

**C-5290**

**Sub. Code**

**31011**

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

**First Semester**

**Industry Integrated**

**ACCOUNTING FOR DECISION MAKING**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write two uses of Accounting.
2. List out the types of organization.
3. What is Balance sheet?
4. Write a note on financing activities.
5. What is ROI?
6. Outline the integrated reporting.
7. What is Zero base budgeting?
8. Write a note on budgetary control.
9. What is make or buy decision?
10. What is marginal costing?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the functions of Accounting.

Or

- (b) Describe the framework of accountability standards.

12. (a) Describe the benefits of cash flow statement.

Or

- (b) Explain the different tools and techniques used in Financial statement analysis.

13. (a) “Ratio analysis is a tool of management for measuring efficiency and guiding business policies” – Discuss.

Or

- (b) What are the classifications of ratios?

14. (a) What is master budget and how it is prepared?

Or

- (b) What are the Managerial uses of variance analysis?

15. (a) Explain the advantages and limitations of marginal costing.

Or

- (b) Describe the significance of key factors.

**Part C****(3 × 10 = 30)**Answer **all** questions, by choosing either (a) or (b).

16. (a) You are given the following information.

|               | Rs.      |                      | Rs.    |
|---------------|----------|----------------------|--------|
| Cash          | 18,000   | Bills payable        | 27,000 |
| Debtors       | 1,42,000 | Creditors            | 50,000 |
| Closing Stock | 1,80,000 | Outstanding expenses | 15,000 |
|               |          | Tax payable          | 75,000 |

Calculate

- (i) Current ratio
- (ii) Liquidity ratio
- (iii) Absolute liquidity ratio

Or

(b) The summarized Balance Sheets of K Ltd., as on 31.12.2018 and 31.12.2019 are as follows.

| Liabilities      | 2018             | 2019             | Assets       | 2018             | 2019             |
|------------------|------------------|------------------|--------------|------------------|------------------|
|                  | Rs.              | Rs.              |              | Rs.              | Rs.              |
| Share Capital    | 4,50,000         | 4,50,000         | Fixed Assets | 4,00,000         | 3,20,000         |
| General Reserves | 3,00,000         | 3,10,000         | Investments  | 50,000           | 60,000           |
| P& L A/c         | 56,000           | 68,000           | Stock        | 2,40,000         | 2,10,000         |
| Creditors        | 1,68,000         | 1,34,000         | Debtors      | 2,10,000         | 4,55,000         |
| Tax provisions   | 75,000           | 10,000           | Bank         | 1,49,000         | 1,97,000         |
| Mortgage loan    | --               | 2,70,000         |              |                  |                  |
|                  | <u>10,49,000</u> | <u>12,42,000</u> |              | <u>10,49,000</u> | <u>12,42,000</u> |

Additional Details

- (i) Investments costing Rs. 8,000 were sold for Rs.8,500
- (ii) Tax provision made during the year was Rs.9,000
- (iii) During the year part of the fixed assets costing Rs.10,000 was sold for Rs. 12,000 and the profit was included in P&L Account.

You are required to prepare cash flow statement for 2019.

17. (a) Modern Tiles ltd. makes plastic tiles of standard size. From the information given below, you are required to calculate
- (i) Total MVC
  - (ii) MPVW
  - (iii) MUV
  - (iv) MMV
  - (v) MYV

A standard mix of the compound required to produce an output of 20,000 sq.ft., of tiles.

| Direct Material | Quantity Kg | Price per kg (Rs.) |
|-----------------|-------------|--------------------|
| A               | 600         | 9.00               |
| B               | 400         | 6.50               |
| C               | 500         | 4.00               |

For the month of March 2008, the actual production of plastic tiles was 6,20,000 units. The actual data for the direct material consumed was as follows.

| Direct Material | Quantity Consumed Kg | Price per kg (Rs.) |
|-----------------|----------------------|--------------------|
| A               | 5,000                | 8.50               |
| B               | 2,900                | 6.00               |
| C               | 4,400                | 4.50               |

Or

- (b) The P/V Ratio of a firm dealing in precision instruments is 50% and margin of safety is 40%.

You are required to work-out break-even point and the net profit if the sales volume is Rs.50,00,000. If 25% variable cost is labour cost, what will be the effect on BEP and profit when labour efficiency decreases by 5%.

18. (a) The following budgeted production and costs are available for 50% and 75% capacity levels of a factory

| Capacity                                      | 50%    |
|---|--------|
| Budgeted production (units)                   | 2,000  |
|   | Rs.    |
| Direct materials                              | 10,000 |
| Direct wages                                  | 8,000  |
| Insurance                                     | 4,000  |
| Depreciation                                  | 2,000  |
| Indirect materials (Fixed 50% & Variable 50%) | 4,000  |
| Fuel (Fixed 20% & Variable 80%)               | 6,000  |
| Maintenance (Fixed 80% and Variable 20%)      | 2,000  |

You are required to

- (i) Prepare a budget for 75% and 90% capacity  
(ii) Show the total cost and cost per unit at 50%, 75% and 90% capacity levels.

Or

(b) The following data are available from the records of company

|               |           |
|---------------|-----------|
| Sales         | Rs.60,000 |
| Variable cost | Rs.30,000 |
| Fixed cost    | Rs.15,000 |

You are required to:

- (i) Calculate the P/V ratio, Break-even point and Margin of safety at this level
- (ii) Calculate effect of 10% increase in sale price
- (iii) Calculate effect of 10% decrease in sale price.

**C-5291**

**Sub. Code**

**31012**

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

**First Semester**

**Industry Integrated**

**BUSINESS COMMUNICATION**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is encoding?
2. What is voice culture?
3. State any two differences between presentation and speeches.
4. What is commemorative speech?
5. What is group discussion?
6. State any two problems of group communication.
7. State the difference between order and quotation.
8. What is a circular?
9. What are letters of complaint?
10. What is after sales letter?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain SWOC Analysis.

Or

- (b) Highlight the need for self development and communication.

12. (a) Discuss the key aspects of effective presentation.

Or

- (b) Write short note on:

(i) Monologues

(ii) Sales Presentations

13. (a) Draft a notice for an Annual General Meeting.

Or

- (b) Explain the methods of writing minutes.

