C–6525	Sub. Code
	30115

M.B.A. DEGREE EXAMINATION, APRIL 2022

First Semester

Business Analytics

ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is Economics?

2. Who is Consumer?

3. What is Demand?

4. What is Supply?

5. What is Production Cost?

6. What is Business Decision?

7. What is Market?

8. What is Price?

9. What is Macro Economics?

10. What is National Income?

Answer **all** questions.

11. (a) What are the Economic Problems Explain?

Or

(b) Enumerate the relationship between Consumers Income and Spending in detailed?

12. (a) What is the law of Demand Explain?

Or

(b) Why is the Law of Supply Important?

13. (a) What are the importance of knowing the cost of Producing a Product?

Or

(b) What are the objectives of Managerial decisions?

14. (a) What are the Characteristics of a market?

Or

(b) State the difference between Perfect market and Imperfect Market.

15. (a) What are the Importance of Business Cycle?

Or

(b) Briefly explain about Inflation.

Answer **all** questions.

16. (a) Explain the basic concepts of economics in detail.

Or

(b) Explain the strategies for Managing demand and Supply.

17. (a) Enumerate the Significance in decision making.

Or

(b) Explain market structures and their Characteristics.

18. (a) Explain Business Cycle in detail.

Or

(b) Explain Macro Economic Policies in Business Decisions.

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C–6525

C–6526		Sub. Code
		30116

M.B.A. DEGREE EXAMINATION, APRIL 2022

First Semester

Business Analytics

RESEARCH METHODOLOGY

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1.   List out the importance of SPSS application.

2.   What for data view panel is used in SPSS?

3.   What is liker scale? Give an example.

4.   Define Quantitative Research.

5.   List out different types of scales.

6.   What do you understand by mean plot?

7.   Illustrate two types of error.

8.   Enumerate different types of hypothesis.

9.   Describe the formula to estimate standard error.

10. What do you understand by adjusted R square?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) List out contents in variable view panel of the SPSS and illustrate their uses.

Or

(b) Discuss about Split and select command.

12. (a) Give suggestion for choosing a scaling technique.

Or

(b) Illustrate the need and significance of run test for randomness.

13. (a) Discuss about normality test.

Or

(b) Explain how to identify the outliers in data set through SPSS application.

14. (a) Illustrate how one can conduct one sample and Independent sample t test in SPSS.

Or

(b) Illustrate the steps involved to perform ANOVA test using SPSS.

15. (a) What for correlation used? Enumerate the steps for performing correlation analysis.

Or

(b) What do understand by linear regression? Explain.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Enumerate and explain SPSS windows components.

Or

(b) How will design a questionnaire? Explain.

17. (a) Exemplify different types of descriptive test in SPSS.

Or

(b) Elucidate exploratory and experimental research.

18. (a) How will you perform Kruskal-Wallis and Chi-square test using SPSS application? Explain

Or

(b) Describe about the need and application of Durbn-Watson statistics and Multicollinearity also explain how to carry out using SPSS.

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C–6528	Sub. Code
	30121/30221

M.B.A. DEGREE EXAMINATION, APRIL 2022.

Second Semester

Business Analytics

MARKETING MANAGEMENT

(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. Define consumer learning.

2. Define consumer behoviour.

3. Define life types.

4. Reference group.

5. Define consumer loyalty.

6. Define brand loyalty.

7. Define cognitive loyalty.

8. What is consumer Affinity.

9. Name the consumer loyalty measuring Scales.

10. Define customer loyalty in aviation industry.

Answer **all** questions.

11. (a) Explain the different levels of consumer decision making.

Or

(b) Differentiate consumer vs consumer.

12. (a) Explain the need of celebrity endorsement with respect to busying decisions.

Or

(b) What is life style? How it influence buying behaviour of a consumer.

13. (a) What is loyalty? Explain its significance and benefits.

Or

(b) Write a note on factors affecting customer loyalty formation.

14. (a) Is business decisions influence loyalty outcomes-Explain.

Or

(b) Explain the concept of customer engagement in view of customer loyalty outcomes.

15. (a) Define service quality? Explain how it leads to influence customer loyalty.

Or

(b) Briefly Explain the customer loyalty in banking and insurance industry.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Critically examine the Indian consumer buying behaviour.

Or

(b) Enumerate changing patterns of Indian consumer.

17. (a) Is loyalty of a customer promotes any business – Explain.

Or

(b) Write a note on group influence on consumption.

18. (a) What is the need of customer loyalty formation – Explain with reference to Rai Srivastava modes.

Or

(b) Describe the customer loyalty in Retail industry with suitable example.

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M.B.A. DEGREE EXAMINATION, APRIL 2022.

Second Semester

Business Analytics

HUMAN RESOURCE MANAGEMENT

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

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1.   Define e- HRM.

2.   Define HRM and globalization.

3.   Define HRP.

4.   Explain the steps involved in selection.

5.   What is induction

6.   Define MDPs

7.   Define Reinforcement theory.

8.   Define fringe benefits.

9.   What is safety abroad.

10.   What is repatriation.

Answer **all** questions.

