

**C-5318**

**Sub. Code**

**30111/30211**

**M.B.A. DEGREE EXAMINATION,  
NOVEMBER 2021**

**First Semester**

**Business Analytics**

**MANAGEMENT CONCEPTS AND PRACTICES**

**(Common for MBA (Business.Anals.)/MBA (DM &  
E.Comm.))**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

**(10 × 2 = 20)**

Answer **all** questions.

1. What are the roles of management in organization?
2. Write some characteristics of Management.
3. List the principles of Scientific Management.
4. What is Espirit de corps?
5. What do you understand by decision making?
6. Mention the Characteristics of "Programmed" decisions.
7. List out the steps involved in organizing.
8. What is functional departmentation?
9. What do you understand by grape vine communication?
10. State the important characteristics of directing.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) How management is important? Explain.

Or

- (b) What are the characteristics of a quality manager?

12. (a) Explain in detail the Hawthorne's Experiment.

Or

- (b) What are the characteristics, merits and demerits of bureaucratic model?

13. (a) Explain briefly the process of formal planning and the reasons for failure of planning.

Or

- (b) Describe the various types of managerial decisions.

14. (a) What are the importance of organization in business management?

Or

- (b) Write a detailed note on functional organisation.

15. (a) Describe the steps in control process.

Or

- (b) Explain the techniques of Co-ordination.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What do you mean by management? Discuss its various definitions and characteristics.

Or

- (b) Elaborate Henri Fayol's contribution to the principles of management.

17. (a) Explain in detail the Authority Relationship and their types.

Or

- (b) Discuss in detail the Centralization of organization.

18. (a) Describe the Leadership Styles in an organisation.

Or

- (b) Explain the Herzberg and Mcgregor theories of Motivation.
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**C-4138**

**Sub. Code**

**30212**

**M.B.A. DEGREE EXAMINATION**

**DIGITAL MARKETING AND E-COMMERCE**

**NOVEMBER 2021 EXAMINATION**

**First Semester**

**ACCOUNTING FOR MANAGERS**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define accounting.
2. What do you mean by ledger?
3. State the difference between debtor and creditor.
4. Enumerate the term drawings.
5. Expand TDS.
6. What do you mean by Joint Stock Company?
7. Write two examples of cash flow from operating activities.
8. What do you mean by cash equivalent?
9. State two merits of financial reporting.
10. Enumerate the advantages of GAAP.

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss in brief about the scope of financial accounting.

Or

(b) Determine the limitations of accounting.

12. (a) Draw up a trial balance using imaginary accounts and figures.

Or

(b) Write journal entries for the following :

(i) Cash sales Rs. 3,000

(ii) Paid wages in cash Rs. 2,000

(iii) Paid for Stationary Rs. 100

(iv) Paid to modern furniture limited Rs. 3,500

(v) Goods withdrawn for personal use Rs. 500.

13. (a) Distinguish between provisions and Reserve.

Or

(b) Determine the rules regarding payment of dividend.

14. (a) Write short note on cash flow form financing activities and cash flow from investing activities.

Or

(b) Draw the format of cash flow statement.

15. (a) Discuss in brief about the need for financial reporting.

Or

(b) Write short note on any two Indian accounting standards.

**Part C**

(3 × 10 = 30)

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

16. (a) Elaborate the various accounting concepts and conventions.

Or

- (b) Post the following transactions in the ledgers on Rajaram.

2019 December    Sold goods for cash Rs. 2,600  
                          Bought goods for cash Rs. 200  
                          Bought goods from Kumar  
                          Rs. 3,000  
                          Sold goods on credit to Mani  
                          Rs. 4,000  
                          Received cash from Mani  
                          Rs. 2,500  
                          Paid to Kumar in full settlement  
                          of his account Rs. 2,900  
                          Bought furniture for cash  
                          Rs. 10,000

17. (a) Discuss in detail about meaning and importance of final accounts.

Or

- (b) The following is the trial balance of a merchant on 31 December 1984. Prepare trading, profit and loss account and balance sheet on 31 December 2019.

