

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 behaviour.
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.

Part B

(5 × 5 = 25)

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.

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.

C-6529

Sub. Code

30122/30222

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 × 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.

Part B

(5 × 5 = 25)

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.

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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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 mean 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 mean by Net Income approach?
8. Define financial leverage.
9. Define Gross working capital.
10. What is VED analysis?

Part B

(5 × 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.

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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Sub. Code

30224

M.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

Digital Marketing and E-Commerce

SALES AND DISTRIBUTION MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by marketing channels?
2. What is meant by vertical marketing?
3. What is meant by sales force?
4. What is meant by sales planning?
5. Define Budgeting.
6. What is meant by sales Audit?
7. What is meant by Franchiser?
8. Give the advantage of Franchisee.
9. What is meant by Sales promotion?
10. What is meant by Shelf Management?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is Horizontal and Vertical marketing?

Or

(b) Explain the Strategic role of sales Management.

12. (a) Explain the selection and training the sales force.

Or

(b) What is the structure of sales Organisation?

13. (a) Explain the Reporting formats for primary and Secondary sales.

Or

(b) Write a note on

(i) Mobile Marketing

(ii) Online Marketing.

14. (a) Explain the process of appointment of Franchisee.

Or

(b) Explain the types of Wholesalers.

15. (a) What are the different types of retail formats?

Or

(b) What is the sales promotion Techniques?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Enumerate the causes for channel conflict and Techniques to overcome the conflict.

Or

- (b) Discuss about the types of sales Report.

17. (a) What are the characteristics of E-commerce?

Or

- (b) How to measure the ROI calculation at Dealer Level?

18. (a) Explain the Advantages and disadvantages of organized and Unorganized retailing formats.

Or

- (b) Discuss about the Role and Significance of multi-level marketing.
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30225

M.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

Digital Marketing and E-Commerce

DIGITAL BRANDING

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the definition of brand and branding?
2. What do you mean by the Target?
3. What is a Social Media Promotion?
4. What do you mean by Content Strategy?
5. What is Advertising?
6. What do you mean DIY?
7. What is Gamification?
8. What do you mean by Branding Strategy?
9. What do you mean by Social Network?
10. What is Localisation?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the importance of Digital Branding.

Or

- (b) What are the benefits of digital branding?

12. (a) Explain the Content Auditing.

Or

- (b) What is the Significance of Content Marketing?

13. (a) Elaborate the importance of advertising.

Or

- (b) Explain the Features of Product development.

14. (a) Explain the Elements of Gamification.

Or

- (b) Elaborate the Gamevertising.

15. (a) Explain the Advantages of Globalization.

Or

- (b) Elaborate the Scope of Digital Advertising.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the Challenges of Digital Display.

Or

(b) Elaborate the advantages and disadvantages of content marketing.

17. (a) Elaborate the Merits and Demerits of Advertising.

Or

(b) Elaborate the Significance of Gamification.

18. (a) Explain the Intellectual Property and media.

Or

(b) Discuss-Significance of Social Networks.

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30226

M.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

Digital Marketing and E-Commerce

**SEARCH ENGINE OPTIMIZATION AND SEARCH
ENGINE MARKETING**

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is paid marketing?
2. What is rebranding campaign?
3. How do you calculate Ad rank with formula?
4. Write short notes on 'Pay-per-click'.
5. What is SEO?
6. List few most frequently used search engines worldwide.
7. What do you mean by SERP?
8. Write about KW Finder.
9. What is content?
10. What is HTML?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss about social media campaigns.

Or

- (b) Elaborate how do you create Google Ad Words account.

12. (a) Explain about ROAS (Return on Ad Spend).

Or

- (b) Explain the different types of Ad formats.

13. (a) Elaborate the fundamentals to write SEO content.

Or

- (b) Explain the differences between audience and traffic in websites.

14. (a) Describe the main purposes of SERP.

Or

- (b) Explain different types of keywords.

15. (a) Explain briefly about

- (i) Plug-ins
- (ii) Web Pages.

Or

- (b) How the key word optimization is important in digital marketing?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is Campaign? Explain the different types of campaigns in digital marketing.

Or

- (b) What is Search Engine Optimization? Explain the importance of SEO in search engine marketing?

17. (a) Discuss about the structure of Google Ad groups.

Or

- (b) Elaborate the keyword research process in Search engine marketing.

18. (a) Define Meta Tag. How does Meta tag helps in SEO?

Or

- (b) What is HTML? How do you create a webpage by using HTML? Give an example?

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Sub. Code

30136/

30236

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 × 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 your 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.

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.

C-6556

Sub. Code

30241

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Digital Marketing and E-Commerce

PROJECT MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by project management?
2. Define project life cycle.
3. Name any four scope of project management.
4. What is meant by project formulation?
5. Explain the methods of scheduling projects.
6. Expand the term PERT and explain it.
7. What is control cycle?
8. What is organization design?
9. What are the factors involved in Selecting a project team?
10. Explain schedule and cost.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the characteristics of project management.

Or

- (b) Describe the project management process.

12. (a) Mention the factors that surviving the organizational structure.

Or

- (b) Who are project stakeholders? List out the roles of stakeholders.

13. (a) Explain the documents that need to be created for project planning.

Or

- (b) Describe the process and activities of planning stage.

14. (a) List out the factors for executing the project and explain.

Or

- (b) Explain the framework for building a team.

