

C-6428

Sub. Code

31011

M.B.A. DEGREE EXAMINATION, APRIL 2022

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. What is Management Accounting?
2. List out the different accounting concepts.
3. What do you understand by income statement?
4. What is a financial statement?
5. What is ROI?
6. List out the performance measures in accounting.
7. What is budgeting?
8. What do you understand by overhead?
9. What is meant by marginal costing?
10. Define cost of capital.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is accounting? Explain the need for it.

Or

- (b) Explain the regulatory conditions to be taken into account while decision making in accounting.

12. (a) What are the concepts of management accounts?

Or

- (b) Explain the components of financial performance measurement.

13. (a) Explain the steps involved in management decision making.

Or

- (b) Describe the concept of Sustainability reporting.

14. (a) Explain the different types of budget.

Or

- (b) Evaluate the techniques of cost analysis and control.

15. (a) Explain the term cost and profit. Bring out its importance.

Or

- (b) Explain the concept of Short term decision making.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) “The accounting concepts and accounting standards are generally referred to as the essence of financial accounting” Comment.

Or

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

Minimum usage	:	50 units per week each
Maximum usage	:	150 units per week each
Normal usage	:	100 units per week each
Ordering quantities	:	A – 600 units B – 1,000 units
Delivery period	:	A – 4 to 6 weeks B – 2 to 4 weeks

Maximum reorder period for emergency purchases
A : 2 weeks B : 2 weeks.

Calculate for each component:

- (i) Reordering level
 - (ii) Maximum level
 - (iii) Minimum level
 - (iv) Danger level
17. (a) Explain the various concepts and components of Financial Statements with suitable examples.

Or

(b) From the following information find out

(i) Current assets

(ii) Current liabilities

(iii) Stocks

(iv) Fixed assets

Current ratio : 2.5

Liquid ratio : 1.5

Fixed assets/Proprietary funds : 0.75

Working capital : Rs.60,000

Reserves and surplus : Rs.40,000

Bank overdraft : Rs.10,000

There is no long-term loan or fictitious asset.

18. (a) Explain significance of budgeting in accounting for decision making.

Or

(b) With the following data for 60% activity, prepare a budget at 80% activity.

Production at 60% capacity 600 units

Materials Rs. 100 per unit

Labour Rs. 40 per unit

Direct expenses Rs.10 per unit

Factory expenses Rs. 40,000 (40% fixed)

Administration expenses Rs. 30,000 (60% fixed)

C-6429

Sub. Code

31012

M.B.A. DEGREE EXAMINATION, APRIL 2022

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 meant by communication?
2. What is business vocabulary?
3. What are the psychological barriers to listening?
4. What is sales presentation?
5. What do you mean by Conference?
6. What do you mean by Group discussion?
7. What is business letter?
8. What do you mean by enquires?
9. What is a monologue?
10. What is specimen adjustment letter?

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the C's in good communication.

Or

- (b) Describe the common errors in communication.

12. (a) Explain the different methods of presentations.

Or

- (b) How does you delivering effective speech in a firm on various occasions?

13. (a) Describe the important techniques of group discussion.

Or

- (b) Explain the purpose of seminars with suitable examples.

14. (a) Explain the format of business letter.

Or

- (b) Draft an office memorandum relating to warning an employee for his carelessness in work.

15. (a) Describe with examples commonly used layout conventions of business letters.

Or

- (b) Explain any four instances when Complaint letter is written.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Define communication and explain the different types of communication.

Or

- (b) Discuss the elements of the communication process.

17. (a) Describe about planning and developing speeches in a organization on special occasions.

Or

- (b) Explain the ingredients of a discussion.

18. (a) Explain the tender notice. How does it help in the organization?

Or

- (b) Draft an office order asking the employees to submit their monthly work report within the stipulated time.
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C-6430

Sub. Code

31013

M.B.A. DEGREE EXAMINATION, APRIL 2022

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. State the economic goals of the firm.
2. What is meant by optimization?
3. Define oligopoly.
4. What is meant by break-even point?
5. What do you mean by aggregate supply?
6. Differentiate between inflation and deflation.
7. What is meant by monetary policy?
8. What are the types of National Income?
9. What is meant by Balance of Payment?
10. List out the determinants of Exchange rates.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write short notes on the elasticity of supply.
Or
(b) Explain marginal utility theory.
12. (a) Explain the types of competition in the market with suitable examples.
Or
(b) Enumerate the features of perfect competition.
13. (a) Explain the different measures of National Income.
Or
(b) Explain the different stages of business cycle.
14. (a) Briefly explain the concept of Inflation. Also explain its nature and the causes.
Or
(b) Explain the role of commercial banks in economic development.
15. (a) Explain in detail about the international monetary system.
Or
(b) Explain the components of balance of trade.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain marginal utility theory with a suitable example.
Or
(b) Explain the need for demand analysis and the theory of consumer choice.

17. (a) Explain theory of production and cost analysis, Pricing and output decisions in different market settings.

Or

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

18. (a) Explain the evolution, functions and instruments of a central bank.

Or

- (b) Explain the different types of exchange rate system.
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C-6431

Sub. Code

31014

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

First Semester

Industry Integrated

MARKETING MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum: 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term marketing Management.
2. What do you mean by services marketing.
3. What is a new product?
4. What do you understand by 'penetration price'?
5. What is Brand positioning?
6. What is Direct Marketing?
7. Define the term Logistics Management.
8. What is Tele marketing?
9. What do you mean by packaging?
10. What is Market segmentation?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Define the terms 'Market' and 'Marketing', on what bases, the market can be classified?

Or

- (b) Explain in brief the need for good marketing environment.

12. (a) Explain in brief the need and importance of service marketing with example.

Or

- (b) Briefly discuss the factors influencing price decision.

13. (a) Explain the concept of marketing mix and describe the various factor that determine it.

Or

- (b) What are the advantage and disadvantages of branding?

14. (a) What are the promotional strategies followed by FMCG companies in India?

Or

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

15. (a) What are the functions of a retailer?

Or

- (b) State the need and importance of advertising?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the various functions of marketing.

Or

- (b) We find fifth P. ie. “People” more effective in managing the services. Comment on this statement.

17. (a) What do you mean by e-Commerce? Explain the need and importance of e-commerce in the present world.

Or

- (b) What are the different stages in the product life cycle?

18. (a) What is an Advertisement copy? What are the values to be possessed by an advertisement copy? What should be its qualities?

Or

- (b) What factors determine the choice of a distribution channel? Explain them briefly.

C-6432

Sub. Code

31015

M.B.A. DEGREE EXAMINATION, APRIL 2022

First Semester

Industry Integrated

ORGANIZATIONAL BEHAVIOUR

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is organisational Model?
2. What are the characteristics of personality 'A'?
3. What do you mean by Perception?
4. Define 'Learning'.
5. What do you understand interpersonal communication?
6. What is Power and Politics?
7. What is Formal Group?
8. What do you mean by organisational Commitment?
9. Define 'Motivation'.
10. What is OD interventions?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the models of organisational behaviour?
Or
(b) What are the elements of organisational behaviour?
12. (a) Explain the major factors that determine individual behaviour.
Or
(b) What are the factors determine the perception process?
13. (a) Discuss the financial and non-financial motivation.
Or
(b) Explain in detail different types of emotions.
14. (a) How is power important to organisation? What are the different bases of power?
Or
(b) Bring out the reasons for organisation politics.
15. (a) What do you understand by planned change? What are its objectives?
Or
(b) Bring out the reasons for organisation politics. What are the factors that influence it?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the different stages in the process of group development.
Or
(b) Explain in detail need and importance of interpersonal relationship in an organisation.