Particulars	Amount	Particulars	Amount
Bills payable	800	Salaries	670
Land and Building	4,100	Rent and Taxes	300
Stock of goods on 1 <sup>st</sup> January	5,000	General expenses	300
Capital	16,000	Interest on capital	1,000
Plant and machinery	7,500	Furniture	500
Bills receivable	1,600	Cash at bank	430

Particulars	Amount	Particulars	Amount
Purchases	12,000	Discounts	200
Sales	20,000	Debtors	2,700
Wages	1,500	Creditors	1,000

18. (a) Explain in detail about meaning, importance and limitations of cashflow statement.

Or

(b) From the following balance sheet of ABC Ltd prepare cashflow statement.

Particulars	1991 (Rs.)	1992 (Rs.)	Particulars	1991 (Rs.)	1992 (Rs.)
Equity share capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
8% redeemable preference share capital	1,50,000	1,00,000	Land and Building	2,00,000	1,70,000
General reserve	40,000	70,000	Plant	80,000	2,00,000
Profit and loss account	30,000	48,000	Debtors	1,60,000	2,00,000
Creditors	55,000	83,000	Stock	77,000	1,09,000
Provision for taxation	40,000	50,000	Bills receivable	20,000	30,000
Proposed dividend	42,000	50,000	Cash in hand	15,000	10,000
Bills payable	20,000	16,000	Cash at bank	10,000	8,000

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**Sub. Code**

**30213**

**M.B.A. DEGREE EXAMINATION**

**DIGITAL MARKETING AND E-COMMERCE**

**NOVEMBER 2021 EXAMINATION**

**First Semester**

**ORGANISATIONAL BEHAVIOUR**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Developing Managers?
2. Define Interpersonal Skills.
3. What do you mean by group dynamics?
4. Define Creativity.
5. What do you mean by Team Development?
6. What do you mean by Effective teams?
7. What is Motivation?
8. Define Hierarchy of Needs.
9. What do you mean by Successful Managerial Activities?
10. What do you mean by Goal setting theory?

**Part B**

(5 × 5 = 25)

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



11. (a) Explain the Scope of Organizational Behaviour.  
Or  
(b) Describe the learning theories in detail.
12. (a) Differentiate between leader and manager.  
Or  
(b) Explain the organizational change process.
13. (a) Explain the methods of shaping behaviour.  
Or  
(b) Discuss about the factors influencing of Perception.
14. (a) Characteristics of Effective Teams.  
Or  
(b) Explain the Achievement Motivation Theory.
15. (a) Discuss the techniques of group decision making.  
Or  
(b) How do the employees learn organizational culture?

**Part C**

(3 × 10 = 30)

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

16. (a) Briefly, explains the types and importance of Motivation.  
  
Or  
(b) Explain the process of communication is important in an organization?
17. (a) What are the different sources of power? How do power and politics contribute towards managing people effectively?

Or

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**C-4139**

- (b) Discuss and briefly, explain the Group Decision Making.
- 18. (a) Briefly, discuss about the Maslow's Hierarchy of Needs.

Or

- (b) Briefly explain the determinants of Job Satisfaction. Elaborate.

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**Sub. Code**

**30214**

**M.B.A. DEGREE EXAMINATION**

**DIGITAL MARKETING AND E-COMMERCE**

**NOVEMBER 2021 EXAMINATION**

**First Semester**

**FUNDAMENTALS OF DIGITAL MARKETING AND  
E-COMMERCE**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Mention the types of digital marketing.
2. Write a short note on market reality.
3. What do you mean by SEO site map.
4. What is the meaning of off-page optimization?
5. What is meant by analysis and review?
6. Write notes on scheduling.
7. What is the meaning of Google PPC?
8. What are the types of bidding strategies in google ads?
9. What do you mean by Ad copy?
10. Write short notes on Analytics.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the elements of digital marketing.  
Or  
(b) Distinguish between traditional and digital marketing.
12. (a) Explain the keyword research & selection.  
Or  
(b) Describe the benefits of search position.
13. (a) Explain the importance of SEO webmaster tools.  
Or  
(b) Explain the significance of links and links building.
14. (a) Discuss the salient features of strengths of pay per click.  
Or  
(b) Discuss the importance of research tools
15. (a) Explain the importance of conversion tracking.  
Or  
(b) Describe the elements of landing pages

**Part C** (3 × 10 = 30)

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

16. (a) Explain the characteristics of digital marketing.  
Or  
(b) Describe the implications of digital marketing.
17. (a) Explain the mechanics of search.

