

**C-7718**

**Sub. Code**

**30111/30211**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022.**

**First Semester**

**Business Analytics**

**MANAGEMENT CONCEPTS AND PRACTICES**

**COMMON FOR M.B.A. (BUSI. ANALY) /  
M.B.A. (DM II - E COMMERCE)**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define : Administration?
2. What is Management?
3. What is Management by Objectives?
4. What is Communication?
5. What is meant by Decision making?
6. What is Planning?
7. What is Strategy?
8. What is Group Decision?
9. What is Controlling?
10. What is Directing?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the Levels of Management.

Or

(b) Explain Management is an art or Science.

12. (a) What are the Characteristics of Management?

Or

(b) State the contributors of Peter Drucker to Management?

13. (a) What are the Importance of Planning?

Or

(b) What are the importance of Decision making?

14. (a) What are the Objectives of Organizing?

Or

(b) What are the advantages of Centralization?

15. (a) What are the Importance of Leadership?

Or

(b) What are the Importance of Motivation in an organization?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the Importance and Functions of Management.

Or

(b) What is line Organization?

17. (a) Discuss the Importance of Controlling?

Or

(b) Explain the Different Types of Decisions?

18. (a) What are the Qualities of Successful leader Explain in detail?

Or

(b) What are the 14 Principles of Management according to Henri Fayol?

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**C-7730**

**Sub. Code**

**30212**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**First Semester**

**Digital Marketing and E-Commerce**

**ACCOUNTING FOR MANAGERS**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Financial Management.
2. What is meant by journal?
3. How do you calculate Net Profit?
4. What is meant by Prepaid Expenses?
5. Write short note on Depreciation.
6. What is meant by Provision for Tax?
7. What is meant by Net Cash Flows?
8. Write short note on Cash Flow Activities.
9. What is Indian Accounting Standard?
10. Write a short note on GAAPs.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain the scope of Financial Accounting.

Or

- (b) Enter the following transactions in the proper subsidiary books of Ram:

2019 Jan.	Rs.
1 sold goods to Ramesh	525
2 bought of Hari Ram	780
3 Ramesh returned good	75
4 sold to DinaNath	75
5 purchased goods from Mangal	550
6 bought of Devi dayal	325
7 returned goods to Mangal	100

12. (a) Journalise the following:

- (i) Purchased goods worth Rs. 5,000 less 20% trade discount and 5% cash discount.
- (ii) Withdrew Rs. 500 from bank for personal use.
- (iii) Rs. 2,646 received from Anand in full settlement of Rs. 2,700.
- (iv) Bought furniture for Rs. 5,000 from ABC Ltd.
- (v) Goods worth Rs. 1,000 found defective were returned to Raj & co.

Or

- (b) Write the format for balance sheet in final accounts.

13. (a) From the following figures prepare the trading a/c of SS Ltd., as on 31.12.2021.

Particulars	Rs.	Particulars	Rs.
Stock (2021 jan 1)	37,500	Factory expenses	3,000
Purchase:		Marine Insurance on purchases	1,500
Cash	90,000	Sales:	
Credit	75,000	Cash	30,000
Return outwards	15,000	Credit	1,50,000
Carriage inwards	7,500	Return inwards	22,500
Wages	3,000	Closing stock	7,500

Or

- (b) What are the different stages of the final accounts of the company?

14. (a) prepare the Trial Balance from the under mentioned particulars taken from the books of a trader:

Particulars	Rs.	Particulars	Rs.
Cash in hand	12,000	Plant and Machinery	6,00,000
Capital	10,00,000	Sales	20,02,000
Purchases	12,00,000	Furniture	1,50,000
Bills payable	2,20,000	Bad debt reserve	10,000
Opening stock	3,50,000	Bills receivable	2,00,000
Sundry debtors	5,00,000	Rent	1,00,000
Sundry creditors	2,40,000	Salaries	2,00,000
Wages	1,60,000		

Or

- (b) Discuss the Limitations of Cash Flow.

15. (a) Describe the meaning and objective of Financial Reporting.

Or

- (b) Discuss the Regularity and authorities of Financial Reporting.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain the Concept and Conventions of Financial Accounting.

Or

- (b) The following balances are drawn from the books of M/s. Dhara & co as on 31 Dec, 2019.