17. (a) What are the elements of organisational behaviour?

Or

(b) "Organisational culture is essential for satisfaction" – Explain.

18. (a) "Organisational change has to be managed on technological, serial and economic dimensions", Elaborate, what precautions must be taken in a democratic set-up to make a change acceptable to the personnel?

Or

(b) Briefly explain the OD process and explain how does it help in making organisation more effective.

C-6433

Sub. Code

31016

M.B.A. DEGREE EXAMINATION, APRIL 2022

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 linear programming?
2. Define optimal feasible solution.
3. What do you mean by two person Zero sum game?
4. What is the nature of IPP?
5. List the merits of North West Corner method.
6. What is cost matrix?
7. What is balk in Queue Behaviour?
8. Define Free Float.
9. Define Hurwicz Alpha Criterion.
10. When is simulation used?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Solve the linear programming problem by Graphical Method

$$\text{Minimize } Z = 30x_1 + 20x_2$$

$$\text{subject to } 15x_1 + 5x_2 \geq 120$$

$$10x_1 + 10x_2 \geq 80$$

$$10x_1 + 30x_2 \geq 240$$

$$x_1, x_2 \geq 0.$$

Or

- (b) What are slack variables? Where are they used? Explain.

12. (a) Discuss Gomory's cutting plane method.

Or

- (b) Develop a model of fixed charge problem.

13. (a) Explain the applications of Travel Salesman Problem with suitable example.

Or

- (b) Solve this transportation problem using Least Cost method.

	D1	D2	D3	D4	SUPPLY
S1	1	2	1	4	30
S2	3	3	2	1	50
S3	4	2	5	1	20
DEMAND	20	40	30	10	

14. (a) Distinguish between CPM and PERT.

Or

(b) Discuss the cost Trade-Off in project crashing.

15. (a) Explain the methodology of Monte Carlo simulation techniques.

Or

(b) Explain Decision Tree for sequential Decision. Why are they used?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the applications of Linear programming in functional areas of Management.

Or

(b) Distinguish between Total Covering problem and Partial covering Problem. And also discuss related models.

17. (a) Solve this transport problem using

(i) North west Corner method

(ii) Least Cost Method

(iii) Vogel's Approximation Method.

	D1	D2	D3	SUPPLY
S1	5	4	3	100
S2	8	4	3	300
S3	9	7	5	300
DEMAND	300	200	200	

Or

- (b) Explain :
- (i) Maximax ,
 - (ii) Minimax,
 - (iii) Maxmin decision criteria.

18. (a) Consider the network scheduling problem as shown in the following table.

Activity	1-2	1-3	1-4	2-6	3-6	4-6	6-7
Duration (Months)	6	4	9	5	8	2	7
Man power Requirement	10	6	8	4	7	5	4

Schedule the activities of the project with the maximum limit on man power requirement as 15.

Or

- (b) A businessman is trying to decide whether to take one of two contracts or none of them and then simplifying the situation into two alternatives. How can he make a decision tree? Explain giving suitable example.

C-6434

Sub. Code

31021

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

Second Semester

Industry Integrated

BUSINESS RESEARCH METHODS

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by probability sampling method?
2. What is scaling?
3. What do you mean by pilot study.
4. What is sampling error?
5. What is pictorial representation?
6. What do you mean by critical values?
7. What is hypothesis testing?
8. What is partial correlation?
9. What do you understand conjoint analysis?
10. What is factor analysis?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the factors affecting research design?

Or

- (b) Write note on :

- (i) cluster sampling
- (ii) quota sampling.

12. (a) Distinguish between a pilot study and pre-testing.

Or

- (b) What are the advantages of tabulation?

13. (a) Discuss the uses of Z-Test, F-Test and t-Test.

Or

- (b) What are the difference between correlation and regression analysis?

14. (a) What are the basic concepts of clustering?

Or

- (b) Write note on :

- (i) Attributes
- (ii) Levels
- (iii) Relative importance
- (iv) Market share simulation.

15. (a) How do you evaluate and assessment of clustering results?

Or

- (b) When and how to use conjoint analysis?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the major steps involved in the process of construction of a questionnaire?

Or

- (b) What is chi-square test? When and why is it used?

17. (a) What are the advantages and limitations of regression analysis?

Or

- (b) Write notes on :

- (i) Jaccard Index
- (ii) Dice index
- (iii) Fowlkes – Mallows index.

18. (a) Explain in detail the different types of conjoint analysis.

Or

- (b) Explain the different types of clusterings.
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C-6435

Sub. Code

31022

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

Second Semester

Industry Integrated

CORPORATE FINANCE

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What do you mean by payback?
2. Define Portfolio Risk.
3. What do you mean by leasing?
4. Write a short note "Bond".
5. What is cost of Equity?
6. What do you mean by cost of debt?
7. Define dividend, and state its nature.
8. What do you mean by dividend payment?
9. What is a Marketable security?
10. What do you mean by inventory?

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the advantages of decision tree approach in investment decision.

Or

- (b) Calculate the cost of capital in the following cases.
- (i) X Ltd. issues 12% Debentures of face value Rs. 100 each and realizes Rs. 95 per Debenture. The Debentures are redeemable after 10 years at a premium of 10%.
- (ii) Y. Ltd. issues 14% preference shares of face value Rs. 100 each Rs. 92 per share. The shares are repayable after 12 years at par. Note: Both companies are paying income tax at 50%.

12. (a) What are the considerations determine the optimal compromise between flexible and restrictive net working capital policies?

Or

- (b) Define Bond and explain the types of Bond.
13. (a) A company has a debt issue outstanding with 23 years to maturity that is quoted at 97 percent of face value. The issue makes semiannual payments and has an embedded cost of 5 per cent annually. What is the company's pretax cost of debt?

Or

- (b) Discuss the long term financial planning and equity corporate taxes.

14. (a) What are the differences between private and public bond issues?

Or

- (b) What do you understand dividend payment and why dividend are important?

15. (a) Explain the effect of a stock split on stock holder wealth.

Or

- (b) Explain the principles of diversification.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) An organization has a cut off pay-back period of 3 years and 6 months. Advise the company with regard to the following exclusive investments.

Project	Total Investment (Rs.)	Annual Cash inflow (Rs.)	Period of inflow
A	50,000	15,000	4 years
B	80,000	24,000	5 years
C	80,000	20,000	6 years
D	40,000	12,000	5 years
E	10,000	1,800	7 years

Or

- (b) Explain the need for working capital.

17. (a) Discuss the estimation of market return and market premium.

Or

(b) Explain the two approaches to estimating the cost of equity capital.

18. (a) Discuss the factors which exercise its influence on the demand for working capital in a manufacturing concern.

Or

(b) Discuss about sensitivity analysis.