Or

- (b) Discuss the detail about the analysis & review.
- 18. (a) Elaborate the significance of the search campaign process

Or

- (b) Briefly explains the keyword selection.

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C-4141

Sub. Code

30215

**M.B.A. DEGREE EXAMINATION**  
**DIGITAL MARKETING AND E-COMMERCE**  
**NOVEMBER 2021 EXAMINATION**

**First Semester**

**STATISTICS FOR BUSINESS**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write down the names of any two attributes.
2. Define weighted arithmetic mean.
3. What is the use of sampling distribution?
4. What is the mean value of Poisson distribution?
5. Define Critical Region.
6. What is alternative hypothesis?
7. What are the objectives of Time Value of Money?
8. What is the formula for present value?
9. What are regression coefficients?
10. List the types of correlation.

**Part B**

(5 × 5 = 25)

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

11. (a) Distinguish between grouped and ungrouped frequency distribution.

Or

(b) Explain the process of summarizing data.

12. (a) Distinguish between binomial and Poisson distribution.

Or

(b) A bag contains 4 red balls, 3 white balls and 5 black balls. Two balls are drawn one after the other with replacement. Find the probability that first is red and the second is black.

13. (a) Explain the procedure for testing hypotheses for population mean, when the population variance is unknown.

Or

(b) How do you calculate degrees of freedom for goodness of fit test? Explain.

14. (a) Differentiate between simple interest and compound interest.

Or

(b) What is the difference between compounding and discounting?

15. (a) Differentiate correlation with regression.

Or

(b) Find the regression line for the following table.

X 3 5 6 8 9 11

Y 2 3 4 6 5 10

**Part C**

(3 × 10 = 30)

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

16. (a) Define regression analysis. Explain regression coefficients and prove that the correlation coefficient is the geometric mean of the regression coefficients.

Or

- (b) Calculate the mean deviation about median and compare the variability of the two series  $X$  and  $Y$ .

$X$  725 700 750 675 725 625 675 800 625 725 700 725 675

$Y$  575 625 600 575 675 600 650 575 625 550 680 550 560

17. (a) Explain one and two tail test in detail with example.

Or

- (b) An Intelligence test was administrated to 1000 students. The average score of students was 42 with standard deviation of 24, find

- (i) Number of students exceeding a score of 50  
(ii) Number of students scoring between 30 and 58  
(iii) Value of score exceeded by top 100 students.

18. (a) Rupee in hand today is worth more than rupee in hand to be received next year. Explain the statement.

Or

- (b) Explain the types of correlation in detail.

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**C-4142**

**Sub. Code**

**30216**

**M.B.A. DEGREE EXAMINATION**

**DIGITAL MARKETING AND E-COMMERCE**

**NOVEMBER 2021 EXAMINATION**

**First Semester**

**BUSINESS, ORIENTED COMPUTER APPLICATIONS**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. List any four applications of MS Excel.
2. What are the main features of MS Excel?
3. What is conditional formatting?
4. What are data validation Excel?
5. What is the use of Index function?
6. What is the benefit of Header rows?
7. What is an array?
8. What are dynamic ranges in Excel?
9. What is PowerPivot?

10. How do you hide a row in Excel?

**Part B**

(5 × 5 = 25)

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

11. (a) Differentiate between a worksheet and a workbook.

Or

(b) Specify the order of operations used for evaluating formulas in Excel.

12. (a) Why is data validation disabled in Excel? Explain.

Or

(b) Explain the method of formatting Date and Time.

13. (a) What is Macro? Explain its application

Or

(b) What is the difference between a LOOKUP and a VLOOKUP?

14. (a) How do you make dynamic ranges in Excel? Explain.

Or

(b) How do I create a one variable data table in Excel?

15. (a) Illustrate the steps to create a calendar in MS Excel.

Or

- (b) Explain the uses of Filter function in detail.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the benefits of using formula in Excel sheet with example.

Or

- (b) What are range names? Explain its types.

17. (a) Explain the MS Excel Function IF and LOOK UP function.

Or

- (b) Explain different functions of PIVOT table.

18. (a) Explain one way data and two way data table in MS Excel in detail.

Or

- (b) How do we get data from SQL server through Excel?