14. (a) Draft a letter to marketing agency to quote terms for designing a marketing campaign for a new product you intend to launch shortly.

Or

- (b) Your class has decided to go for a picnic. Write a letter to the owner of a bus service, making enquiries.



15. (a) You have received an urgent order for 25 vacuum cleaners from a hotel. Owing to a rush of orders there will be a delay of three weeks in delivering the goods. Write asking for extension of time.

Or

- (b) A customer has returned a bill stating that he has been charged for goods that were not delivered to him. Draft a letter to be sent with the corrected bill.

**Part C** (3 × 10 = 30)

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

16. (a) Enumerate the barriers to communication.

Or

- (b) Discuss the importance of learning group communication skills.

17. (a) The college in which you had studied is celebrating its golden jubilee. You have been invited as chief guest to inaugurate the celebration. Draft the speech.

Or

- (b) Write a conciliatory letter to a customer who has complained that she received poor treatment when she visited in your office a few days before.

18. (a) Layout the structure for a clear business letter.

Or

- (b) Quality Stationery Suppliers acknowledge the first order from Messrs. Mehta and Sons after a long interval and try to build up goodwill. Draft the letter.

**C-5292**

**Sub. Code**

**31013**

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

**First Semester**

**Industry Integrated**

**ECONOMICS FOR MANAGERS**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define economics.
2. What is elasticity of demand?
3. State any two differences between actual cost and opportunity cost.
4. What is Break Even Point?
5. What is Gross National Expenditure?
6. State any two differences between Domestic Product and National Product.
7. What is National debt?
8. State the features of Financial Institutions.
9. What is Balance of Trade?
10. What is Exchange Control?

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the factors influencing individual demand.

Or

- (b) Explain the principle of Equi-Marginal Utility.

12. (a) State the features of Perfect Competition.

Or

- (b) Explain Price Leadership.

13. (a) State the difference between Personal Income and Disposal Personal Income.

Or

- (b) State the difficulties in calculation of National Income.

14. (a) Discuss the functions of Central Bank.

Or

- (b) Highlight the features of Monetary Policy.

15. (a) Discuss Balance of Payments.

Or

- (b) Discuss application of macro variables in Business Cycle.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the economic theory of a firm.

Or

- (b) Enumerate the various determinants of demand.

17. (a) Discuss the theory of Production.

Or

- (b) Discuss the nature and causes of multiplier effect inflation.

18. (a) Discuss the Union Budget Process.

Or

- (b) Discuss the ways for development of international monetary system.

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**C-5293**

**Sub. Code**

**31014**

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

**First Semester**

**Industry Integrated**

**MARKETING MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is a market?
2. What is 'Barter'?
3. Write a note on the AIDA concept.
4. What is market segmentation?
5. What is meant by 'Trading up'?
6. What is product life cycle?
7. What is Brand name?
8. Explain 'odd pricing'.
9. What is break-even point?
10. Who is a cash and carry jobber?

**Part B**

(5 × 5 = 25)

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

11. (a) How marketing concepts evolved?  
Or  
(b) What are the functions of marketing?
12. (a) What are the kinds of packaging?  
Or  
(b) Explain the criteria for segmenting the-market
13. (a) What are the types of retailers?  
Or  
(b) What are the types of wholesalers?
14. (a) What are the merits of marketing?  
Or  
(b) Explain the functions of packaging.
15. (a) Explain the factors to be considered for channel decision.  
Or  
(b) Distinguish 'skimming pricing' from 'penetration pricing'.

**Part C**

(3 × 10 = 30)

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

16. (a) State the need for product elimination.  
Or  
(b) Explain the objectives of promotion.

17. (a) Explain the types of channels of distribution.

Or

(b) What is PLC? Explain the stages in product life cycle.

18. (a) Explain the various stages involved in-the introduction of a new product.

Or

(b) Explain in details the various advantages and disadvantages of sales promotion.

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**C-5294**

**Sub. Code**

**31015**

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

**First Semester**

**Industry Integrated**

**ORGANISATIONAL BEHAVIOUR**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is the importance of organizational behavior?
2. Explain the word personality.
3. What is emotional intelligence?
4. What is meant by organizational behavior modification?
5. What is reference group?
6. What is undue influence?
7. What is meant by autocratic leadership?
8. What are the sources of power?
9. Define organizational climate.
10. Define work life balance.



**Part B**

(5 × 5 = 25)

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

11. (a) Explain the contributions of various disciplines to organizational behavior.

Or

- (b) Describe the frame work of organizational behavior.

12. (a) Explain the significance of learning.

Or

- (b) What are the determinants of personality?

13. (a) Distinguish between Maslow's and Herzberg's theory of motivation.

Or

- (b) What can be the possible reasons of stress for individual employee?

14. (a) What are the elements of communication?

Or

- (b) Explain the different leadership styles.

15. (a) Does the locus of control determine the personality of a person? Discuss.

Or

- (b) Explain the factors that affect an organizational climate.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the difference change of group development.

Or

- (b) Explain fielders contingency theory of leadership.

17. (a) Explain the different types of emotions. How the emotions are managed?

Or

- (b) Explain the importance and the determinants of job satisfaction.

18. (a) Briefly discuss the three stage models of successful change.

Or

- (b) Explain in detail the various methods of group decision making.

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**C-5295**

**Sub. Code**

**31016**

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

**First Semester**

**Industry Integrated**

**QUANTITATIVE TECHNIQUES**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is LP?
2. Write short note on slack variable.
3. State the meaning of integer programming.
4. What is mixed integer programming problems?
5. What is maximization assignment problem?
6. How to convert unbalanced into balanced in transportation problem
7. What is PERT?
8. Write short note on waiting line theory.
9. What is simulation?
10. State the meaning of decision tree.

**Part B**

(5 × 5 = 25)

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

11. (a) What are the advantages of Linear Programming?

Or

- (b) Classify the models used in Linear programming.

12. (a) Explain the applications of integer programming.

Or

- (b) How to formulate the integer programming?

13. (a) What is number of non- basic variables in a balanced transportation problem.

Or

- (b) Explain the steps to solve assignment problems.

14. (a) Distinguish between PERT and CPM.

Or

- (b) What are the limitations of waiting line theory?

15. (a) Outline the limitations of simulation.