15. (a) What is scheduling the project? And explain the way of monitoring.

Or

- (b) Write short notes on:

(i) controlling schedule

(ii) controlling cost.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Detailed about the introduction and Fundamentals of project management.

Or

- (b) Elaborate the creating the schedule and time management plan in project.

17. (a) Explain the concept of cost controlling and schedule controlling in project Execution.

Or

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

18. (a) What are the tasks and procurements for project closure?

Or

- (b) Define stakeholder management and explain its objectives and characteristics.

C-6557

Sub. Code

30242

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Digital Marketing and E-Commerce

CLOUD COMPUTING

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is cloud computing?
2. Define web-based business service.
3. What is cloud cost management?
4. Define Seasonal loading.
5. What is interoperability?
6. What is Integration?
7. Define governance in the cloud.
8. What is encryption?
9. What is financial issue in clouding?
10. What is data privacy?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the Benefits of cloud computing?

Or

(b) Discuss about the Evolution of cloud computing.

12. (a) What are the Advantages Enterprise risk management?

Or

(b) Discuss in detail about challenges of cloud cost management.

13. (a) Briefly discuss about the Group associated with cloud computing.

Or

(b) Discuss about the cloud migration tools and services.

14. (a) Explain about Cloud governance.

Or

(b) Discuss about jurisdictional issue raised by virtualization and data location.

15. (a) Briefly discuss about Do's of cloud computing.

Or

(b) Discuss about Risk mitigation methodology.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about broad approaches to migrating into cloud.

Or

- (b) Explain about Cloud deployment models.

17. (a) Discuss in detail about cloud cost management strategies.

Or

- (b) Discuss in detail about consideration for selecting cloud consideration.

18. (a) How does Azure support cloud services? Justify with suitable diagram.

Or

- (b) Discuss in detail about need for IT governance in cloud computing.

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Sub. Code

30243

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Digital Marketing and E-Commerce

MOBILE MARKETING

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Technology.
2. What is Value proposition?
3. Define Smart phone.
4. What is Benchmarking?
5. Define Business Culture.
6. What is marketing automation?
7. What is Mobile – compatible?
8. What is Audience segmentation?
9. Define Summary.
10. What is QR codes?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Outline stages involved in developing a strategic M-marketing plan.

Or

- (b) Explain about setting up of mobile website for different firms.

12. (a) What are the objectives of Smartphone adoption?

Or

- (b) Describe the benchmarking marketing activity.

13. (a) What are the impact of transparency on mobile privacy decision making?

Or

- (b) Explain the benefits of Marketing Automation.

14. (a) Compare and Contrast of Mobile Compatible and Mobile optimized.

Or

- (b) Explain the characteristics of Audience segmentation.

15. (a) How does mobile broad band Internet work?

Or

- (b) Why are mobile social networks growing fast?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the types of Content Marketing.

Or

(b) What is the Purpose of Benchmarking marketing activity?

17. (a) Explain the mobile marketing tips for small business to market your business in a mobile world.

Or

(b) What are the challenges of technology in Mobile optimized?

18. (a) Explain the role of Smartphone adoption levels.

Or

(b) Discuss the advantages and disadvantages of QR Codes.

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30244

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Digital Marketing and E-Commerce

GAMIFICATION

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by gamification?
2. How do you introduce gamification?
3. What is a game?
4. What is reward program?
5. Define social networking.
6. Define gamify.
7. Define game elements.
8. What is breaking game down?
9. Define reward structure.
10. What is dopamine system?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain playful design.

Or

(b) What are the categories of gamification?

12. (a) Discuss the social impact of video games.

Or

(b) Discuss in detail about rules to design video games.

13. (a) Briefly discuss about gamification is all about motivation.

Or

(b) Discuss about the targeted audience and uses of gamification.

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

Or

(b) Discuss about the gamified steps to change behaviour.

15. (a) Briefly discuss about how gamification spurs innovations.

Or

(b) Discuss about the players experience design process.

Part C

(3 × 10 = 30)

Answer **all** questions.

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

Or

(b) Explain about behaviourism gamification.

17. (a) Discuss about driving social collaboration.

Or

(b) Explain about gamification techniques.

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

Or

(b) Discuss in detail about customer engagement model.

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Sub. Code

30245

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Digital Marketing and E-Commerce

WEB AND MOBILE ANALYTICS

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define web metrics.
2. What is analysis?
3. What is site goal?
4. What is consideration?
5. Define web monetization.
6. What is Ad- supported sites?
7. Define behavioural data.
8. What is third party research?
9. Define Reporting.
10. What is Segmenting Audience?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the four steps of web analytics.

Or

(b) What are the benefits of Business Metrics.

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

Or

(b) Discuss in detail about creating target of KPIs.

13. (a) Briefly discuss about web Mobilization models.

Or

(b) Discuss about the lead generations.

14. (a) Explain about heuristic evaluation.

Or

(b) Discuss about expert reviews.

15. (a) Distinguish between Analysis and reporting.

Or

(b) Discuss about delayed conversion and its tracking.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about web analytics methodology.

Or

- (b) Explain about benefits of web analytics methodology.

17. (a) Discuss about E-commerce in details.

Or

- (b) Discuss about how to create monetization models.

18. (a) Briefly explain about community sourced data.

Or

- (b) Discuss in detail about analysing drivers to offline conversion.
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