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**C-5324**

**Sub. Code**

**30117/  
30217**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**First Semester**

**WRITTEN ANALYSIS AND COMMUNICATIONS**

**(Common for M.B.A.(Busi.Analy.)/M.B.A.  
(DM & E-Commer.))**

**(2016 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

**(10 × 2 = 20)**

Answer **all** questions.

1. What is Communication?
2. Define Business Communication.
3. List out Physical barriers of Communication.
4. What are the different approaches of listing?
5. What is Written Communication?
6. Explain the need of Business Correspondence.
7. Pleasant Vs Unpleasant letter.
8. Name the different visual aids.
9. Define Negotiation.
10. What are the different types of Communication?

**Part B**

(5 × 5 = 25)

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

11. (a) What is Communication? Explain its elements.

Or

- (b) Explain the importance of Business Communication.

12. (a) Differentiate Hearing Vs Listening.

Or

- (b) List out the different barriers to Effective listening.

13. (a) Explain the qualities of Business Correspondence letters.

Or

- (b) Explain 7C's framework of Business Communication.

14. (a) What is the need of understanding the audience?

Or

- (b) Type and selection of visual aids with respect to reporting.

15. (a) Define Non-verbal Communication and its characteristics.

Or

- (b) Differentiate Oral Vs Non verbal Communication.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain in detail about Communication process and its channels.

Or

- (b) Discuss on Communication barriers.

17. (a) Explain the qualities of a business letter.

Or

- (b) Write a note on :

(i) Persuasive letters

(ii) Memos.

18. (a) Narrate the importance of Oral and Non verbal Communication.

Or

- (b) Define Conventional and Non-conventional Non-verbal Communication.

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**C-4146**

**Sub. Code**

**30231**

**M.B.A. DEGREE EXAMINATION  
DIGITAL MARKETING AND E-COMMERCE  
NOVEMBER 2021 EXAMINATION**

**Third Semester**

**STRATEGIC MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Business.
2. What do you mean by Strategic Intent?
3. What is an Environmental Scanning?
4. What do you mean by BCG Matrix?
5. What is Corporate – Level Strategies?
6. What do you mean Cost Leadership?
7. What is Strategic Alliances?
8. What do you mean by Global Environment?
9. What do you mean by Strategic Control?

10. What is Strategic Evaluation?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the Goals and Objective of a Strategic Management.

Or

(b) Elaborate the Level of Strategic Management.

12. (a) What do you mean by Environmental Appraisal? Explain the characteristics.

Or

(b) Explain the SWOT Analysis of Strategic Framework.

13. (a) Elaborate the Human Resource Strategy.

Or

(b) Explain the Business Level Strategies.

14. (a) Explain the Types of International Strategies.

Or

(b) Elaborate the Joint Venture Strategies.

15. (a) Explain the Strategic Evaluation.

Or

(b) What are Process of Operational Evaluation?

**Part C**

(3 × 10 = 30)



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

16. (a) Discuss the Strategic Management Process.

Or

(b) Elaborate :

(i) Porter's Five Force Model

(ii) TOWS Matrix.

17. (a) Elaborate the Environmental Appraisal.

Or

(b) Elaborate the advantages and disadvantages of Internationalization.

18. (a) Explain the types of Organisational structure.

Or

(b) Discuss – Stages of Development of Organization.

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**C-4147**

**Sub. Code**

**30232**

**M.B.A. DEGREE EXAMINATION  
DIGITAL MARKETING AND E-COMMERCE  
NOVEMBER 2021 EXAMINATION**

**Third Semester**

**SOCIAL MEDIA MARKETING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Defining Social Media Marketing.
2. How LinkedIn will useful for business?
3. What is a blog?
4. What is Media Sharing?
5. Define Reddit.
6. Mention few advantages of Slide Share?
7. What is a website?
8. What are Software and Hardware?
9. How YouTube is useful?

10. Define Social Media Environment.

**Part B**

(5 × 5 = 25)

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

11. (a) What is top Social Media Marketing Tools to consider?

Or

(b) Mention the importance of Social Media.

12. (a) What are the best practices on Twitter?

Or

(b) In what ways can you measure social return on investment (ROI)?

13. (a) Do you know what Facebook Edgerank is? Why is it important?