Or

- (b) Explain the decision-making under risk.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the following briefly with examples.

(i) North west corner rule

(ii) Least cost method

(iii) vogels approximation method

Or

(b) Distinguish between pure and mixed integer programming problems.

17. (a) Explain how to process n jobs through m-machines?

Or

(b) Explain the important of characteristics of waiting line system.

18. (a) What is a random variable? why it is used?

Or

(b) What do you understand by "Decision theory"

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

**Second Semester**

**Industry Integrated**

**BUSINESS RESEARCH METHODS**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define research.
2. What are the types of sampling design?
3. Define hypothesis.
4. What do you mean by scaling?
5. Define data.
6. What are the types of data?
7. Distinguish between parametric and non parametric test.
8. What do you mean by T-test?
9. Define report.
10. What do you mean by interpretation?

**Part B** $(5 \times 5 = 25)$ Answer **all** questions.

11. (a) Discuss the criteria for good sample design.

Or

- (b) Explain the characteristics of good research.

12. (a) Discuss the types of hypothesis.

Or

- (b) Write a short note on scale construction techniques.

13. (a) What are the sources of data?

Or

- (b) Write a short note on pilot study.

14. (a) Discuss the concept of chi square test.

Or

- (b) Explain the advantages of Kruskal Wallis Test.

15. (a) Discuss the techniques of interpretation.

Or

- (b) Write the norms for using Index and Bibliography.

**Part C** $(3 \times 10 = 30)$ Answer **all** questions.

16. (a) Explain briefly about the types of research.

Or

- (b) Describe the steps involved in sampling.

17. (a) Briefly discuss the tools for data collection methods.

Or

(b) Explain in detail about data processing.

18. (a) Write in detail about types of research design.

Or

(b) Explain about the various types of scales.

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

**Second Semester**

**Industry Integrated**

**CORPORATE FINANCE**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Investment.
2. What is formula for NPV?
3. Short note on Leasing?
4. What is meant by Securities?
5. What is meant by Equity?
6. What is meant by Capital Structure?
7. Define Dividend Policy?
8. What is meant by stock re-purchase?
9. Define Working Capital
10. What is meant by Cash management?

**Part B****(5 × 5 = 25)**

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

11. (a) Explain the different kinds of Risk.

Or

- (b) Explain capital assets pricing model.

12. (a) What are the merits of Equity shares?

Or

- (b) What are the functions of Venture capital?

13. (a) How to computation of Weighted average cost?

Or

- (b) Name various theories of Capital structure.

14. (a) What are the various approaches to Dividend policy?

Or

- (b) Explain the assumption of Gordon's model?

15. (a) Explain the concepts of Working capital?

Or

- (b) What is meant by marketable securities? Explain.

**Part C****(3 × 10 = 30)**Answer **all** questions.

16. (a) How to measures and calculate Portfolio risk.?

Or

(b) What are the forms of Lease financing?

17. (a) Explain the various types of Bond?

Or

(b) Name the various methods of computing Cost of capital?

18. (a) What are the factors that determine Dividend policy?

Or

(b) Briefly describe the factors that determine Working capital?

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

**Second Semester**

**Industry Integrated**

**GLOBAL BUSINESS ENVIRONMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you understand by global business environment?
2. Write a note on demand and supply.
3. What is comparative advantage? Give an example.
4. What is absolute advantage? Give an example.
5. Define Trade.
6. What is lobbying n trade?
7. Write a note on BoP.
8. Define Exchange Rate.
9. What are the role of IMF?
10. Write a note on foreign aid.

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Enumerate and explain the sources of comparative advantages.

Or

- (b) Discuss about terms of Trade.

12. (a) Write a detailed note on domestic politics of trade.

Or

- (b) Discuss about - trade and development of economy.

13. (a) Elucidate about Asian and global financial crisis.

Or

- (b) What are the functions of World Bank? Explain.

14. (a) Suggest a development strategies for international business.

Or

- (b) How an economic inequality between the countries affects the business? Explain.

15. (a) Discuss about the future of Eurozone.

Or

- (b) Exemplify different types of foreign investment.

**Part C****(3 × 10 = 30)**Answer **all** questions.

16. (a) Enumerate and explain various barriers to trade.

Or

- (b) Discuss about the frontiers in global economy.

17. (a) Write an essay correlating migration and development.

Or

- (b) What are the various methods through which interest rate are calculated for international trade?

18. (a) Discuss about various components within Balance of Payment.

Or

- (b) Write an essay on winner and Loser between countries with illustrative examples.

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

**Second Semester**

**Industry Integrated**

**HUMAN RESOURCE MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Job analysis?
2. What is Job specification?
3. What are the functions of wage boards?
4. What do you mean by need based minimum wages?
5. What is role analysis?
6. What do you mean by Recruitment?
7. What is vestibule training?
8. What is Proficiency Tests?
9. What is meant by staffing?
10. What do you mean by motivation?

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) 'Personal management and human resource development are not one and same' – Explain.

Or

- (b) What are the challenges which are faced by the HR managers.

12. (a) "Planning is the essence of management" elucidate the statement.

Or

- (b) Define managerial planning. Discuss briefly various types of plans.

13. (a) "Good managers can make even inefficient organization effective and therefore, staffing is the most – important management function". Discuss.

Or

- (b) Explain in detail the needs and importance of job education.

14. (a) What are the main advantages of training?

Or

- (b) What are the objectives of induction or orientation program.

15. (a) What is the need for employee compensation policy?

Or

- (b) Organizational effectiveness depend on several factors – substantiate this statement.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in brief the various selection techniques in general outline those selection techniques which are popularly used in India.

Or

- (b) What are the source of recruitment? Explain.
17. (a) Illustrate the methods of performance appraisal.

Or

- (b) Explain the need and importance of training.
18. (a) What are incentive payment plane? State its merits and demerits.

Or

- (b) Explain in detail the Current Status Human Resource Development in India. Also indicate the future directions of HRD.
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**M.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Second Semester**

**Industry Integrated**

**OPERATIONS MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Regression Analysis?
2. What are the factors affecting Plant Location?
3. What is meant by EOQ?
4. Write a short note on Just-in-Time.
5. How does an MRP work?
6. What do you mean by Job Shop?
7. Define: Total Quality Management.
8. What are the types of capacity planning?
9. What is aggregate planning?
10. What is Scheduling?