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Land	1,00,000	Sales	3,00,000
Buildings	2,00,000	Purchases	1,75,000
Sales returns	10,000	Stock (1.1.97)	25,000
Purchase returns	5,000	Debtors	50,000
Bank overdraft	15,000	Cash in hand	5,000
Creditors	20,000	Salaries	10,000
Wages	12,000	Goodwill	15,000
General expenses	5,000	Selling expenses	12,000
Bad debts.	1,000	Insurance	1,000
Capital	2,81,000		

Adjustments:

- (i) Closing stock is Rs. 30,000
- (ii) Provide for depreciation on buildings @ 10%
- (iii) Write off further bad debts Rs. 1,000
- (iv) Salaries yet to be paid Rs. 3,000

You are required to prepare a Trading and profit and Loss account and Balance sheet of M/s. Dhara & Co.

17. (a) Journalise the following transactions, post them in the Ledger and balance the accounts as on 31<sup>st</sup> December. 2019

- Dec. 1 Rajini started business with a capital of Rs. 50,000  
 2 He purchased furniture for Rs.5,000  
 3 He bought goods on credit from Vinod for Rs. 8,000  
 4 He sold goods to Suresh for Rs. 5,000  
 5 He received cash from Suresh Rs. 3,000  
 6 He purchased goods for cash Rs. 12,000  
 7 He sold goods for cash Rs. 8,000  
 8 He paid rent Rs.1,200  
 9 He paid vinod Rs. 3,000 on a/c.

Or

- (b) Discuss the significant of Cash Flow Analysis.

18. (a) Illustrate the overview of IFRS. Briefly explain the needs of Financial Reporting Standards.

Or

- (b) From the following balance sheets as on 31 December, you are required to prepare a cash flow statement:

Liabilities	2019 (Rs.)	2020 (Rs.)	Assets	2019 (Rs.)	2020 (Rs.)
Share capital	1,00,000	1,50,000	Fixed assets	1,00,000	1,50,000
Profit and loss a/c	50,000	80,000	Good will	50,000	40,000
General reserve	30,000	40,000	Inventories	50,000	80,000
16% Bonds	50,000	60,000	Debtors	50,000	80,000



Sundry creditors	30,000	40,000	Bills	10,000	20,000
Expenses O/S	10,000	15,000	Receivable	10,000	15,000
			Bank		
	2,70,000	3,85,000		2,70,000	3,85,000

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**C-7731**

**Sub. Code**

**30213**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**First Semester**

**Digital Marketing and E-Commerce**

**ORGANIZATIONAL BEHAVIOUR**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define OB.
2. What are the basic elements of organizational behavior?
3. Define Perception.
4. What is Group Dynamics?
5. What is Ego State?
6. Mention any two types of group.
7. Define Motivation.
8. What is Organization effectiveness?
9. What is Organizational Change?
10. What is meant by values?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the Challenges and opportunities for OB.  
Or  
(b) Distinguish Introvert From Extrovert.
12. (a) Enumerate the Determinants of Personality.  
Or  
(b) How does motivation differ from morale?
13. (a) Elucidate the group behavior and its influence in the organizational behavior.  
Or  
(b) Explain the characteristics of team.
14. (a) Explain Maslow's Hierarchy of Needs.  
Or  
(b) List out the types of Organisational Power.
15. (a) Discuss about the changes structures of Organizations.  
Or  
(b) Write a note on Group Cohesiveness.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Give an account on Hawthorne experiments with its implications.  
Or  
(b) Explain the nature and scope of organizational development.

17. (a) Explain the various theories of personality.

Or

(b) Explain the various theories on group formation.

18. (a) Enumerate the recent trends in OB.

Or

(b) What do you know about interaction of Formal Organization and Informal Groups?

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**C-7732**

**Sub. Code**

**30214**

**M.B.A DEGREE EXAMINATION, NOVEMBER 2022**

**First Semester**

**Digital Marketing and E-commerce**

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

**(2016 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Search engine optimization?
2. What are the benefits of affiliate marketing?
3. Why is Keyword Research important for SEO?
4. What is meant by search engine positioning?
5. Mention the Research Tools of PPC.
6. What is meant by Conversion?
7. What is the purpose of campaign Management?
8. Name a software program which is helpful in Tracking.
9. What is the use of Trello Management tool?
10. Define Average Order Value (AVO).

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the characteristics of Digital Marketing.

Or

- (b) Describe the implications of Digital marketing.