Or

(b) Explain the takeaway Tips. Give one example.

14. (a) What are the Ratings and Reviews? How it will useful to your business?

Or

(b) What are the elements of a viral video?

15. (a) Define the Goal Setting. List out the characteristics of Goal Setting.

Or

(b) Explain the Campaigns Versus Ongoing Strategy.

**Part C**

(3 × 10 = 30)

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

16. (a) What is the difference between social customer service environment and social marketing environment?

Or

- (b) What are the marketing strategies to generate leads?

17. (a) How can we allocate a budget for social media advertising?

Or

- (b) What is your most successful social media campaign? Why?

18. (a) What KPIs (Key Performance Indicators) would you recommend to report on social media efforts?

Or

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

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**C-4148**

**Sub. Code**

**30233**

**M.B.A. DEGREE EXAMINATION  
DIGITAL MARKETING AND E-COMMERCE  
NOVEMBER 2021 EXAMINATION**

**Third Semester**

**CONTENT MARKETING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is content marketing strategy?
2. What is content in content marketing?
3. What is content Curation?
4. How does content marketing provide utility?
5. What is PR?
6. Is SEO a content marketing? Explain.
7. Define Dissemination.
8. What is user generated content?
9. What is post publication?

10. What are content metrics?

**Part B** (5 × 5 = 25)

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

11. (a) State the purpose of content marketing.

Or

(b) Where does content fit in the marketing plan?

12. (a) How does content marketing influence entertainment?

Or

(b) List the advantages of content Curation.

13. (a) Write a short note on content advertising.

Or

(b) Why does content marketing need PR?

14. (a) What is content distribution? How does it work?

Or

(b) How does a live event boost your content marks strategy?

15. (a) Mention a few metrics to measure content performance.

Or

(b) How do you remodel your content? Explain.

**Part C** (3 × 10 = 30)

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

16. (a) List the importance of content marketing. Explain with examples.

Or

- (b) Difference between content curation and content aggregation.

17. (a) Differentiate between content marketing and advertising.

Or

- (b) What is the relation between customer service and content marketing? Elaborate.

18. (a) How do you remake content? Explain.

Or

- (b) What is the role of content marketing in reputation marketing?

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**C-4149**

**Sub. Code**

**30234**

**M.B.A. DEGREE EXAMINATION  
DIGITAL MARKETING AND E-COMMERCE  
NOVEMBER 2021 EXAMINATION**

**Third Semester**

**MEDIA PLANNING AND BUYING (VIDEO  
MARKETING)**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is online business?
2. Define YouTube.
3. What is Web Marketing Mix?
4. How Webcam will use?
5. What is Semi-Pro videos?
6. What is Tracking Performance?
7. Define website.
8. What is Call-to-Action?
9. What is involved in online public relations?



10. Define E-Business.

**Part B**

(5 × 5 = 25)

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

11. (a) Why any business needs video marketing?

Or

(b) What type of strategies you are using to develop your YouTube?

12. (a) Discuss the steps to producing your own YouTube Videos.

Or

(b) Describe the procedure to Shooting Webcam Videos.

13. (a) Explain the steps to upload videos to YouTube.

Or

(b) How leveraging the YouTube Community?

14. (a) What is the promotion strategies in Video Marketing?

Or

(b) Write a short note on Tracking Performance in Video Marketing.

15. (a) What is the meaning of Advertising YouTube Videos?

Or

- (b) How to generate revenues from YouTube Videos?

**Part C**

(3 × 10 = 30)

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

16. (a) What are the benefits of video marketing for a business?

Or

- (b) Is video marketing the new thing? How important is video marketing in the digital space now, according to you?

17. (a) Discuss the incorporating YouTube videos on the Web site, with suitable example.

Or

- (b) How YouTube will help for Education? With suitable example.

18. (a) Explain the needs of the modern buyer in B2B marketing. With suitable example.

Or

- (b) How to create the Entertaining Videos with step by step procedure?

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**C-5325**

**Sub. Code**

**30136/  
30236**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Third Semester**

**BUSINESS LAW AND ETHICS**

**(Common for M.B.A.(Busi. Anal.)/  
M.B.A.(D.M., E-Commerce))**

**(2016 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

**(10 × 2 = 20)**

Answer **all** questions.

