analytics important in a supply chain?
2. What do understand by the term supply chain analytics?
3. Mention any two important key issues in supply chain analytics.
4. List few supply chain analytics applications in recent trends.
5. Define modeling in supply chain analytics.
6. What is optimization approach in supply chain analytics?
7. Write the few importance of network planning.

8. What is logistics network design?
9. What is the role of ICT in procurement?
10. Why information is essential for effective supply chains?

Part B (5 × 5 = 25)

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

11. (a) Explain how supply chain analytics works.
Or
(b) How will you relate operation management with supply chain analytics?
12. (a) Explain the various parameters which make analytics good.
Or
(b) Elaborate the decision domains in supply chain analytics.
13. (a) What is data? Write its role in analytics.
Or
(b) Compare mathematical and interpretative modeling in supply chain.
14. (a) Write the importance of network planning.
Or
(b) Discuss the concept of 3PLs in supply chain.
15. (a) What is EDT? Explain in detail.
Or
(b) Describe Enterprise Resource planning (ERP) tool.

Part C

(3 × 10 = 30)

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

16. (a) Describe the advantages and disadvantages of SCA.

Or

- (b) Briefly describe supply chain analytics applications in India.

17. (a) Discuss in detail the analytics of a transportation problem in a supply chain.

Or

- (b) Describe heuristics design in logistic network.

18. (a) Explain in detail the role of ICT in supply chain.

Or

- (b) Explain the decision phases of a supply chain.
-

C-4656

Sub. Code
31046 B

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

INTERNATIONAL LOGISTICS MANAGEMENT

(CBCS – 2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part - A

(10 × 2 = 20)

Answer **all** questions.

1. Define logistics management.
2. Explain the objectives of logistics management.
3. Define Trade.
4. Explain Cargo Insurance.
5. Explain the UCPDC guidelines.
6. State the meaning of 3PL.
7. Explain in Dumping Duty.
8. Explain the Incoterms-2010?

9. What is called as third party logistics?
10. Explain about terms of trade and terms of payment.

Part - B

(5 × 5 = 25)

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

11. (a) Explain the significance of customer service in the context of supply chain management. Outline a framework for customer service strategy.

Or

- (b) State the meaning of 3PL and 4PL service providers. Discuss considerations for hiring 3PL service providers?

12. (a) Discuss the types and salient features of ocean transport in the context of global logistics.

Or

- (b) Explain the relationship between logistics strategy and corporate strategy?

13. (a) What are the factors contributing to the development of logistics?

Or

- (b) Discuss about the international and national logistics operations.

14. (a) Enumerate the risks of logistics outsourcing.

Or

- (b) Discuss the procedure for cargo clearances.

15. (a) Explain role of EXIM Bank in Export and Import.

Or

- (b) Explain the purpose of Post- shipment finance.

Part - C

(3 × 10 = 30)

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

16. (a) Enumerate about various trade blocks / FTZ and their impact on supply chain management.

Or

- (b) What is inco-terms? Define all the revised inco-terms while explaining the factors determining the choice of FOB and CIF?

17. (a) Explain the z-logistics in terms of structure and operation.

Or

- (b) Why is the location of warehouse important for the SCM? Discuss some methods for determining the location of the warehouse.

18. (a) Discuss the role of ECGC in India in export finance..

Or

- (b) What are the SEZ? Highlight their role in improving exports?

C-4072

Sub. Code

31047A

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

BIG DATA ANALYTICS

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is big data analytics?
2. What is Hadoop ecosystem?
3. Define collaborative filtering.
4. Write down the goals of HDFS.
5. List out the features of No SQL.
6. Write short note on data structures mining.
7. What is distance measures of big data?
8. List various applications of big data.

9. Define page rank.
10. Distinguish between page rank and Sim rank.

Part B (5 × 5 = 25)

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

11. (a) What are the three Vs of big data?

Or

(b) What is the role of a “combiners” in the map reduce frame work?
12. (a) Explain working of HIVE with proper steps and diagrams.

Or

- (b) Explain NoSQL data architecture pattern.
13. (a) Write note on data stream mining.

Or

- (b) Explain data stream query processing.
14. (a) Write an algorithm for finding frequent item sets.

Or

- (b) Discuss how to handle large data sets in main memory.
15. (a) Brief the various types of social networks.

Or

- (b) Discuss the counting triangles in a social graph.

Part C

(3 × 10 = 30)

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

16. (a) Discuss about Hadoop distributed file system architecture with a diagram.

Or

- (b) What is map reduce? Explain working of various phases of map reduce with appropriate example and diagram.

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

Or

- (b) What is No SQL? Explain types of No SQL databases.

18. (a) Explain clustering of social graphs.

Or

- (b) Discuss traditional versus big data approach in detail.
-

C-4657

Sub. Code

31047B

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

ENTERPRISE BUSINESS APPLICATIONS

(CBCS – 2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the Dis-advantages of implementing ERP systems in an organization?
2. Name any Two guidelines for ERP implementation.
3. What do you mean by supply chain management?
4. What is open technology interface?
5. Mention the applications of Baan?
6. Explain about commercial ERP packages.
7. What are the issues in supply chain management?
8. What are the roles of customers?

9. What is database interface?
10. List at least two Industries served by SAP.

Part B (5 × 5 = 25)

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

11. (a) What are the various key factors which determine successful enterprise application?

Or

- (b) Write a note on requirements analysis and modeling?

12. (a) Explain principles and practices of data architecture and design.

Or

- (b) Explain the various code review practices.

13. (a) Explain the use of integration and performance testing in detail.

Or

- (b) Compare various SDLC models. Also differentiate cohesion and coupling.

14. (a) Write a brief note on static code analysis?

Or

- (b) Discuss about various types and methods for testing an enterprise application.

15. (a) Discuss the features of SAP.

Or

- (b) Explain linkage between BPR, IT and ERP.

Part C

(3 × 10 = 30)

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

16. (a) What customization and precautions are done during ERP implementation?

Or

- (b) Give the features of Baan -IV and MPG.

17. (a) Discuss ERP implementation phases.

Or

- (b) Explain quality control modules and their functions.

18. (a) Bring to light the basic architectural concepts of an ERP.

Or

- (b) Carrying out a study of EPC as adopted by SAP and show how it complements the Generic Modeling Technique.