C-6436

Sub. Code

31023

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

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 mean by Terms of Trade?
2. What is deflation?
3. What is meant by comparative cost advantage?
4. What is portfolio Investment?
5. What is absolute advantage?
6. What do you understand Barriers to Trade?
7. What is global financial meltdown?
8. What do you mean by foreign collaboration?
9. What is Economic integration?
10. What do you mean by lobbying?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the importance of Demand analysis.

Or

- (b) Differentiate between balance of trade and balance of payments.

12. (a) Is globalisation an opportunity to India? Discuss the various integration?

Or

- (b) What are the advantages and disadvantages of economic integration?

13. (a) Distinguish between fixed rate and floating rate system.

Or

- (b) What is the direct impact of global meltdown everywhere?

14. (a) Explain the different factors of international business environment.

Or

- (b) Explain in detail the significance of Balance of payments.

15. (a) Explain the prevailing business environment in India favourable to world Trade.

Or

- (b) Explain in detail the significance of foreign collaboration.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss an absolute and comparative cost advantages theories in global trade.

Or

- (b) What are the benefits available to host economics from FDI?

17. (a) Suggest remedial measures for over coming the present economic problem in India.

Or

- (b) Highlight the impact of FDI and portfolio and investment in India.

18. (a) What are the major functions of the World Bank?

Or

- (b) What are the problems involved in international labour migration?

C-6437

Sub. Code

31024

M.B.A. DEGREE EXAMINATION, APRIL 2022

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 HRM?
2. What is HRM environment?
3. What are the features of human resource planning?
4. What are potential losses?
5. Define selection.
6. What is job search?
7. Define merit rating.
8. What is Self managed term?
9. Define compensation.
10. What do you mean by Evaluation phase?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the scope of HRM.

Or

(b) Explain the role of HR Manager.

12. (a) State the importance of HR planning.

Or

(b) Explain the process of job analysis.

13. (a) Distinguish recruitment and selection.

Or

(b) What are the features of recruitment?

14. (a) Bring out the purpose of performance appraisal.

Or

(b) State the objectives of performance appraisal.

15. (a) Explain the needs assessment phase of HRD.

Or

(b) Write a short note on compensation policy.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the various functions of HRM.

Or

(b) Explain the characteristics of HRM.

17. (a) Explain Human Resource models.

Or

(b) Write short note on

(i) Job description

(ii) Job specification

18. (a) Explain the merits and demerits of internal source of recruitment.

Or

(b) Explain in detail the various external source of recruitment.

C-6438

Sub. Code

31026

M.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

Industry Integrated

OPERATIONS MANAGEMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define operation management.
2. What is plant location concept?
3. Give the meaning of inventory control system.
4. What do you mean by pareto analysis?
5. What is MRP?
6. Define sequencing problems.
7. Define TQM.
8. What do you mean by ISO?
9. Give the meaning for exponential smoothing.
10. What is regression analysis?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Enumerate the challenges of operation management.

Or

- (b) Discuss the factors affecting location decision and technique.

12. (a) How does quantity discount affect EOQ?

Or

- (b) What are P and Q inventory control system? And what is the differences between P model and Q model of inventory?

13. (a) How does an MRP system work? Explain its advantages.

Or

- (b) What is sequencing problem? Explain its types of analysis.

14. (a) Explain the various quality management tools.

Or

- (b) Discuss the barriers of TQM.

15. (a) Explain the steps involved in product development process.

Or

- (b) What do you mean by quality assurance? And explain the elements of quality assurance.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is forecasting? Why it is important in operation management?

Or

- (b) Enumerate the various types of plant layout. And state its characteristics.

17. (a) Explain the inputs to MRP and various MRP outputs. List the benefits of MRP.

Or

- (b) Enumerate the merits and demerits of pareto analysis.

18. (a) Discuss the elements of ISO-9000, quantity system. And explain the steps to be followed in implementing quality system 9000.

Or

- (b) How do companies use the just in time method? Explain its pros and cons.
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C-6439

Sub. Code

31032

M.B.A. DEGREE EXAMINATION, APRIL 2022

Third Semester

Industry Integrated

STRATEGIC MANAGEMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define strategy in business.
2. What is globalization?
3. What do you mean by Core competencies?
4. What do you understand by corporate strategy?
5. Define organization structure.
6. Write a short note on Balanced scorecard.
7. What is strategic control?
8. Define restructuring the corporation.
9. What do you mean by building distinctive competencies?
10. What is digital economy?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the objectives of strategic management.

Or

- (b) What do you understand by strategic management for competitive advantage? Explain the various phases of formal strategic planning.

12. (a) Discuss the significance of environmental and organizational appraisal in strategic management.

Or

- (b) Define the building blocks of competitive advantage. Discuss few building blocks approach used in strategic management..

13. (a) Discuss the objectives of diversification and strategic alliance in firms.

Or

- (b) What do you understand by strategy in global environment?

14. (a) Explain the steps involved in designing a sustainable organizational structure.

Or

- (b) What is matching structure with strategy? Discuss the connections between structure and strategy.

15. (a) Balanced scorecard is a measure that drives performance in strategic management. Discuss in detail.

Or

- (b) Discuss the significance of new business models in global market.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is strategic management process? Discuss its steps, stages and phases.

Or

- (b) What is the mission of strategy formulation and how the firm can achieve that?

17. (a) Differentiate between SWOT analysis and GAP analysis.

Or

- (b) Define and discuss the GE 9 cell matrix in detail.

18. (a) Explain the Mc Kinsey's 7s framework.

Or

- (b) Define the politics, power and conflicts in strategic management. Also, discuss its impacts in detail.
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C-6440

Sub. Code

31033

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

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 a Project?
2. Define Project screening.
3. What is managerial appraisal?
4. What do you understand by time trade cost?
5. Define CPM.
6. Write a short note on Feasibility study.
7. What is project Report?
8. Define planning and scheduling.
9. What do you mean by project direction?
10. What is project over runs?

Part B

(5 × 5 = 25)

Answer **all** questions.

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

Or

- (b) What is identification of investment opportunities? How do you identify the sources and types of profitable investment opportunities?

12. (a) Explain the role and functions of a project manager.

Or

- (b) What do you understand by project report preparation? Explain the components of project report.

13. (a) Discuss the objectives of project appraisal.

Or

- (b) What do you understand by financial appraisal? Discuss the needs of financial appraisal in project management.

14. (a) What is good planning? Explain the project planning process.

Or

- (b) What is project scheduling? Discuss the various techniques used for project scheduling.

15. (a) Define project cost management. Discuss the significance of time monitoring and cost monitoring in project management?

Or

- (b) Discuss in detail the program evaluation and review techniques in project management.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the various types of projects. Also, discuss the various phases in project life cycle.

Or

- (b) What is the meaning of project formulation? Discuss the various stages involved in project formulation.

17. (a) Define project appraisal? Explain briefly the various aspects of project appraisal.

Or

- (b) Explain the project designing and project scheduling. How the time estimation plays a crucial role in project designing and scheduling?

18. (a) What are the Factors which influence the effective project management?

Or

- (b) Discuss in detail the project audit and characteristics of ideal project audit report.