1. Define Contract.
2. What is meant by Consideration?
3. What is an Offer revoked?
4. Define the term consumer.
5. What is deficiency?
6. What do you understand by Mates Receipt?
7. What is Endorsement?
8. What is meant by Values?
9. What do you mean by Ethics codes?
10. What is Insider trading?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the contractual capacity of Minors.

Or

- (b) Discuss the rights and duties of a seller.

12. (a) State the objectives of the consumer protection councils.

Or

- (b) Explain the State Consumer Protection Council.

13. (a) Distinguish between Bill of Exchange and Promissory Note.

Or

- (b) What are the importance of Values?

14. (a) Discuss the difficulties in Ethical decision making.

Or

- (b) Explain the five steps to making an ethical decision making.

15. (a) How can business improve global ethics?

Or

- (b) What are the importance of ethical production?

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the essentials of a valid contract.

Or

- (b) Explain the remedies available for breach of contract.

17. (a) Explain the significance and types of values.

Or

- (b) What are the ethical challenges faced by Operations Managers?

18. (a) Discuss the ethical issues in HRM.

Or

- (b) Discuss the consumer disputes redressal agencies.

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**C-4150**

**Sub. Code**

**30241**

**M.B.A. DEGREE EXAMINATION  
DIGITAL MARKETING AND E-COMMERCE  
NOVEMBER 2021 EXAMINATION**

**Fourth Semester**

**PROJECT MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define project management.
2. Enumerate the characteristics of project management.
3. What are the roles of the stakeholders?
4. Bring out the responsibilities of project manager.
5. What is initiation and planning?
6. Define work breakdown structure.
7. What do you mean by risk management?
8. Write down the reasons for project termination.
9. List out the types of organization structure in project management.
10. Enumerate the activities of project control.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain project management and its objectives.

Or

- (b) How the project manager should lead the stakeholders?

12. (a) Define project environment and list the objectives of project.

Or

- (b) Explain the basic model of organization structure.

13. (a) Describe the concept of work break down structure in project planning.

Or

- (b) Explain the project planning process.

14. (a) What is project execution? And mention its characteristics.

Or

- (b) Write short notes on :

(i) Motivation

(ii) Leadership.

15. (a) Explain the process of integrating change control.

Or

- (b) How to manage a project across geographical borders? Explain.

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss the essential qualities of project manager and enumerate the pitfalls of ineffective project team.

Or

- (b) What are the functions of project management and discuss the project selection methods.

17. (a) Explain project life cycle process with suitable diagrams.

Or

- (b) Explain the methods of scheduling and controlling the project.

18. (a) What is meant by formal organization structure? And what are the types in project organization? Explain.

Or

- (b) Explain the methodology for the project execution in detail.

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**C-4151**

**Sub. Code**

**30242**

**M.B.A. DEGREE EXAMINATION  
DIGITAL MARKETING AND E-COMMERCE  
NOVEMBER 2021 EXAMINATION**

**Fourth Semester**

**CLOUD COMPUTING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Migrating.
2. What is risk mitigation methodology?
3. What is system testing?
4. What is peak loading?
5. Define Portability.
6. What is Standard organisation?
7. Define cloud governance solution.
8. What is logging?
9. Define Service management.

10. What is Security issues?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the types of cloud?

Or

(b) What are the process of cloud migration?

12. (a) Discuss the cloud benefit analysis.

Or

(b) What are the advantages of cloud cost management?

13. (a) Briefly discuss about Commercial and business consideration.

Or

(b) Discuss about the Risk mitigation methodology.

14. (a) Explain about financial control key management.

Or

(b) Discuss about the API integration.

15. (a) Briefly discuss about the don't of cloud computing.

Or

(b) Discuss about cloud deployment model.

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss in detail about seven step model of migration.

Or

- (b) Explain about cloud migration tools and services.

17. (a) Discuss in detail about need for IT governance in cloud computing.

Or

- (b) Discuss in detail about best practices used in selection of cloud services.

18. (a) Briefly explain about any cloud platform and management computation storage example.

Or

- (b) Discuss in detail about cloud contracting models.