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) What are the challenges of Operations Management? Explain.

Or

- (b) Explain about any two techniques of forecasting in operations management.

12. (a) How do you calculate economic order quantity? Explain with an example.

Or

- (b) Explain the techniques of selective Inventory Control.

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

Or

- (b) Discuss major Inputs and outputs of material requirement planning.

14. (a) Explain the benefits of Total Quality Management.

Or

- (b) Discuss the various quality assurance techniques.

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

Or

- (b) Discuss the principles of scheduling in operation management.

**Part C****(3 × 10 = 30)**Answer **all** questions.

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

Or

- (b) Give a detailed account on how an inventory controls system work.

17. (a) Elaborately discuss on Job Shop Production Control.

Or

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

18. (a) How to improve Quality Management Systems in your operations?

Or

- (b) Explain in detail on the process of Material Requirement Planning.

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**C-5296**

**Sub. Code**

**31032**

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

**Third Semester**

**Industry Integrated**

**STRATEGIC MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define strategy.
2. State the importance of mission.
3. Write note on strategic group.
4. What is strategic formulation?
5. Write short note on distinctive competence.
6. State the importance of macro and micro environmental factors.
7. Define strategic alliance.
8. What is powers? Its types.
9. What do you mean by Corporate Social Responsibility?
10. Write short note on Balanced Score Card.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain about strategic formulation.

Or

- (b) Discuss the genetic building blocks of competitive advantage.

12. (a) Explain PESTEL framework.

Or

- (b) Explain porter's five force model.

13. (a) Discuss various business level strategies.

Or

- (b) What is MC Kinsey's 7's framework? Explain.

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

Or

- (b) Write note on strategic change.

15. (a) Discuss various strategic issues for non profit organisation.

Or

- (b) Write note on corporate social responsibility.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the conceptual framework of strategic management process.

Or

- (b) Explain GE9 cell model.

17. (a) Briefly explain the different organizational structure.

Or

- (b) Explain different corporate strategy.

18. (a) Explain various models of internet business.

Or

- (b) Discuss about politics and conflicts.

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**C-5297**

**Sub. Code**

**31033**

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

**Third Semester**

**Industry Integrated**

**PROJECT MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by project Management?
2. Bring out the responsibilities of project manager.
3. What is project report?
4. Write note on break down structure.
5. Explain the steps in the project management planning process.
6. Why project review should be made?
7. Expand the term PERT and explain it.
8. Define project life cycle.
9. What is auditing?
10. Differentiate between PERT and CPM.



**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the scope of a project management.

Or

- (b) What is mean by project? Explain its types.

12. (a) Discuss various stages in project formulation.

Or

- (b) What are the objectives of project management?

13. (a) Explain the steps in project appraisal process.

Or

- (b) Write note on project evaluation.

14. (a) Explain project scheduling.

Or

- (b) Discuss the factors influencing effective project management.

15. (a) Write note on different control techniques in project.

Or

- (b) What are the uses of project execution plan?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

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

16. (a) Describe the roles and responsibilities of project manager.

Or

- (b) Give some ideas for successful and better project teams.

17. (a) What are the objectives of project management and discuss the project selection methods?

Or

- (b) Discuss the difference between project time and cost monitoring.
18. (a) Discuss the guidelines for construction of the project network and enumerate the difference of PERT and CPM networks.

Or

- (b) A project comprising of eight tasks ( A to H) has the following characteristics

| Tasks | Predecessor | Time duration (weeks) |             |             |
|-------|-------------|-----------------------|-------------|-------------|
|       |             | Optimistic            | Most Likely | Pessimistic |
| A     | None        | 2                     | 4           | 12          |
| B     | None        | 10                    | 12          | 26          |
| C     | A           | 8                     | 9           | 10          |
| D     | A           | 10                    | 15          | 20          |
| E     | A           | 7                     | 7.5         | 11          |
| F     | B, C        | 9                     | 9           | 9           |
| G     | D           | 3                     | 3.5         | 7           |
| H     | E, F, G     | 5                     | 5           | 5           |

- (i) Calculate the time duration of each activity and
- (ii) Draw the network diagram, determine the critical path and mark in the network. What is the total project duration?

**C-5298**

**Sub. Code**

**31034A**

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

**Third Semester**

**Industry Integrated**

**CONSUMER BEHAVIOUR**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is consumer life style?
2. What is the significance of consumer behaviour?
3. What is brand perception?
4. Define consumer diversity.
5. What is psychographic analysis?
6. What is pre purchase behaviour?
7. What is cultural value?
8. What is industrial bahaviour?
9. What is learning?
10. What is social glass?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) State difference between consumer behaviour and buyer behaviour.

Or

- (b) What are the factors influencing consumer behaviour?

12. (a) What is consumption analysis - Explain.

Or

- (b) Discuss role of personality in consumer behaviour.

13. (a) Explain the motivational theories of consumer behaviour.

Or

- (b) Explain in detail the Howard-Shoth model of consumer behaviour.

14. (a) Discuss the influence of communication on consumer behaviour.

Or

- (b) Discuss factors influencing the post purchase behaviour of consumers.

15. (a) Discuss the role of socio-cultural dimensions in consumer behaviour.

Or

- (b) Discuss the relevance of Engel-Kollat model in study of consumer behaviour.

**Part C**

(3 × 10 = 30)

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

16. (a) Evaluate for and against of consumer decision making through online reviews.

Or

- (b) Based on your own experience and observations. What are the changes the recent demonetizations has brought in consumers behaviour?

17. (a) How do culture, sub-culture and cross-culture affect consumer behaviour?

Or

- (b) Rotate any motivation theory of your choice to consumer behaviour.

18. (a) What are the difference between the individual buying (B2C) behaviour and industrial buying (B2B) behaviour.

Or

- (b) Explain the importance of consumer protection law in protecting consumer welfare in India.

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**C-5299**

**Sub. Code**

**31034B**

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

**Third Semester**

**Industry Integrated**

**COMMERCIAL BANKING**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is financial institution?
2. What is overdraft?
3. What is commercial bank lending?
4. What are sources of income for banks'?
5. Define KYC.
6. Which banks are retail banks?
7. What are the determinants of investment function?
8. What is the role of Fedai?
9. What are the types of risk in banking?
10. What are the Golden Rules of Accounting?