12. (a) Discuss the different types of Keywords.

Or

- (b) Draw the differences between on-page and of-page optimisation.

13. (a) What are the Laws and Guidelines of SEO Process?

Or

- (b) Define and describe with example about Customer Insights.

14. (a) What is meant by Key PPC? Explain in brief about its Concepts.

Or

- (b) Define Scheduling. Explain its significance and usage in E-Commerce.

15. (a) Why is Conversion Metrics so important and explain its features?

Or

- (b) Explain in Detail about the Laws and Guidelines of Campaign Management.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Distinguish in detail between Traditional Marketing and Digital Marketing.

Or

- (b) Discuss the different types of market research done to find its audience with example.

17. (a) Give a detailed note on PPC.

Or

- (b) Explain in brief about the Opportunities of Digital Marketing.

18. (a) What are the Search Engine Marketing (SEM) work done to do Search campaign process? Discuss.

Or

- (b) Define and discuss in detail about the conversion metrics and its nature.

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**C-7733**

**Sub. Code**

**30215**

**M.B.A DEGREE EXAMINATION, NOVEMBER 2022**

**First Semester**

**Digital Marketing And E-Commerce**

**STATISTICS FOR BUSINESS**

**(2016 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Statistics.
2. What is EDA?
3. What is Poisson distribution?
4. Define Baye's Theorem.
5. Give meaning for Hypothesis Testing.
6. What is Variance?
7. What is compound interest? Give examples.
8. What is Annuity?
9. What are the types of correlation?
10. What is Adjusted R square?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the importance of Measures of association.

Or

- (b) Discuss measures of location.

12. (a) Discuss about Geometric mean.

Or

- (b) Explain the concept of Standard error.

13. (a) Discuss the properties of hypothesis testing.

Or

- (b) Discuss about Mean, Median Mode.

14. (a) Explain any two methods of eliminating trend in a time series.

Or

- (b) Write the difference between present value and future value.

15. (a) Discuss the properties of standard error.

Or

- (b) Explain the methods of calculate ordinary least square regression.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Statistics is a subject which can be applied by the individuals as well as different types of organization in making their decisions - Comment.

Or

- (b) Discuss the keep property of Poisson distribution and state examples.

17. (a) Explain the types of Tests in detail.

Or

- (b) Discuss about Amortisation in detail.

18. (a) Discuss the types of methods of calculating interest.

Or

- (b) Examine Pearson's correlation in detail.

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**C-7734**

**Sub. Code**

**30216**

**M.B.A DEGREE EXAMINATION, NOVEMBER 2022**

**First Semester**

**Digital Marketing and E-Commerce**

**BUSINESS ORIENTED COMPUTER APPLICATIONS**

**(2016 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define printing.
2. Write the quick way to create a chart.
3. What are the types of format?
4. What is conditional formatting?
5. What are LOOKUP functions?
6. Define Macros.
7. What is text function in excel?
8. What is two way data table?
9. How will you link tables to excel?
10. State aggregation measures.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain Formatting of cells in excel.

Or

- (b) Discuss the basic formulae in excel.

12. (a) What are the function of IF?

Or

- (b) Discuss function of date and time.

13. (a) Explain the types of macro languages in MS-Excel.

Or

- (b) Explain pivot tables and its uses.

14. (a) How will you create a scenario report.

Or

- (b) Write the steps to set number of iteration.

15. (a) Write the steps to see the detailed results displayed in a pivot table.

Or

- (b) How can you stop automatic sorting in pivot table?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss about Validation and protection.

Or

- (b) Illustrate the differences between IF and Nested IF function.

17. (a) Explain slicers in detail.

Or

- (b) Elaborate the advanced lookup functions.

18. (a) Illustrate array formulae in detail.

Or

- (b) Illustrate the steps in connecting to excel and other data in brief.

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**C-7724**

**Sub. Code**

**30117/30217**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**First Semester**

**WRITTEN ANALYSIS AND COMMUNICATION**

**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. What do you mean by Human Communication?
2. List out some of the Communication Channels.
3. What are the Psychological Barriers to effective Communication?
4. List out the different kinds of Listening.
5. Define: Business Correspondence.
6. What are the parts of an e-mail?
7. What is good organization of a message?
8. What is Visual Communication?
9. What do you mean by Oral Communication?
10. What is Conventional Communication?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Analyse the different Human Communication situations.