C-6441

Sub. Code

31034 A

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

Third Semester

Industry Integrated

CONSUMER BEHAVIOUR

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define consumer.
2. What do you mean by Branding?
3. Briefly explain the attitude of consumer.
4. What do you understand by decision making process?
5. Define cross culture consumer behavior.
6. Define the concept of “symbol” in context of consumer’s culture.
7. What is consumer dispute?
8. Define category based decision making.
9. What do you mean by influence of groups?
10. What is instrumental conditioning?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the recent developments in consumer profiling.

Or

- (b) What do you understand by consumer profiling. Explain the various methods of consumer profiling.

12. (a) What is family branding? How brand positioning and re-positioning can shape the consumer behavior?

Or

- (b) Write a short note on :

(i) Motivation

(ii) Cues

(iii) Response

(iv) Reinforcement

13. (a) Discuss the objectives of applications of theories in consumer behaviour.

Or

- (b) What are the external factors that influence the consumer behavior?

14. (a) What do you understand by consumer decision process? Explain the stages of consumer decision making process.

Or

- (b) Explain the four view of consumer decision making.

15. (a) Discuss the significance of cross culture consumer analysis.

Or

- (b) Explain national, global and rural perspective of consumer behavior.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What do you understand by consumer psychology? How it is relevant to generate novel ideas for effective marketing techniques?

Or

- (b) Define the application of theories in consumer behavior. Discuss the significance of traditional and conventional theories in analyzing consumer behavior.

17. (a) Discuss the various models used by marketer to measure consumer attitude.

Or

- (b) Critically evaluate the elements of attitude and perception in consumer behaviour.

18. (a) What are the elements of consumer behaviour decision making process?

Or

- (b) Differentiate between classical conditioning and instrumental conditional. Why classical or instrumental conditioning is crucial for marketing, advertising and branding?

C-6457

Sub. Code

31039A

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

Third Semester

Industry Integrated

BUSINESS ANALYSIS AND IT CONSULTING

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Business analysis?
2. Define the reengineering business process.
3. What is tracking in IT projects?
4. List out the various requirement models of projects.
5. What do you know about the term “Elicitation”.
6. What is Portfolio?
7. Write a note on stake holder collaboration.
8. Define the term evaluation.
9. What is risk management?
10. What do you know about Quality management system?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Define the roles and responsibilities of a business analyst.

Or

- (b) Write a brief note on business analyst software.

12. (a) Draw the requirement and design cycle of business process.

Or

- (b) Explain the requirement process in detail.

13. (a) What are the different elicitation techniques? Explain it.

Or

- (b) How do you manage stake holder collaboration in elicitation tasks?

14. (a) Explain the typical deliverables in consultancy assignments.

Or

- (b) Draw and explain the management consulting process.

15. (a) How do you manage client relationship?

Or

- (b) What are the purpose of benefit management?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the business analysis maturity model with diagram.

Or

- (b) Draw and explain the flow chart of business process mapping.

17. (a) Explain the different types of requirements involved in IT projects.

Or

- (b) What task describes sources from which elicitation results may be derived including documents and stakeholder knowledge?

18. (a) What is process consultation model? Explain it and list out the top ten consulting firms.

Or

- (b) What are the conflict management strategies and how do you handle the conflict management?

C-6458

Sub. Code

31039B

M.B.A. DEGREE EXAMINATION, APRIL 2022

Third Semester

Industry Integrated

DATA MINING AND BUSINESS INTELLIGENCE

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. How does data mining impact society?
2. What is data mining?
3. What are the two types of web mining?
4. What is Business Intelligence?
5. What do you understand by data-mining engines?
6. What is the multi-dimensional analysis?
7. What do you understand by fact table?
8. Write down the meaning of OLAP.
9. What are the uses of Microsoft BI Services?
10. What is offline Extract, Transform, and Load?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe in detail about implementing of business intelligence.

Or

- (b) “Implementing a data mart can be less expensive than implementing a data warehouse”. Elucidate.

12. (a) Describe the key steps in the data mining process. Why is it important to follow these processes?

Or

- (b) What are some of the most popular data mining techniques?

13. (a) Explain the relationship between the levels and members of the calendar dimension.

Or

- (b) “Parent-child is actually value-based hierarchy”. Comment.

14. (a) Briefly explain the Microsoft’s business intelligence platform strategy.

Or

- (b) Dimension tables consist of attributes that describe fact records in the fact table”. Discuss.

15. (a) Explain about the time dimension options in SQL server 2008 Analysis Services.

Or

- (b) Discuss the IBM’s business intelligence platform strategy.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain about multidimensional OLAP.

Or

- (b) What data mining techniques would you use to analyze and predict sales patterns?

17. (a) Discuss how to configure internet explorer security to allow reporting services administration.

Or

- (b) Briefly explain the capabilities of Microsoft business intelligence.

18. (a) What is Data Mining Wizard? Discuss the process in starting the Data Mining Wizard.

Or

- (b) What data mining technique would you use to categorize its customers?

C-6459

Sub. Code

31041

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Industry Integrated

ENTREPRENEURSHIP

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term Entrepreneur.
2. Who is a Cognitive Entrepreneur?
3. State the Meaning of Environment.
4. What do you mean by Entrepreneurial Promotion?
5. Who prepares the Report?
6. What is Economic feasibility analysis?
7. What is Single Window Scheme?
8. Write a note on TIIC.
9. What is Rural Entrepreneur?
10. What is Subsidy?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Distinguish between Entrepreneur and Intrapreneur.

Or

- (b) Difference between an innovative and an Adoptive entrepreneur.

12. (a) State the meaning and Importance of Entrepreneurial Change.

Or

- (b) What are the Factors influencing Motivation?

13. (a) Explain the Concepts of Financial Analysis.

Or

- (b) Describe the process of decision making in Project Identification.

14. (a) Describe the various schemes of assistance of SIDBI.

Or

- (b) State the Advantages of IRCI.

15. (a) Explain the various Subsidy schemes for Small Scale Industries.

Or

- (b) How are the Women Entrepreneurs Classified in India?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Define entrepreneurship and bring out its features. How does Environment affect Entrepreneurship Development?

Or

- (b) Explain the Role of consultancy Organisations in promoting Entrepreneurs.

17. (a) What is Project Report? Describe in detail its Contents.

Or

- (b) Critically Examine the various analyses used to appraise a Project.

18. (a) Explain the Problems of Entrepreneur.

Or

- (b) Explain in detail on "Rural Entrepreneurship".

C-6460

Sub. Code

31042A

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

Fourth Semester

Industry Integrated

SALES AND DISTRIBUTION MANAGEMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Sales Management?
2. State the importance of Sales Management.
3. What do you understand by the term personal selling?
4. What is the importance of pre-approach?
5. What are the aims of training the Sales force?
6. Give the need and objectives of controlling the sales force.
7. What is meant by distribution management?
8. What is meant by zero level channel?
9. Explain the term marketing channel.
10. Give the importance of channel design.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the nature and scope of sales management.

Or

- (b) Discuss the link between sales channel and distribution management.

12. (a) Explain the steps in personal selling process.

Or

- (b) Explain the different types of classes.

13. (a) Explain the sources of recruitment of sales force.

Or

- (b) What are the different methods of training given to sales force?

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

Or

- (b) Discuss the distribution channels available for rural markets.

15. (a) Discuss the types of intermediaries.

Or

- (b) Discuss the functions of channels.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain personal selling in the age of information.