**Part B**

(5 × 5 = 25)

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

11. (a) Distinguish between primary market and secondary market.

Or

- (b) Explain the role of financial market.

12. (a) Explain the benefits of credit cards.

Or

- (b) What is the difference between retail and commercial banking?

13. (a) How does rural banking operate in India? Explain.

Or

- (b) How to open an account for NRI? Explain its procedure.

14. (a) What is difference between FERA and FEMA?

Or

- (b) Explain Treasury Management and its functions.

15. (a) Explain the components of a balance sheet.

Or

- (b) Explain the requirements of Basel 2.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the detail the different types of financial services.

Or

- (b) Differentiate between Money Market and Capital Market.

17. (a) Explain the recent technology used in banking.

Or

(b) What is ratio analysis and explain its types.

18. (a) What do you know about EXIM Bank? How it is encouraging import export trade?

Or

(b) Explain the role of IT in banking sector with special reference to SBI Bank.

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**C-5300**

**Sub. Code**

**31034C**

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

**Third Semester**

**Industry Integrated**

**TRAINING AND DEVELOPMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define training.
2. List out any three advantages of training and development for organisation.
3. What is return on investment?
4. What are the objectives of training evaluation?
5. What is e-learning?
6. What is tutoring systems?
7. What is on the job training?
8. What is planning process?
9. What is work life balancing?
10. What is the term obsolescence?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the needs in different strategies?

Or

- (b) What is marketing the training function?

12. (a) What are the reasons for evaluating training?

Or

- (b) Explain the needs of assessment.

13. (a) What are training methods and intelligent tutoring systems?

Or

- (b) Explain the training and developing effective on line learning.

14. (a) Explain the social issues in training and employee development.

Or

- (b) Explain company strategies for providing development.

15. (a) Explain increased emphasis on capturing and sharing.

Or

- (b) Explain intellectual capital.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain forces influencing working and learning and snapshot training of training practices.

Or

- (b) Explain the marketing the training function and out source training.

17. (a) Explain in detail various methods of assessing training needs.

Or

- (b) Explain various traditional methods of training.

18. (a) What are the advantages and disadvantage of online learning and mobile technologies?

Or

- (b) Briefly explain training issues related to internal needs of company.

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**C-5301**

**Sub. Code**

**31035A**

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

**Third Semester**

**Industry Integrated**

**PRODUCT AND BRAND MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is brand?
2. What is the role of brand Manager?
3. What is brand building?
4. Explain the IMC.
5. What is brand equity?
6. What is brand value chain?
7. What does brand growth?
8. What is Reinforcement and Revitalization?
9. What is global branding?
10. What is standardization Vs. Customerization?

**Section B**

(5 × 5 = 25)

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

11. (a) What are the importance of brand?

Or

- (b) Explain the features of brand elements.

12. (a) What are the functions of brand extension?

Or

- (b) Explain the needs for role packaging in building brands.

13. (a) What are needs of customer based brand equity?

Or

- (b) Briefly explain the marketing performance management for brand.

14. (a) What are the difference between growing a business of growing a brand?

Or

- (b) What are the needs of Reinforcement and Revitalization?

15. (a) State the challenges and opportunities for globalizing the brand.

Or

- (b) Explain the functions of standardization Vs. Customization in global branding.

**Section C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the process of strategic brand management?

Or

- (b) What are the functions of budgeting and planning?

17. (a) Explain the important role of packaging in building brand.

Or

- (b) What are the functions of primary and secondary brand association in building brand?

18. (a) Explain the process of brand hierarchies.

Or

- (b) Explain the features of product brand matrix.
-

**C-4044**

**Sub. Code**

**31035 B**

**M.B.A. DEGREE EXAMINATION  
INDUSTRY INTEGRATED  
NOVEMBER 2021 EXAMINATION**

**Third Semester**

**PRICING MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is the role of a consumer psychologist?
2. State any two examples of Consumer behavior.
3. What is channel management process?
4. What is a new Product?
5. What is brand?
6. What is discount pricing?
7. What is price appearance?
8. What is innumeracy?
9. What is charm pricing?
10. Write any two ethical issues in pricing strategies.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain about the five common pricing strategies.

Or

(b) What are the five requirements for effective market segmentation?

12. (a) Discuss about the ethical issues in pricing.

Or

(b) Explain about formalizing pricing.

13. (a) Explain the steps involved in brand positioning.

Or

(b) Describe the attribution process in consumer decision making.

14. (a) Discuss the factors responsible for failure of new product.

Or

(b) What are the costs of market segmentation?

15. (a) What is the Object of Market Segmentation and write the bases of Market Segmentation?

Or

(b) "Price is a function of cost, demand and profit" — Comment.

**Part C**

(3 × 10 = 30)



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

16. (a) How to build effective market segmentations strategies?

Or

- (b) Explain the strategic considerations in the product life cycle concept.

17. (a) Explain the characteristics of Buyer Behaviour.

Or

- (b) Discuss the various kinds of pricing strategy.

18. (a) "The success or failure of a business depends upon its product price policy" — Explain the statement.

Or

- (b) Explain various functions of the channel managing Network.

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**C-5302**

**Sub. Code**

**31035C**

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

**Third Semester**

**Industry Integrated**

**DIGITAL AND SOCIAL MEDIA MARKETING**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the advantages of Digital marketing?
2. State the Objectives of social media.
3. Why are Search Engine ranking so important?
4. Expand PPC.
5. What do you mean by Network Advertising?
6. What is Email Marketing?
7. State the any three advantages of YouTube?
8. What is Ecademy?
9. What is Bounce rate?
10. What is the use of Digital analysis?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the importance of Digital Marketing?

Or

- (b) State the advantages and disadvantages of Social media sites.

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

Or

- (b) Explain the Strength and weakness of Pay per Click.

13. (a) What are the Advantages and Disadvantages of Digital display Advertising?

Or

- (b) What is Campaign Tracking? Explain with suitable examples.

14. (a) How can we use LinkedIn for Market Research?

Or

- (b) Explain the role of Social media in Digital Marketing.

15. (a) State the advantages of Dashboard.

Or

- (b) What are the benefits of Customized reporting?