Or

- (b) How does the Communication process work?

12. (a) What are the physiological barriers to effective communication and how to overcome them?

Or

- (b) How can you comprehend through listening?

13. (a) Describe the structure of a formal Business Letter.

Or

- (b) Explain the 7Cs of Business Correspondence.

14. (a) How to analyse your audience for a business message?

Or

- (b) Bring out the different types of Persuasive Letters.

15. (a) Describe the factors of effective oral communication in Business.

Or

- (b) Give a brief note on the role of interaction of verbal and non-verbal means of business communication in different industries.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborately discuss the importance of Business Communication.

Or

- (b) What are the Barriers to active Listening and how to overcome the Listening Barriers?

17. (a) Discuss the essential qualities of a good business letter.

Or

- (b) You are a sales representative for your company. Write a letter to ABC Enterprise, introducing one of your new products. Also give important details about your product.

18. (a) Write a complaint letter about a poor customer service by a Tours and Travel Agency.

Or

- (b) How nonverbal communication supports verbal communication? Explain with suitable examples.

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**C-6528**

**Sub. Code**

**30121/30221**

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

**Second Semester**

**Business Analytics**

**MARKETING MANAGEMENT**

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

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define consumer learning.
2. Define consumer 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.

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**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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<b>C-2436</b>
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<b>Sub. Code</b>
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<b>30123/30223</b>
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**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Second Semester**

**FINANCIAL MANAGEMENT**

**(Common for M.B.A. (Business Analytics)/  
M.B.A. (Digi. Mark. and E-Commerce)**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define financial management.
2. What is wealth maximisation?
3. What is a preference share?
4. What is cost of debt?
5. Define capital budgeting.
6. Expand ARR.
7. What is leverage?
8. What is net income approach?
9. Define inventory management.
10. What is working capital?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the goals of business finance?  
Or  
(b) How to calculate annuities? Explain.
12. (a) How to calculate the Cost of Equity using the CAPM Approach? Illustrate with an example.

Or

- (b) Explain the various sources of long term in financial management.
13. (a) Examine need and importance of capital budgeting.  
Or  
(b) What are the features of a bond? Explain.
14. (a) Calculate internal rate of return from the following information :

Particulars	Amount (Rs.)
Initial investment	60,000
Life of the asset	4 years

Estimated net annual cash flows :

1 <sup>st</sup> year	15,000
2 <sup>nd</sup> year	20,000
3 <sup>rd</sup> year	30,000
4 <sup>th</sup> year	20,000

Or

- (b) Explain any two approaches for designing and determining a Firm's Capital Structure, with suitable example illustrations for each approach.



15. (a) How will you estimate working capital requirement of a company?

Or

- (b) What are the reasons for holding stock?

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) Differentiate the term profit maximization from wealth maximization.

Or

- (b) Using the information given below, compute

- (i) Pay Back Period  
(ii) Net Present value 20%

Initial Outlay Rs. 60000

Estimated life 5 Years

Profit after tax :

End of Year 1 Rs. 6,000

End of Year 2 Rs. 14,000

End of Year 3 Rs. 20,000

End of Year 4 Rs. 10,000

End of Year 5 Rs. 12,000

Depreciation is calculated under Straight Line Method.

P.V of Re.1 at 20% p.a. is given below :

Year :	1	2	3	4	5
P.V. Factor :	.83	.69	.58	.48	.40

17. (a) A project costs Rs. 10,00,000 and yields an annual cash inflow of Rs. 2,00,000 for 10 years. Calculate its pay-back period.

Or

- (b) Explain operating and financial leverages with suitable example for each.
18. (a) Explain the Walters model of dividend decision.

Or

- (b) Explain the factors affecting working capital management decisions.
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**C-6549**

**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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**C-6550**

**Sub. Code**

**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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**C-6551**

**Sub. Code**

**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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**C-7735**

**Sub. Code**

**30231**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Third Semester**

**Digital Marketing and E-Commerce**

**STRATEGIC MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is strategy?
2. What do you mean by core competence?
3. What is environmental appraisal of a project?
4. Define BCG analysis.
5. How is cost leadership used?
6. What is the purpose of TOWS Matrix?
7. Define cooperative strategies and explain why firms use them.
8. Why do firms pursue internationalization strategies?
9. What is strategic evaluation?
10. What is procedural implementation?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) “Corporate planning is not synonymous with long range planning.” Why? Discuss.