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**C-4152**

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**M.B.A. DEGREE EXAMINATION  
DIGITAL MARKETING AND E-COMMERCE  
NOVEMBER 2021 EXAMINATION**

**Fourth Semester**

**MOBILE MARKETING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define mobile consumer.
2. What is Multi channel marketing?
3. Which are the integrated devices?
4. What is Global variation?
5. What is mobile transparency?
6. What is a retail store?
7. What is mobile optimized?
8. What is Frictionless technology?
9. What region has most internet users?

10. What is NFC Technology?

**Part B**

(5 × 5 = 25)

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

11. (a) How would describe a user journey?

Or

(b) Explain the local intent content marketing.

12. (a) How many smart phone users are there in India?

Or

(b) How do smart phones affect the environment?

13. (a) What is single customer view? Give an example.

Or

(b) Give the importance of business culture.

14. (a) What is the impact of technology in sustainable development?

Or

(b) What are the role of frictionless technology in mobile marketing?

15. (a) Predict where the mobile market is heading based on current statistics.

Or

(b) What percentage of internet traffic is mobile 2020?

**Part C**

(3 × 10 = 30)

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

16. (a) What are the steps in implementing multichannel marketing?

Or

- (b) What is meant by customer value proposition? How would you describe a user journey?

17. (a) Discuss about the positive effect of smart phone on society.

Or

- (b) Explain the reasons behind the rise in mobile marketing.

18. (a) Discuss mobile social media usage statistics by region.

Or

- (b) What is mobile operation system? Which operating system is used worldwide?

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**C-4153**

**Sub. Code**

**30244**

**M.B.A. DEGREE EXAMINATION  
DIGITAL MARKETING AND E-COMMERCE  
NOVEMBER 2021 EXAMINATION**

**Fourth Semester**

**GAMIFICATION**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Gamification.
2. Give meaning to the player.
3. What companies use Gamification?
4. What is videogame?
5. Define disintermediation.
6. What is game designer?
7. Define mobile analytics.
8. What are web analytics?
9. Define behaviourism.

10. What is reward structure?

**Part B**

(5 × 5 = 25)

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

11. (a) Briefly explain history of gamification.

Or

(b) What can be gamification can be used for?

12. (a) Discuss the gamification in context in detail.

Or

(b) Discuss in detail about benefits of video games.

13. (a) Briefly discuss about engaging players at an emotional level.

Or

(b) Discuss about the tapping the emotions.

14. (a) Explain about pyramid of elements.

Or

(b) Discuss about customer engagement model.

15. (a) Briefly discuss about gamification as motivational design.

Or

(b) Discuss about behaviourism gamification.

**Part C**

(3 × 10 = 30)



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

16. (a) Discuss in detail about categories of gamification.

Or

(b) Explain about using gamification to develop skill.

17. (a) Discuss about benefits of video games.

Or

(b) Explain about Gamified steps to change behaviour.

18. (a) Briefly explain about benefits of reward structure.

Or

(b) Discuss in detail about behaviour changes due to gamification.

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**Sub. Code**

**30245**

**M.B.A. DEGREE EXAMINATION  
DIGITAL MARKETING AND E-COMMERCE  
NOVEMBER 2021 EXAMINATION**

**Fourth Semester**

**WEB AND MOBILE ANALYTICS**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define web analytics.
2. What is report?
3. What is business goal?
4. What is interest?
5. Define monetization challenge.
6. What is customer service?
7. Define primary data.
8. What is attitudinal data?
9. Define Analysis.

10. What is branding metrics?

**Part B**

(5 × 5 = 25)

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

11. (a) Briefly explain web analytics methodology.

Or

(b) What are the benefits of web analytics methodology?

12. (a) Discuss the awareness of web analytics in detail.

Or

(b) Discuss in detail about Constructing of KPIs.

13. (a) Briefly discuss about Mobilizaiton challenges.

Or

(b) Discuss about the E-commerce opportunities.

14. (a) Explain about third party research.

Or

(b) Discuss about Usability benchmarking.

15. (a) Briefly discuss about segmenting audience.

Or

(b) Discuss about tracking visitors to call centres.

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss in detail about Optimization and action.

Or

(b) Explain about business metrics in details.

17. (a) Discuss about common KPIs for different site types.

Or

(b) Monetization models for site types.

18. (a) Briefly explain the types Primary data.

Or

(b) Discuss in detail about evaluating effectiveness of branding content.

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