11. (a) Explain the role of evolution of HRM and e- HRM process in India.

Or

(b) Define HRM? Explain its role and functions.

12. (a) What is recruitment and Explain the factors influencing recruitment.

Or

(b) Define the term. Job analysis. What are its competitive advantage.

13. (a) Define the term training and development. List out different methods of training.

Or

(b) Is performance of an employee. Can be appraisal explain.

14. (a) List out various benefits and services.

Or

(b) Explain the importance of an ideal remuneration system.

15. (a) How cross- cultural differences are handling under HRM.

Or

(b) Write a note on international labour legislation.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain HRM role under the corporate restructure of M&A.

Or

(b) Define HRP and. What are requisites and barriers.

17. (a) Critically examine the process of job evaluation.

Or

(b) Differentiate management development vs career development.

18. (a) Explain the importance of incentive schemes with suitable examples.

Or

(b) What is repatriation? Explain about its problems and solutions.

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C–6530	Sub. Code
	30123/30223

M.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

FINANCIAL MANAGEMENT

(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. Write a note on profit maximization approach.

2. What do you meant by dividend decision?

3. Define marginal cost of capital.

4. What is WACC?

5. What do you mean by bondvalue?

6. Define capital budgeting.

7. What do you meant by Net Income approach?

8. Define financial leverage.

9. Define Gross working capital.

10. What is VED analysis?

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

Answer **all** questions.

11. (a) Explain briefly the goals of financial management.

Or

(b) What is agency conflict? How can they be mitigated?

12. (a) List out the types of Preference shares.

Or

(b) How is cost of debt calculated?

13. (a) How is YTC different from YTM?

Or

(b) Discuss the significance of capital budgeting.

14. (a) What do you meant by optimum capital structure? Discuss its features.

Or

(b) Discuss the theory of NOI.

15. (a) Write a brief note on operating cycle.

Or

(b) Explain the various costs associated with holding inventory.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the scope of Financial Management.

Or

(b) Discuss the functions of finance manager.

17. (a) XYZ Company supplied the following information to you and requested to compute cost of capital based on book values as well as market values.

Source of Finance	Book Value (Rs.)	Market Value (Rs.)	After Tax cost (%)
Equity capital	10,00,000	15,00,000	12
Long-term debt	8,00,000	7,00,000	7
Short-term debt	2,00,000	2,00,000	4
Total	20,00,000	24,50,000	

Or

(b) Explain the Debenture as a source of long term finance.

18. (a) Explain Inventory Management Techniques.

Or

(b) Discuss in detail the factors influencing Working Capital.

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MBA DEGREE EXAMINATION, APRIL 2022

Second Semester

Business Analytics

PROJECT MANAGEMENT AND BUDGETING

(2016 onwards)

Duration: 3 Hours 　　　　　　　　Maximum : 75 Marks

Part A 　　　　　　　　(10 × 2 = 20)

Answer **all** questions.

1. Explain the characteristics of Project Management.

2. Write about BOT.

3. Brief Career Skills.

4. What is called as priorities in projects?

5. Explain project environment.

6. Who are stakeholders in project?

7. What is completing procurements in project?

8. Discuss about Information Distribution.

9. Differentiate Group and Team.

10. How closing the project can be better?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain in detail about Manager's role in Project Management.

Or

(b) Do critical thinking helps for better project management? Justify.

12. (a) Elaborate the project models and life cycle.

Or

(b) Write broadly about organisational structure.

13. (a) Explain in detail about Kick-off meeting.

Or

(b) "Vision Document" – Elaborate with example.

14. (a) Discuss with example about collaborative problem solving.

Or

(b) What are the strategies to Assure quality in projects?

15. (a) Explain the process of controlling the project work.

Or

(b) How to adapt the project according to Global Business Environment?

2 C–6531

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Calculate and explain as imaginary example for Risk plan in projects.

Or

(b) Explain in detail about the process of project execusion with suitable example.

17. (a) Provide the detailed notes about the history of project management.

Or

(b) Explain about Public Private Partnership.

18. (a) Describe the functions of work break down structure with suitable example.

Or

(b) Why Talent identification and skill development are very essential for good project management? Explain.

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C–6532	Sub. Code
	30125

M.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

Business Analytics

FUNDAMENTALS OF DIGITAL MARKETING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define digital marketing.

2. What is social media marketing?

3. How affiliate marketing is important in digital marketing?

4. What is mobile marketing?

5. What do you mean by online content?

6. What is SEO?

7. What do you mean by pay-per-click.

8. What do you mean by advergaming?

9. What do you mean by Public relation management?

10. What do you mean by APP marketing

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

Answer **all** questions.

11. (a) Discuss its importance in modern era of business.

Or

(b) Briefly explain the behavior of online consumers.

12. (a) What are the different opportunities and challenges of e-marketing in India? Discuss.

Or

(b) Describe the marketing strategies adopted by an online luxury products marketer.

13. (a) Briefly discuss the role of e-commerce in development of Indian market.

Or

(b) Briefly explain the role of CRM in digital world.