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss various types of Social media Networking sites.

Or

- (b) Explain Search Engine Marketing.

17. (a) Discuss the goal of a Social Media Marketing.

Or

- (b) What is Mobile Marketing? Explain its functions.

18. (a) How can we use Digital Applications to stay in touch online with our customers?

Or

- (b) How do we choose keywords / keyphrases for our website?

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**C-4046**

**Sub. Code**

**31035D**

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

**INDUSTRY INTEGRATED**

**NOVEMBER 2021 EXAMINATION**

**Third Semester**

**BUSINESS TO BUSINESS MARKETING**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Industrial Marketing?
2. What are the objectives of Marketing Environment?
3. What is the necessity of defining a proper buying centre?
4. What are the features of buying behaviour?
5. What do you mean by Product Strategy?
6. List down the advantages of Market Segmentation.
7. What do you mean by E-Commerce?
8. Why marketing channel is considered essential in a Business?
9. Define Trade Shows.
10. Explain CRM.

**Part B**

(5 × 5 = 25)

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

11. (a) Identify and discuss factors influencing the marketing environment.

Or

- (b) Discuss the various industrial marketing concepts.

12. (a) What are the role and functions of Buying centre?

Or

- (b) Discuss the buying situations and the marketing strategies used in each situation.

13. (a) Discuss six ways of segmenting B2B markets.

Or

- (b) Briefly explain the industrial product life cycle process.

14. (a) Write a short note on :

- (i) Learning Curves.
- (ii) Bidding.
- (iii) Leasing.

Or

- (b) "Determination of price is important for B to B product promotion" — How and why?

15. (a) Discuss the unique characteristics of B2B customer relationship management.

Or

- (b) Explain the business marketing communication process in detailed manner.

**Part C**

(3 × 10 = 30)

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

16. (a) Critically evaluate the trends in marketing practices in the present global environment.

Or

- (b) Explain the different types in Buyer Behaviour Models with example.

17. (a) Advertisement and Sales Promotions are inevitable in marketing' - evaluate with example.

Or

- (b) Describe the Marketing Strategy Formulating Process for a Consumer Product.

18. (a) 'Developing Customer Relationship and Retention is the required task for the Marketers' - how banks can adopt strategies for said statement?

Or

- (b) What are the factors influencing the pricing strategies in B to B business?

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**C-4047**

**Sub. Code**

**31036A**

**M.B.A. DEGREE EXAMINATION  
INDUSTRY INTEGRATED  
NOVEMBER 2021 EXAMINATION**

**Third Semester**

**SECURITY ANALYSIS AND PORTFOLIO  
MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define securities.
2. What is day trading?
3. Write a short note on NSE.
4. How does SBI control the brokers?
5. What is fundamental analysis?
6. Give an account of different kinds of candle sticks.
7. Define oscillators.
8. What do call options vary with the strice price?
9. What are hedge funds?



10. What do you understand by the term ARR?

**Part B**

(5 × 5 = 25)

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

11. (a) What is an investment? Does investment differ from speculation – Explain.

Or

(b) Explain the process of investment undertaken by investors.

12. (a) Define Risk. Distinguish between systematic risk and unsystematic risk.

Or

(b) Discuss graham and Dodd's applied valuation of techniques.

13. (a) Explain the Jensen index of portfolio management.

Or

(b) Mr. Hari is having units in a mutual fund for the past 3 years, He wants to evaluate its performance by comparing it to the market.

|                | Fund  | Market |
|----------------|-------|--------|
| Return         | 70.60 | 41.40  |
| S.D            | 41.31 | 19.44  |
| Risk free rate | 2     | 2      |
| B              | 1.12  | -      |

Find out sharp indices.

14. (a) Why is industry analysis important? Why should it follow economic analysis.

Or

(b) Distinguish between domestic return and foreign return.

15. (a) How would you evaluate a security with the help of CAPM theory?

Or

(b) Describe the basic APT model of two factors.

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss the various sources of investment information.

Or

(b) Give a brief explanation of NSE-NIFTY, NIFTY JUNIOR and S & P CNX – 500.

17. (a) Explain the white Back-Kisor model.

Or

(b) What are the various classifications and limitations of performing a financial ratio analysis? Explain.

18. (a) Discuss the various types of mutual funds and its advantages.

Or

(b) Discuss the role of P/E ratio in making the sell and buy decision.

**C-4048**

**Sub. Code**

**31036B**

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

**INDUSTRY INTEGRATED**

**NOVEMBER 2021 EXAMINATION**

**Third Semester**

**INSURANCE AND RISK MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define risk.
2. What is reputational risk?
3. What is risk aversion?
4. What do you mean by claim?
5. What is automobile insurance?
6. What is speculative risk?
7. What are the types of risk?
8. What are the items included in an insurance cost?
9. What is the need of nomination?
10. What is reinsurance?

**Part B**

(5 × 5 = 25)

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

11. (a) Why risk is inevitable? Explain.

Or

(b) Explain the objects of risk management.

12. (a) Explain about pooling and diversification of risk.

Or

(b) Explain various forms risk retention.

13. (a) Explain the management tools used for risk aversion.

Or

(b) Describe the characteristics of insurance contracts.

14. (a) Explain the benefits of taking property insurance policy.

Or

(b) Discuss about the operations Insurance Company.

15. (a) What are the significances of Commercial property insurance?

Or

(b) State some important principles in Risk and Insurance.

**Part C**

(3 × 10 = 30)

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

16. (a) Briefly explain about the changing scope of Risk management.

Or

- (b) Discuss insurance principles and policies.

17. (a) Discuss the term solvency regulation.

Or

- (b) Explain the advantages of property and liability insurance.

18. (a) Discuss about the coverage in a homeowners insurance policy.

Or

- (b) Explain about any three property insurance policies in India.

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**C-5303**

**Sub. Code**

**31036 C**

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

**Third Semester**

**Industry Integrated**

**STRATEGIC FINANCIAL MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define cost of capital.
2. Give the meaning of capital structure.
3. Define Merger.
4. What do you mean by LBO?
5. What is international financing?
6. What do you mean by working capital?
7. Define leasing.
8. What do you mean by Hire Purchase?
9. What is capital investment appraisal?
10. Give the meaning of business planning.