Or

- (b) Explain the strategic management process with examples from a E-commerce company.

12. (a) What are vision and mission? How do they contribute to the organisation growth?

Or

- (b) Differentiate between internal and external environment.

13. (a) Explain the significance of strategy formulation.

Or

- (b) What are the challenges in strategy implementation?

14. (a) Write Short Note on

- (i) Strategic alliances  
(ii) Joint venture strategies.

Or

- (b) What are the different types of international strategies? Explain in brief.

15. (a) What are the phases of development of organization?

Or

- (b) What are the benefits and types of organizational structures?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the nature and significance of strategic management.

Or

- (b) Differentiate mission and objectives of an organization. How do you formulate the goals of a digital organization?
17. (a) Explain about Organizational analysis, and the value chain analysis.

Or

- (b) Differentiate between horizontal and vertical growth strategy. How do they differ from concentric diversification?
18. (a) Explain porter's five force model with application in an organization of your choice.

Or

- (b) What is environmental appraisal? Describe the factors affecting environmental appraisal.

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**C-7736**

**Sub. Code**

**30232**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Third Semester**

**Digital Marketing and E-Commerce**

**SOCIAL MEDIA MARKETING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define social media.
2. What was the initial purpose of social media?
3. Write the main objectives of social media marketing.
4. What does micro blogging mean?
5. Where and when was micro blogging introduced?
6. What is SEO book marking?
7. How does Digg work?
8. What is social media campaign?
9. How do you set social media goals for metrics?
10. What is social media marketing strategy?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the important factors of social media affecting marketing? What is the best way to build fans in social media?

Or

- (b) Describe the role played by social news and social book marking sites in content promotion?

12. (a) Explain the recent best practices in social media?

Or

- (b) Explain the difference between a search campaign and a display campaign.

13. (a) Highlight the differences between a professional networking site and a social networking site.

Or

- (b) Explain the essential elements of the content marketing strategy.

14. (a) Describe the steps involved in content-creation on online media.

Or

- (b) Explain the two broad types of online targeting techniques.



15. (a) How does Social Media Marketing handle Big Brands and Small Brands?

Or

- (b) What are the characteristics of media audiences?

**Part C** (3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain the emergence of social networks. Elaborate on the importance of social networking.

Or

- (b) Discuss why social networking is so popular these days? Write down the role of social network in recent era.

17. (a) Describe the concept of blogging in business marketing. How does micro blogging contribute to social networking?

Or

- (b) Elucidate the effective communication strategies in social media marketing.

18. (a) Discuss the metrics and process for measurement of Social Media marketing.

Or

- (b) Explain the difference between a social media campaign and marketing Campaign? Discuss the elements of social media campaign that helps for business?

**C-7737**

**Sub. Code**

**30233**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Third Semester**

**Digital Marketing and E-Commerce**

**CONTENT MARKETING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is content marketing?
2. Write the components of content marketing.
3. What do you mean by Content aggregation?
4. What is education content?
5. Explain digital PR.
6. Define podcasts.
7. Write any two examples of user generated content.
8. How important is content distribution?
9. What do you know about content recycling?
10. What are Likes and shares?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Differentiate between content aggregation and content curation.

Or

- (b) State the present-day importance of content marketing.

12. (a) Explain the kinds of contents in content marketing.

Or

- (b) What are the basic principles of writing content?

13. (a) PR content Vs content marketing : Explain the differences.

Or

- (b) Discuss the characteristics and uses of E-mail marketing.

14. (a) What are the key elements of reputation management?

Or

- (b) State the importance of distribution of content.

15. (a) What are the ways of repurposing content on social media?

Or

- (b) Explain about

(i) Blogs

(ii) Timelines.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) What is user generated content? Explain the types of user generated content.

Or

- (b) Give an account of the live events in digital marketing, and their trends.

17. (a) Elaborate the qualities of digital content channels.

Or

- (b) List out and explain the steps involved in content curation.

18. (a) Discuss the tools of trade in content marketing, with real-time examples from market.

Or

- (b) State the differences among remaking, remodeling and repurposing content? How do they influence content marketing individually?