Or

- (b) Explain briefly the sources of prospects.

17. (a) Enumerate the different types of sales organisations.

Or

(b) What are the steps in channel design?

18. (a) Discuss the process of designing and managing the channel misc.

Or

(b) Explain the relationship between personal selling, salesmanship and sales management.

C-6461

Sub. Code

31042B

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Industry Integrated

TALENT ACQUISITION AND MANAGEMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is data?
2. State the advantages of talent management.
3. Define Leadership.
4. What is Brainstorming?
5. What is explicit knowledge?
6. What is meant by super keeper?
7. Define Political Knowledge.
8. What are the future challenges of Knowledge Management?
9. Define Knowledge transfer.
10. What is competency?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss about talent management process.

Or

- (b) What can a company do to attract talents? Explain.

12. (a) What can a company do to keep talented individuals within the company? Discuss.

Or

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

13. (a) Explain the key challenges in knowledge management.

Or

- (b) How can knowledge sharing enhance talent management? Discuss.

14. (a) Explain the factors influencing knowledge management.

Or

- (b) What factors justify the adoption of knowledge management into an organisation?

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

Or

- (b) Explain the role of knowledge management in organizational success.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the nature and scope of Knowledge Management.

Or

- (b) Discuss the types of knowledge.

17. (a) Discuss the organizational impact of knowledge management on people and products.

Or

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

18. (a) Describe the nature and significance of knowledge discovery systems.

Or

- (b) Explain the knowledge management infrastructure.
-

C-6462

Sub. Code

31042C

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Industry Integrated

E BUSINESS

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define e-commerce.
2. What is e-commerce infrastructure?
3. State the e-commerce business model.
4. What are the four model of e-commerce?
5. Which website builder is best for e-commerce?
6. What is the most popular server software?
7. Distinguish between debit card and credit e-commerce transaction.
8. What is payment system in B₂C arena?
9. Describe the 'internet audience'.
10. What is B₂B e-commerce marketing?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly discuss about History of e-business.

Or

- (b) What are the needs of e-commerce?

12. (a) Briefly write about which business model is better e-commerce.

Or

- (b) Briefly write your own thinking aspect of web change business in use of internet today.

13. (a) What are the benefits of server software?

Or

- (b) What are the features of e-commerce website?

14. (a) Briefly write a note about e-payment system on e-commerce in India.

Or

- (b) Distinguish between credit and debit card in e-commerce payment.

15. (a) Distinguish between traditional market and online market research.

Or

- (b) What are the needs of online market research?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain are the types of e-commerce.

Or

(b) What are the advantages and disadvantages of e-commerce?

17. (a) Explain the six most-successful business model of e-commerce.

Or

(b) What are the difference between traditional commerce and e-commerce?

18. (a) What are the different types of e-commerce payment system?

Or

(b) What are the advantages and disadvantages of credit card e-commerce transaction?

C-6463

Sub. Code

31042D

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Industry Integrated

**MERGER, ACQUISITION AND CORPORATE
RESTRUCTURING**

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write a note on LBO.
2. What are the takeover and anti takeover tactics?
3. What is corporate restructuring?
4. Explain the term “Merger”
5. Define : Delisting
6. What is Buyback of Shares?
7. Write a note on Competition Act
8. Explain the term “Divesture”
9. Distinguish Spin-off from split up Give any Two points
10. Give the two methods of accounting for amalgamation.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the various forms of Corporate Restructuring.

Or

- (b) What does due diligence mean? What are the common aspects examined in due diligence?

12. (a) Explain various takeover and Defense Tactics.

Or

- (b) Discuss the various valuation models for mergers and acquisitions.

13. (a) What are the income tax provisions relating to Amalgamation?

Or

- (b) Discuss the provisions of Merger and Acquisitions under Indian Companies Act.

14. (a) Explain the various benefits and difficulties of Cross-Border Acquisitions.

Or

- (b) Discuss the various reasons and types Strategic Alliance.

15. (a) What are the advantages and disadvantages of ESOP?

Or

- (b) Explain the various reasons and benefits of Divestiture.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) V Company and W Company are two identical firms that agree to merge. Both have revenues of Rs.1500, operating margin of 15%, a tax rate of 40%, investment rate of 10%, growth rate of 11%, 5 years supernormal growth followed by zero growth thereafter, and a 9% cost of capital. If the combined firm increases its operating margin by 2%, revenues are combined, and the other value drivers remain unchanged, what is the value of the combined firm?

Or

- (b) Cross-border mergers and acquisitions transactions face special problems along with general problems encountered in domestic mergers and acquisitions of a firm. Discuss in brief the special problems encountered in cross-border transactions and ways to overcome it.

17. (a) With reference to AS-14, discuss in brief different methods of Amalgamation and conditions for the same, if any.

Or

- (b) What are the various sources of funds used in domestic acquisitions? Discuss in brief major merits and demerits of each of them.

18. (a) Imperial Chemical Industries (ICI), a British company is looking at an opportunity to enter the Indian market. Instead of entering on its own, ICI wanted to make an entry by taking over a major player in the Indian market. The company (ICI) shortlisted Asian Paints as the right target to fulfill its aspirations. However Asian Paints is not willing to get acquired by Imperial Chemical Industries (ICI). With reference to this, explain the concept of hostile takeover and suggest various defense tactics that Asian Paints can use to avoid the hostile takeover by Imperial Chemical Industries (ICI).

Or

- (b) After TATA tea acquired Tetley in early 2000, in last fifteen years a number of Indian companies have made global acquisitions. One of the important features of these acquisitions is that in most of the cases the target companies have been far bigger in size than the Indian acquirers. To take an example Tetley's turnover at the time of acquisitions was more than three times the turnover of Tata tea. Similarly when Tata Steel acquired Corus Plc. Corus's turnover was four times more than Tata Steel's turnover. With reference to this, explain various sources of funds for cross boarder acquisitions.
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C-6464

Sub. Code

31042E

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Industry Integrated

SUPPLY CHAIN MANAGEMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Supply Chain?
2. What are the drivers of supply chain management?
3. Write a note on Route Planning?
4. What do you mean by Cycle Inventory?
5. What are the –echelon supply chain networks?
6. What is Intensive distribution?
7. What do you mean by forecasting?
8. Define the term Supply chain integration?
9. State the advantages of third party logistics?
10. What is meant by reverse supply chain?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the postponements in production to Supply Chain?

Or

- (b) Discuss the importance of SCM?

12. (a) Identify uncertainties that influence Network design in SCM?

Or

- (b) State the objectives of Network design?

13. (a) Explain the Concepts of Warehouse management system?

Or

- (b) Explain the various types of purchasing strategies.

14. (a) Describe the critical steps involved in supplier and selection process?

Or

- (b) State the advantages of collaborative planning forecasting?

15. (a) Describe the building partnership and trust in Supply chain value of information?

Or

- (b) What is SCOR Model? and its merits?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain why achieving strategic fit is critical to a company overall Success?

Or

- (b) Explain how forecasting can be done in SCM?

17. (a) Discuss the role that IT can play in enabling Supply chain management?

Or

- (b) Critically examine the various analyses used to third party logistics?

18. (a) Describe the Nature and Scope of Logistics?

Or

- (b) Explain in detail on “Warehouse Management System”.