**Part B**

(5 × 5 = 25)

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

11. (a) Interpret the CAPM and explain its relevant assumptions.

Or

- (b) What is dividend policy? Explain its objectives.

12. (a) How do you evaluate financially a merger and acquisitions?

Or

- (b) Explain the hostile takeover defense strategies.

13. (a) Differentiate between International and Domestic finance.

Or

- (b) What is financial risk? How it is different from business risk?

14. (a) Enumerate the various types of leasing.

Or

- (b) Discuss the importance of hire purchase.

15. (a) How do you plan for long term for business?

Or

- (b) Explain the capital investment appraisal techniques.

**Part C**

(3 × 10 = 30)

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

16. (a) Interpret the theories of capital structure. State its assumptions.

Or

- (b) Enumerate various capital budgeting techniques.
17. (a) Discuss the tactics do companies are to fight a hostile take over bid.

Or

- (b) Explain working capital management? How do you improve working capital of an organisation?
18. (a) What are the decision making factors in lease versus buy? Is it financially better to lease or buy?

Or

- (b) How do you analyze a company's financial position? Discuss.
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C-4050

Sub. Code

31037A

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

**INDUSTRY INTEGRATED**

**NOVEMBER 2021 EXAMINATION**

**Third Semester**

**PERFORMANCE MANAGEMENT AND COMPETENCY  
MAPPING**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define performance management.
2. List out the benefits of performance management.
3. What is performance management process?
4. What are the performance dimensions?
5. Define sense making.
6. Mention the ways to collect information.
7. What is performance management system?
8. Define training.
9. What is balanced score card?
10. Distinguish individual performance from team performance.

**Part B**

(5 × 5 = 25)

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

11. (a) Write a note on contributions of performance management to people and organisations.

Or

- (b) How do you integrate performance management with HR activities?

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

Or

- (b) Explain Performance Management (PM) process.

13. (a) Discuss in detail the various characteristics of rater and ratee.

Or

- (b) Distinguish between performance management and performance appraisal.

14. (a) Discuss the characteristics of a good performance management system.

Or

- (b) How do you implement a performance management system? Explain.

15. (a) Explain the importance of competency mapping in today's global scenario.

Or

- (b) Discuss the performance management with individuals and teams.

**Part C**

(3 × 10 = 30)

2

**C-4050**

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

16. (a) Discuss in detail the key considerations of performance management.

Or

- (b) Explain in detail the various performance dimensions.

17. (a) Explain in detail about performance planning.

Or

- (b) What are the various drawbacks and issues in rater and ratees? Discuss.

18. (a) Explain the benefits of competency mapping in performance management.

Or

- (b) How to you build and engage workforce? Discuss.

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C-4051

Sub. Code

31037 B

**M.B.A. DEGREE EXAMINATION**  
**INDUSTRY INTEGRATED**  
**NOVEMBER 2021 EXAMINATION**

**Third Semester**

**CHANGE MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by strategic renewal?
2. What are the triggers for change?
3. What are the root causes for organizational diagnosis?
4. What are the stages of psychological reaction to change?
5. Define change transitional model.
6. What are the steps to develop an implementation plan?
7. Define executive resistance.
8. What are the leverage points to effect change?
9. What do you understand by the transition behavior?
10. What is collective learning?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the concept of strategic renewal and the process involved with a suitable example.  
Or  
(b) Discuss about the steps involved in changing the employee behavior and the significance of changing employee behavior.
12. (a) Why do we need change management in an organization? Explain with an example. Enumerate the different steps involved in changing the culture in an organization.  
Or  
(b) Explain about the concept of organizational diagnosis in the context of change management.
13. (a) What are the things that have to be kept in mind for a smooth change intervention? Explain with suitable example.  
Or  
(b) Elucidate about the concept of change at BBC and Beer's combined OD/ Economic strategy for change management in an organization.
14. (a) Why does an organization need change and what is organizational diagnosis? Explain about the steps and process involved in change management.  
Or  
(b) Bring out the significance of having a feedback mechanism in an organization as well as personal relationship.
15. (a) Discuss about the significance of human resource interventions needed in this era of globalisation.

Or

- (b) Enumerate the constraints that are involved in change management and suggest remedies to minimize or rectify the same.

**Part C**

(3 × 10 = 30)

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

16. (a) How does a change in an organization as well as an individual will contribute to the growth of an organization? Explain in detail about various process involved in it.

Or

- (b) In detail explain about implementing organization change in the contemporary business environment.
17. (a) What is a change transition model? Bring out the significance of different types of change intervention styles in business. What are the advantages of having intervention in business?

Or

- (b) Who is a transition manager? What are the roles played by a transition manager? Explain in detail about the other process and steps that are taken by a transition manager.
18. (a) Discuss about the Chronological theory of change intervention approaches. Explain the various concepts related to it with a suitable example.

Or

- (b) "Be the change you want to see" —Elucidate in the context of change management in the business world.
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**C-5304**

**Sub. Code**

**31037C**

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

**Third Semester**

**Industry Integrated**

**HR ANALYTICS**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define Human Resources.
2. Write any two HR analytics models.
3. What is meant by HR Business process?
4. List out some HR metrics.
5. Define value proposition.
6. What is meant by Talent analytics?
7. What is HR reporting?
8. What is root cause analysis?
9. Define predictive modeling.
10. List out the predictive analytics tools.



**Part B**

(5 × 5 = 25)

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

11. (a) Explain the concept of HR analytics with suitable examples.

Or

- (b) Brief about the ethical issues involved in HR analytics.

12. (a) Enumerate the different HR research tools and techniques.

Or

- (b) Why do we need HR analytics? Explain with an example.

13. (a) Explain the steps involved in forecasting HR value propositions.

Or

- (b) Explain the need and significance of Workforce analytics.

14. (a) Explain the concepts of HR data and the steps for HR data collection.

Or

- (b) Explain about the 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** the questions, choosing either (a) or (b).

16. (a) Explain about the importance and benefits of HR analytics.

Or

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

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

Or

- (b) Explain about  
(i) HR forecasting  
(ii) HR plan  
(iii) HR analytics.

18. (a) Explain about the concepts of HR data, steps in HR data collection and transforming HR data into HR information.