14. (a) 'Consumers' trust is an essential element of e-commerce". Discuss.

Or

(b) "Future of digital marketing is apps and games". Comment.

15. (a) What do you mean by online reputation management? Explain its importance.

Or

(b) Explain the following

(i) Organic Vs Paid listings

(ii) ROI of Digital Strategies.

2 C–6532

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the role and importance of social media marketing in online branding.

Or

(b) Explain the various variables of online marketing mix with example.

17. (a) What do you mean by online traffic? How it can be developed.

Or

(b) "Digital marketing has shifted the landscape of traditional marketing". Discuss.

18. (a) Why e-WOM is important in digital marketing? Discuss.

Or

(b) How can a firm use digital marketing to build the online value of a brand?

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M.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

Business Analytics

FUNDAMENTALS OF BUSINESS ANALYTICS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Write the characteristics of data model.

2.   Briefly explain the uses of structured data.

3.   What is digital data?

4.   What is "Fast based decision-making"?

5.   "Data Quality" - Brief it.

6.   Expand "OLTP".

7.   What is operational databases?

8.   What are the processes of ODS?

9.   Discuss briefly about balanced scorecard.

10. Write about popular BI tools.

Answer **all** questions.

11. (a) What is the need for BI at virtually all levels? Explain with suitable diagram.

Or

(b) Explain about unstructured data.

12. (a) How the data quality is measured?

Or

(b) What are the goals of Data Warehousing?

13. (a) Elaborate the advantages and disadvantages of Data integration.

Or

(b) How information technology helps the growth of any business?

14. (a) Explain in detail the concept of KPIS.

Or

(b) In detail, justify the process of OLTP.

15. (a) Describe about leveraging ERP.

Or

(b) What are benefits of performance measurement system terminology?

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain any major five business intelligence applications with suitable examples.

    Or

    (b) What are the benefits of dash boards? And explain its construction process.

17. (a) Describe the importance of advanced analytics with required comparisms.

    Or

    (b) How management information systems helps the organisation to maintain datas? Explain in detail with employee details.

18. (a) Explain the features of DW, BI and AA.

    Or

    (b) Describe the core role of EIS with suitable example.

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M.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

Business Analytics

CONSUMER BEHAVIOUR

(2016 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Consumer Behaviour.

2. Define Rural Consumer.

3. Define Psychographics.

4. What is reference group?

5. Draw loyalty ladder.

6. Define Brand.

7. Define cognitive loyalty.

8. What is customer engagement?

9. What is mean by consumer diversity?

10. Define celebrity endorsement.

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the changing Indian rural consumer behaviour.

    Or

    (b) Define organizational buying behaviour.

12. (a) Explain the consumer decision making process towards buying decision.

    Or

    (b) Enumerate the concept of reference groups in consumer buying decision.

13. (a) Name the outcomes of loyalty role in business decision.

    Or

    (b) Explain Rai Srivastava mode of customer loyalty formation.

14. (a) Enumerate the significance of customer loyalty for marketers.

    Or

    (b) What is loyalty? Explain its principles, benefits.

15. (a) Briefly explain the customer loyalty in Aviation industry.

    Or

    (b) Explain briefly loyalty measurement models and scales.

2   **C–6534**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain new consumption patterns with reference to CB.

Or

(b) Enumerate consumer decision making process.

17. (a) What is mean by core value? Explain about Indian core values.

Or

(b) Explain about customer loyalty outcomes.

18. (a) Discuss the customer loyalty applications in Banking and Insurance sector.

Or

(b) Briefly explain different factors that influence consumer buying decision.

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3 **C–6534**

M.B.A. DEGREE EXAMINATION, APRIL 2022

Third Semester

BUSINESS LAW AND ETHICS

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

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define contract.

2.   What is lawful consideration?

3.   What do you mean by negotiable instrument?

4.   What is Bill of exchange?

5.   Define ethics.

6.   Define empathy.

7.   What is code of conduct?

8.   Define ethics.

9.   What is Environmental Ethics?

10. What is Value System?

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

Answer **all** questions.

11. (a) Discuss the various modes of discharging contract.

Or

(b) Compare contingent contract and wagering agreements.

12. (a) What is promissory note? What are its essential elements? Give a specimen of a promissory note.

Or

(b) Discuss rights of consumer under Consumer Protection Act, 1986.

13. (a) What is Ethical Abuse and explain the various ethical abuses at workplace?

Or

(b) What are the causes for Unethical Practices?

14. (a) What are you recommendations for a good Code of Ethics?

Or

(b) Write a detailed note on impact of business ethics on the society as a whole?

15. (a) State the ethical issues in HRM.

Or

(b) Describe the disclosure in financial statements.

2 **C–6539**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the effect of void, voidable, unlawful and uncertain agreements on contract.

Or

(b) "Law and Ethics are identical". Do you agree with this statement

17. (a) What are the arguments against ethics in business? Comment on their validity.

Or

(b) Bring out the guidelines which help in ethical decision making.

18. (a) How business ethics be an important tool in building business reputation?

Or

(b) Discuss the role of Industrial Policy in nation building.

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