C-6465

Sub. Code

31043A

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Industry Integrated

SERVICES MARKETING

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by 'intangibility'?
2. What is meant by quality of service?
3. What do you understand by 'consulting marketing'?
4. Comment on 'customer service processes'.
5. Write a note on 'service marketing triangle'.
6. State the meaning of 'service scope'.
7. Write a short note on 'external marketing'.
8. What is 'healthcare service'?
9. Define 'heterogeneity'.
10. Comment on 'Customer Perception'

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Why has the services sector grown rapidly in recent years?

Or

- (b) Enumerate the nature and determinants of customer's expectations of service.

12. (a) Explain the different types of users in tourism services.

Or

- (b) What are differences between goods and services?

13. (a) Explain the different service quality dimensions.

Or

- (b) Discuss the various classifications of services.

14. (a) What are the gaps that can occur in service design and delivery? Suggest way to close the delivery gap.

Or

- (b) Explain consumer behavior in service search, experience and credence properties.

15. (a) Describe Employees State Insurance.

Or

- (b) Write the importance of Globalization of services.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Suggest suitable service marketing mix strategies to promote Indian hotels, and tourism to the global standard. Justify.

Or

- (b) Describe the causes of customer gaps in service quality.
17. (a) Enumerate the strategies to follow when demand and capacity cannot be matched.

Or

- (b) Describe the characteristics of services, and their marketing implications.
18. (a) Explain the 7 P's of Service Marketing mix with examples.

Or

- (b) How customers judge the five dimensions of service quality? Explain with examples.
-

C-6466

Sub. Code

31043B

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Industry Integrated

MARKETING COMMUNICATION STRATEGY

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is relationship marketing?
2. Write a short note on the term “In house Agency”.
3. Write a short note on Basic Communication model.
4. What is the term “Refutation”?
5. What is creativity?
6. What do you know about the terms “reach and coverage”?
7. Give the meaning of the term “adertorial”.
8. Define the term Rich Media.
9. Expand and explain DBS.
10. What is shock advertising?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Draw the marketing and promotion process model.

Or

- (b) Brief the role of IMC in Branding.

12. (a) Illustrate the decisions which can be evaluated with the (Persuasion) of matrix?

Or

- (b) Examine the several types of message appeals?

13. (a) Briefly explain the three creative factors and tactions for print advertising.

Or

- (b) Do you think sweeps rating provide reliable and valid estimates of local television viewing audiences? How might they be improved?

14. (a) What is meant by wireless? For what type of companies might wireless best be suited?

Or

- (b) Discuss various types of trade promotions and reasons for why markers use them.

15. (a) What are the major areas of concern with regard to marketing on the internet?

Or

- (b) Discuss the role of ethics in advertising and promotion.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the environmental influences on consumer Behavior.

Or

- (b) How the objectives was setting under DAGMAR approach?

17. (a) Explain the approaches, which are used for developing effective advertising.

Or

- (b) Give an example of how companies might use direct marketing as part of an IMC progress.

18. (a) Describe the criteria used by the companies to measure effectiveness of the public relations program. Provide example.

Or

- (b) Discuss the two major perspectives of the economic impact of advertising. “Advertising equals market power” versus “Advertising equals information”.

C-6467

Sub. Code

31043C

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Industry Integrated

MARKETING ANALYTICS

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What do you mean by marketing analytics?
2. Why marketing analytics is gaining importance?
3. Write short notes on customer analytics.
4. What is Selling Price?
5. What do you mean by brand equity?
6. What is Segmentation?
7. What are the right price points to maximize sales and profits?
8. What is Clustering?
9. What is Campaign Design?
10. What is Business rules.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the nature of marketing analytics.
- Or
- (b) Explain the importance of market analytics.
12. (a) What is Break Event Point? With chart and examples.
- Or
- (b) What is meant by life time value of customer? And how would you create the same.
13. (a) What is meant by Cannibalization rate analysis?
- Or
- (b) Explain the importances of Brand equity metrics.
14. (a) Explain the Approach for Sales analytics.
- Or
- (b) Explain the features of Neural Network.
15. (a) Explain the Next best action in marketing Campaign Management.
- Or
- (b) Explain the Design of Experiment.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Discuss the need for linking marketing to Financial Performance of a Firm.
- Or
- (b) What are the Financial implication of marketing strategic decisions? Explain.

17. (a) Give an essay about brand equity and brand Financial Performance.

Or

(b) Explain the Margin and Profits and Customer Profitability.

18. (a) Explain the types of Campaigns.

Or

(b) Explain the Campaign Quality check and Campaign Tracking.

C-6468

Sub. Code

31043D

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

Fourth Semester

Industry Integrated

RURAL MARKETING

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is Rural Economy?
2. What is policy interventions?
3. What is urban market?
4. What is Rural marketing?
5. Define Rural market segmentation.
6. How are Rural market segmented?
7. Define product.
8. What are the 4PS of product?
9. Define the concept of promotion-mix?
10. What do you mean by demand creation?

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the importance of Indian rural market.
Or
(b) What are problems companies face in the rural markets?
12. (a) Distinguish between Rural and Urban marketing.
Or
(b) Explain the nature of Rural marketing.
13. (a) Discuss the importance of market segmentation.
Or
(b) Explain the various positioning approaches.
14. (a) What is product mix? Explain major product mix strategy.
Or
(b) Explain the objectives of a firm in pricing
15. (a) What are the major objectives of sales promotion strategy?
Or
(b) What are general functions of channel distribution?

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Discuss Diagnosis challenges to Indian marketer.
Or
(b) Explain the key challenges that a marketer faces while entering into Indian rural markets.

17. (a) Explain the importance of Rural marketing.

Or

(b) Why and How are market segmented? Is segmentation always necessary? Discuss.

18. (a) Explain various kinds of pricing.

Or

(b) Briefly Explain type of channels of distribution.

C-6469

Sub. Code

31044A

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Industry Integrated

FINANCIAL DERIVATIVES

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Derivatives.
2. What is Option Greeks?
3. What is Currency Futures?
4. What is Put option?
5. What is Hedging?
6. State the difference between Index Options and Index Swaps.
7. Highlight any two features of Interest Rate Swaps.
8. What is Credit Spread Option?
9. What is Lookback Option?
10. What is Simulation?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the features of Derivatives Market.

Or

- (b) Discuss Black-Scholes Option Pricing Model.

12. (a) Highlight the features of Commodity Futures.

Or

- (b) Explain Hedging using Index Derivatives.

13. (a) Explain Interest Rate Futures.

Or

- (b) Discuss Hedging using Interest Rate Derivatives.

14. (a) Highlight the features of Currency Forwards.

Or

- (b) Explain Hedging using Currency Derivatives.

15. (a) Explain Pricing using Simulation.

Or

- (b) Discuss Asian Option.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elucidate the mechanics of Derivatives Market.

Or

- (b) Enumerate the various methods of Currency Derivatives.

17. (a) Explain the various methods of Credit Derivatives.

Or

(b) Explain the features of Commodity market.

18. (a) Discuss Exotic Derivatives.

Or

(b) Explain valuation of Financially Engineered Securities.