Or

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

C-4053

Sub. Code

31038A

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

**INDUSTRY INTEGRATED**

**NOVEMBER 2021 EXAMINATION**

**Third Semester**

**TOTAL QUALITY MANAGEMENT AND  
LEAN MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Total Quality.
2. What are the Dimensions of Quality?
3. What are the principles of TQM?
4. What do you mean by employees involvement?
5. List out few new management tools.
6. What are the objectives of Quality Function Deployment?
7. What is control chart?
8. What are the types of control charts for attributes?
9. What are the 3 M's in Lean?

10. What are the 5 principles of lean?

**Part B**

(5 × 5 = 25)

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

11. (a) Write down the drawbacks of implementing TQM.

Or

(b) Discuss the barriers to TQM Implementation.

12. (a) What is customer satisfaction index? Explain.

Or

(b) What are the benefits of supplier partnership? Explain.

13. (a) What is Quality Function Deployment and explain its significance.

Or

(b) Explain the various phases of Quality Function Deployment process in detail.

14. (a) Enumerate the conditions to use a control chart in detail.

Or

(b) Explain graphical representation of control chart in detail.

15. (a) Explain the purpose of Total Productive Maintenance.

Or

- (b) Explain in detail about how Total Productive Maintenance works.

**Part C**

(3 × 10 = 30)

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

16. (a) What is TQM Framework? Discuss in detail.

Or

- (b) What are the essential elements of ISO standards? Explain.

17. (a) What are the pillars of Total Productive Maintenance? Discuss them in detail.

Or

- (b) Explain the difference between X-bar and R- charts. How can they be used together and why would it be important to use them together.

18. (a) Discuss about the core elements of Total productive Maintenance program. Compare Total Quality Management and Total productive Maintenance.

Or

- (b) How is the process improved by the use of control charts? Explain.

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**C-4054**

**Sub. Code**

**31038B**

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

**INDUSTRY INTEGRATED**

**NOVEMBER 2021 EXAMINATION**

**Third Semester**

**SERVICE OPERATIONS MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define service operations management.
2. How do you classify services?
3. What do you mean by service scope?
4. Differentiate front office from back office.
5. Define service quality.
6. What do you mean by service guarantee?
7. Mention the approaches to allocating capacity.
8. What is inventory management in services?
9. Define waiting time management.

10. Write a note on Data Envelopment Analysis (DEA).

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the importance and role of services.

Or

(b) Explain service package in detail.

12. (a) How do you design the service delivery system? Explain.

Or

(b) Discuss the implications for service design in detail.

13. (a) Explain the importance of service quality in service operations management.

Or

(b) Write short notes on services recovery.

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

Or

(b) Explain the news vendor model in detail.

15. (a) Write short notes on waiting time management.

Or

(b) Discuss in detail the scoring system in service operations management.

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss in detail about the environmental strategies used in service operations management.

Or

- (b) How do you manage service experience? Explain.

17. (a) Explain the various gaps in service quality.

Or

- (b) Discuss in detail the practical methods to reduce stockouts, shrinkage and inventory inaccuracy.

18. (a) Explain the qualitative and quantitative methods to understand waiting lines.

Or

- (b) Explain in detail queuing models.

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C-4055

Sub. Code

31039A

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

**INDUSTRY INTEGRATED**

**NOVEMBER 2021 EXAMINATION**

**Third Semester**

**BUSINESS ANALYSIS AND IT CONSULTING**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Business analytics.
2. Write few words on Business analysis framework.
3. What is meant by Business Enterprise?
4. Who is a shareholder?
5. Define Elicitation.
6. What is meant by conduct elicitation activity?
7. What is consultancy?
8. How to identify business needs?
9. What is a conflict in the context of business?
10. What are the basic components of quality management systems?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the concept of Business analytics with suitable examples.

Or

- (b) Brief about the activities involved in business analytics.

12. (a) Enumerate the different requirements and the types of requirements in businesses.

Or

- (b) Why do we need Business analytics? Explain with an example.

13. (a) Explain the steps involved in elicitation.

Or

- (b) Explain the need and significance of elicitation tasks.

14. (a) Explain the concepts of problem solving and the steps involved in the same when it comes to business.

Or

- (b) Explain about root cause analysis with a suitable example.

15. (a) Explain team management with suitable examples.

Or

- (b) Explain about the relevance and prominence of conflict management in businesses.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain about the importance and benefits of Business analytics.

Or

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

17. (a) Explain in detail about the functional and non functional requirements. Also, bring out the relevance of basic requirements in the contemporary business.

Or

- (b) Explain about the following with a suitable example as and when required

- (i) Solution appraisal and evaluation.
- (ii) Closure and review.
- (iii) Consulting services portfolio.
- (iv) Creative problem solving.

18. (a) Explain about the concepts of Business analytics, steps in business analytics and transforming the existing business environment with the application of business analytics and information technology.

Or

- (b) Explain the need for client relationship management and other relevant concepts with suitable examples.

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**C-5305**

**Sub. Code**

**31039B**

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

**Third Semester**

**DATA MINING AND BUSINESS INTELLIGENCE**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is outlier detection?
2. List few Data Mining Software's.
3. What is Descriptive Mining?
4. Define Data Characterization.
5. Write down the meaning of OLAP.
6. Define ROLAP.
7. Name the Pitfalls of data mining.
8. List the important misuses of data mining.
9. Define Biological Data Analysis.
10. What is the future of data mining?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the various benefits of data mining?

Or

- (b) Explain the various Data mining software's which are currently popular.

12. (a) Differentiate Web Mining with Data Mining.

Or

- (b) Explain the various phases used web usage mining.

13. (a) Discuss the components of OLAP.

Or

- (b) Distinguish between OLTP and OLAP.

14. (a) What is data mining? Describe the privacy issues associated with data mining?

Or

- (b) What are the basic OECD information privacy protection principles?

15. (a) Discuss the major issues in data mining.

Or

- (b) Explain the factors to be consider while you choose a Data Mining system.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the technological requirements for managing and organizing an effective Business Intelligence.

Or

- (b) Explain the various business areas where Web Mining has helped in improving the business decision making.

17. (a) Elaborate on multidimensional OLAP.

Or

- (b) Elaborate the Information Technology Act 2000 and 2008.

18. (a) Explain the data mining application used for Intrusion Detection.

Or

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

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