C-6471

Sub. Code

31044C

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Industry Integrated

CORPORATE TAXATION

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by incidence of tax?
2. Write a note on HUF.
3. What is professional tax?
4. Write a short note on statutory provident fund.
5. What is standard rent?
6. What is Input VAT?
7. What are deemed profits?
8. Define the term business.
9. Write a note on Income Tax Act under Section 54 B.
10. How is the dividend income put to tax under the provisions of income tax Act 1961?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Determine the status of the following persons.
- (i) Reliance industries limited.
 - (ii) Punjab National Bank
 - (iii) Madras University
 - (iv) Calcutta Municipal Corporation
 - (v) A partnership firm with A, B and C partners
 - (vi) Kalyani publishers Ltd
 - (vii) A Village panchayat
 - (viii) Mr. Narendra Modi, Prime Minister of India
 - (ix) Reserve Bank of India
 - (x) Life Insurance Corporation of India.

Or

- (b) From the following details compute taxable income of Mr. Amit.
- (i) Share of income from a joint venture in India Rs. 10,000.
 - (ii) Dividend Rs. 1,000.
 - (iii) Income from Agriculture in Pakistan Rs. 20,000
 - (iv) Salary received in India Rs. 9,800(computed) but the services for the same were rendered in Iran.

- (v) Income from business in Pakistan (controlled from India) Rs. 10,000 and the income remitted to India.
- (vi) Income earned and received in Pakistan from bank deposits Rs. 5,000.
- (vii) Income accrued in India but received in Iran Rs. 10, 000.

12. (a) X receives salary of Rs. 40,000 per month and D.A. @ Rs. 10,000 per month. His employer declares half of D.A as pay for Retirement benefits. Compute his Salary.

Or

- (b) Mr. Sharma gets salary of Rs. 40,000 p.m. and is provided with rent free unfurnished accommodation at Ludhiana (population 20 lakhs) whose fair rental value is Rs. 15,000 p.m. He gets leave encashment for the current previous year of Rs. 20,000 during the year. His salary is due on 1st day of every month. Calculate the value of rent free accommodation and gross salary.

13. (a) Explain the liability of the officer in GST.

Or

- (b) State the model of place of supply of services as sec 12 IGST.

14. (a) Calculate ARV from the particulars given below :

MRV Rs. 60,000 p.a.

FRV Rs. 66,000 p.a.

If actual rent is Rs. 72,000 p.a. and

Standard rent is Rs. 69,000 p.a.

Or

- (b) Calculate ARV from the particulars given below :

MRV Rs. 60,000 p.a.

Actual Rent Rs. 7,000 p.m.

FRV Rs. 66,000 p.a.

Standard Rent Rs. 69,000 p.a.

If the house was vacant for two months during the previous year 2019-20.

15. (a) Discuss the different types of rental values in Income from House Property.

Or

- (b) Explain with example the types of income u/s 56.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) From the following information of a trader compute the gross total income for the assessment year 2019-2020:
- (i) Income from house property 2,50,000
 - (ii) Business loss 60,000
 - (iii) Current year's depreciation 10,000
 - (iv) Business loss of preceding years 50,000

- (v) Unabsorbed depreciation of preceding years 30,000
- (vi) Short-term capital loss 40,000
- (vii) Long-term capital gains 50,000

Or

- (b) Mr. B returned to India after serving a British company for 25 years. He joined service with an Indian Company at Mumbai (population more than 25 lakhs) during 2015-2016. He furnishes the following particulars of his income for the year ending 31.3.2018 and asks you to compute his salary income if he is: (i) ordinary resident (ii) Resident but not ordinarily resident.
- (1) Salary (He was on leave for two months and during this period he received his salary in Britain) Rs. 25,000 per month
 - (2) City Compensatory Allowance Rs. 500 per month
 - (3) Ration bill paid by employer Rs. 14,000
 - (4) Fixed Medical allowance Rs. 400 per month
 - (5) Education Allowance for his son who is studying in MBA in Mumbai Rs. 1,000 per month
 - (6) Rent free house hired by employer. Rent paid Rs. 2,000 per month and cost of furnishing is Rs. 1,20,000
 - (7) He and his employer contribute Rs. 4,000 per month each towards RPF
 - (8) He was getting a monthly pension of Rs. 15,000 from his British employer which was being credited to his bank account in London.

17. (a) Explain in detail the circumstances where the compounding is not available as per sec 138 of GST.

Or

(b) Describe the financial and administrative powers of the president of GST.

18. (a) Explain in detail about the residential status of an individual and its types.

Or

(b) What is meant by PAN? State the consequences for failure to apply for the allotment of a PAN.

C-6472

Sub. Code

31045A

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

Fourth Semester

Industry Integrated

INDUSTRIAL RELATIONS AND LABOUR LAWS

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the different types of trade unions in India?
2. What are the objectives of Trade Union?
3. Define the term 'Imaginary'.
4. What is Gherao?
5. Write a note on 'Cooperative Bargaining'.
6. Define Quality of Work Life.
7. Write short notes on Executive committee.
8. Define 'Seasonal factory'.
9. What is the procedure for certification of Standing Orders?
10. Who is a workman?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the steps you would suggest to promote industrial harmony in India.

Or

- (b) What is IR? How is it different from employee relation?

12. (a) Discuss in brief the various agencies for labour welfare work in India.

Or

- (b) Discuss the essential elements of social security.

13. (a) Describe the different theories of trade unionism.

Or

- (b) How the Grievance redresses in Industry? Discuss.

14. (a) List of condition essential for collective bargaining.

Or

- (b) What are the penalties on the employer workmens compensation act 1923?

15. (a) Define Wages and industrial establishment under payment of wages act 1936.

Or

- (b) Explain how the trade union can be formed and dissolved.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the labour management relations and its impact in the Indian economy.

Or

- (b) How nature of work can cause poor IR?

17. (a) Discuss the duties and responsibilities of the Labour Welfare Centers in India?

Or

- (b) Write a note on grievance settlement authority.

18. (a) Explain the functions and the powers of inspectors under the payment of wages act 1936.

Or

- (b) Discuss the circumstances under which the occupier or the manager may be exempted from liability under the factories act 1948.

C-6473

Sub. Code

31045B

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

Fourth Semester

Industry Integrated

INTERNATIONAL HRM

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the effect of globalization in International Business?
2. Define the concept of Multiculturalism.
3. Define Global staffing in International HRM.
4. What is a Dual Career couple?
5. What is HCN training?
6. What are the Components of International Training?
7. What do you mean by Retirement benefits?
8. What is outsourcing compensation?
9. What is international performance management?
10. How to develop an international staff in performance management?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the operational objectives of globalization?

Or

- (b) Brief the role and functions of HR department.

12. (a) What are the obstacles and benefits of global staffing?

Or

- (b) Briefly explain the Recruiting functions and selection issues of International HRM.

13. (a) What are the Cross Cultural Training?

Or

- (b) Briefly explain the Repatriation Process.

14. (a) What are the Components of International compensation system?

Or

- (b) What is a Package component of compensation? Explain in Brief.

15. (a) Explain in brief the international staff and Multinational Team?

Or

- (b) Role of Goal setting in International performance management.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the role of multicultural team, HR Department and HR Preparedness.

Or

- (b) Explain Hofstede's Framework in detail.

17. (a) What are the selection issues for staff selection in International HRM?

Or

- (b) Emerging trends of HCN Training in International HRM?

18. (a) Explain the objectives of International Compensation system.

Or

- (b) What are the difficulties in assessing the International performance management?

C-6474

Sub. Code

31045C

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

Fourth Semester

Industry Integrated

ORGANIZATION DEVELOPMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is growth in organizational development?
2. How do you define professional competence?
3. What is diagnosis in the organizational groups?
4. Explain diagnostic information.
5. What is meant by human intervention?
6. What is divine intervention?
7. What is meant by workforce diversity?
8. What is performance management in organizational development?
9. Why is organizational structure important in healthcare?
10. What do you mean by public sector?

Part B

(5 × 5 = 25)

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

11. (a) Explain the various stages of organizational development.

Or

- (b) What are the theories of planned change?

12. (a) What are the benefits of feedback?

Or

- (b) What is the first step in OD process?

13. (a) How do you start an intervention?

Or

- (b) Explain are the seven methods of training.

14. (a) Differentiate the carrier planning from carrier development.

Or

- (b) Write the benefits of work life balance.

15. (a) What problems might owners of a family business face?

Or

- (b) Explain the various functions of the public sector.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the key benefits of organizational development.

Or

- (b) Explain various types of Diagnostic Models for Organizations

17. (a) What are the ten principles of training?

Or

(b) Write the essential steps in organizational transformation.

18. (a) Explain various elements of organizational culture.

Or

(b) What are the functions of educational institution?

C-6475

Sub. Code

31046A

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

Fourth Semester

Industry Integrated

SUPPLY CHAIN ANALYTICS

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Supply chain Analytics.
2. What is Supply chain management process?
3. What is causing the supply chain issues?
4. What are application of supply chain analytics.
5. Briefly write about modeling for optimization and simulations.
6. What is interpretative modeling understanding of data?
7. State the Network planning in a supply chain.
8. What is 3PL in a supply chain?
9. What is three foundation of supply chain?
10. Define performance management in supply chain.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Briefly write about process of supply chain management.

Or

- (b) What is the role of supply chain analytics?

12. (a) Explain the five biggest supply chain challenges.

Or

- (b) Describe the concept of descriptive analytics.

13. (a) What are the needs for supply chain decision.

Or

- (b) Explain the managerial implication of result of Analytics.

14. (a) What are importance of network planning in a supply chain?

Or

- (b) Describe the needs of logistics network.

15. (a) What are the benefits of ICT in supply chain management.

Or

- (b) State the foundation of modeling co-ordination decision in supply chain management.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) How business analytics is used in supply chain management?

Or

- (b) Why is Analytics important in a supply chain with relating to operation management?

17. (a) Explain the factors influencing supply chain management.

Or

- (b) What are the application of supply chain analytics in India?

18. (a) What are the important role of analytics of a transportation problem?

Or

- (b) Explain the supply chain decision role in analytics of data.
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C-6476

Sub. Code

31046B

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

Fourth Semester

Industry Integrated

INTERNATIONAL LOGISTICS MANAGEMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Explain the land container depot (ICD)
2. What are channel intermediaries?
3. Define shipping freight rate
4. Define International Maritime Organization.
5. What are air express "integrators?"
6. Write down the two types of container
7. Write any two important factors to select transportation options
8. Discuss two Points importance of consignment Note
9. Explain the term Currency of payment.
10. What is Insurance?

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) State the various intermediaries in transportation and their functions.

Or

- (b) Explain the various freight rate structures.

12. (a) What major trends do you see in world trade and in the significance of Global logistics?

Or

- (b) Discuss in detail the various kinds of containers and their features.

13. (a) Discuss the BTN classification?

Or

- (b) Discuss five shipping routes followed in marine transport of world.

14. (a) Explain in brief details of Incoterm- 2010.

Or

- (b) Write down the important documents used in domestic cargo.

15. (a) Discuss the merits and limitations of water carrier.

Or

- (b) Explain in brief details the Logistics Information System.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Logistics management promotes export of a country? – explain.

Or

- (b) Describe the challenges to global logistics with examples.

17. (a) Each and every kind of ship has its own way in promoting the country's wealth? Substantiate your answer.

Or

- (b) In the present day's scenario of global competitive environment, discuss the role of multi-model transportation.

18. (a) Enumerate the legal aspects of E- financial Logistics management.

Or

- (b) Discuss the different phase of logistics design and operational planning.

C-6477

Sub. Code

31047A

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Industry Integrated

BIG DATA ANALYTICS

(2017 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List out the best practices of Big Data Analytics.
2. What is HDFS?
3. Explain various steps in clustering process.
4. What is Association Mining.
5. Differentiate between DBMS and DSMS.
6. What is RTAP?
7. Define NOSQL Database.
8. What is Schema-less Model?
9. Give a detail note on HBASE.
10. Define Social Network Mining.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is Big data? Describe the main features of a big data in detail.

Or

- (b) List the main characteristics of Big Data.

12. (a) Explain about k-means Clustering in detail.

Or

- (b) Explain about Classification of Decision trees in detail.

13. (a) Explain about the basics of Recommendation Systems.

Or

- (b) Explain with a neat diagram about Stream data model and its Architecture.

14. (a) Explain Filtering a stream in detail.

Or

- (b) What is HiveQL explain its features.

15. (a) Explain two execution types or modes in PIG.

Or

- (b) Explain Grouping, Join, CoGroup, Cross and Group in data.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about Nature of Data and its applications.

Or

- (b) Explain in detail about Storage considerations in Big Data.

17. (a) Explain in detail about Naïve Bayes Classification.

Or

- (b) Explain in detail IBM infosphere Big insights and Streams.

18. (a) Draw the diagram showing the structure of the World Wide Web and explain the different parts.

Or

- (b) What is a “Community” in a Social Network Graph? Explain any one algorithm for finding communities in a Social Graph.

C-6478

Sub. Code

31047B

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Industry Integrated

ENTERPRISE BUSINESS APPLICATIONS

(2017 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is ERP?
2. Why SDLC models are used?
3. What are the requirements of an enterprise application?
4. Explain the creating an n-tier?
5. Define the term Sales and Marketing.
6. what is deployment strategy?
7. What do you mean by Building a data tier?
8. Why configuration management plan is used?
9. Define the term SCM?
10. Define the term WWW Technology.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the role of different technical layers in a business application.

Or

- (b) How policies of infrastructure management are framed? Explain the key factors.

12. (a) Describe the infrastructure architecture and other design elements of atypical business application.

Or

- (b) What are main issues that need to be resolved during setup of development environment?

13. (a) What is configuration management plan? How development environment affects it?

Or

- (b) How business and use case modeling is helpful in ERP?

14. (a) What are the key determinants of successful enterprise applications?

Or

- (b) Explain the OOP basic terminology.

15. (a) Explain using the RDBMS to protect the data.

Or

- (b) What is the Customer relationship management software?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the Production and supply chain management from a typical ERP implementation perspective.

Or

- (b) Explain the ERP implementation life cycle.
17. (a) How to business and use case modeling is helpful in ERP?

Or

- (b) Discuss about the current issues with respect to ERP implementation.
18. (a) Discuss the characteristics of web applications versus web sites and Accepted design principles for web sites.

Or

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