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**C-7738**

**Sub. Code**

**30234**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Third Semester**

**Digital Marketing and E-Commerce**

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

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is overlay?
2. How to search and filter videos on You Tube?
3. What are Semi-Pro videos?
4. What do you mean by real time view?
5. Explain about video Editing.
6. How to enhance a video?
7. Write about YouTube shorts.
8. What is wondershare filmora?
9. What is YouTube monetization?
10. What is You Tube community?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) What are the qualities of informative videos?

Or

- (b) Explain the need for videos in marketing.

12. (a) What are the requirements to make a professional video?

Or

- (b) Discuss the benefits of creating own YouTube channel.

13. (a) What is webcam videos? What are the steps involved in shooting webcam videos?

Or

- (b) How can you use Youtube for B2B marketing in your business?

14. (a) How do you manage comments on your YouTube videos?

Or

- (b) Discuss the features of Audio/Video technology in marketing.

15. (a) Explain about any two best video editing software for You Tube videos?

Or

- (b) How to overlay a Youtube video? Explain.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) What are the different types of You Tube videos? Explain how they are used in marketing?

Or

- (b) Discuss the procedure to produce your You Tube videos? What are the basic criteria for creating videos?

17. (a) Evaluate the various tactics and approaches to increase the income from You Tube videos?

Or

- (b) Describe how will you create a YouTube channel and upload your video in YouTube channel?

18. (a) Explain the methods of tracking performance of your social media videos?

Or

- (b) Discuss the present challenges in using videos as a marketing tool for business.
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**C-7729**

**Sub. Code**  
**30136/30236**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Third Semester**

**Business Analytics**

**BUSINESS LAW AND ETHICS**

**(Common for M.B.A. (Business Analytics)/  
M.B.A. (DM and E-Commerce))**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is an offer?
2. What is a quasi contract?
3. What is continuing guarantee?
4. What is a complaint?
5. What do you understand by bill of lading?
6. What is crossing?
7. Define Business ethics.
8. What is operation/production management?
9. What is insider trading?
10. What is meant by individual ethics?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Distinguish between sub agent and substituted agent.

Or

- (b) Explain the elements of contract.

12. (a) What are the main objective of consumer protection Act 1986?

Or

- (b) Explain the central consumer protection council.

13. (a) State the characteristics of a Negotiable Instrument.

Or

- (b) What are the five codes of ethics?

14. (a) What are the basic principles of Natural Law theory?

Or

- (b) Explain the importance of business ethics.

15. (a) Discuss the global impact of ethics in business.

Or

- (b) Explain the importance of values.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss briefly the methods of discharging a contract.

Or

- (b) Explain the essentials of a valid contract.

17. (a) Explain the ethical issues in HRM.

Or

- (b) Explain the factors influencing business ethics.

18. (a) Explain the role should the government play in business.

Or

- (b) Explain the characteristics of business ethics.

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**C-7739**

**Sub. Code**

**30241**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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** the questions.

1. Define project management.
2. What is the role of project manager?
3. What do you mean by organization culture?
4. Who are the project stakeholders?
5. What is kick-off meeting?
6. What do you mean by resource plan?
7. What is the project team dynamics?
8. Write a note on quality assurance.
9. What is project controlling?
10. What do you mean by project deliverables?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

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

Or

- (b) Discuss the skills required for a Project Manager.

12. (a) Explain the significance of project stakeholders in an organization.

Or

- (b) Discuss the effect of organization structure on project.

13. (a) Explain the project charter creation and role assigning to the team.

Or

- (b) What is work breakdown structure? Explain in detail.

14. (a) Explain the process of managing project team.

Or

- (b) Describe briefly about the project execution and direction.

15. (a) Discuss the scope of cost controlling in project management.

Or

- (b) Explain the need for Project Control.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain that project management as a critical career skill.

Or

- (b) Discuss the nature and scope of project management.

17. (a) Elaborately discuss the phases of project management life cycle.

Or

- (b) Explain the stages in the project planning process.

18. (a) Discuss the stakeholder management and information management.

Or

- (b) Explain the project monitoring and project controlling in detail.
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**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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**C-6558**

**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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**C-7742**

**Sub. Code**

**30244**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define gamification.
2. What is the main purpose of gamification?
3. What is the purpose of the game?
4. What are the features of a video game?
5. Who creates gamification?
6. What are the types of gamification?
7. How is analytics used in gaming?
8. What do you mean by combat?
9. What is a mystery box?
10. What is an easter egg?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Why is gamification needed in business?

Or

- (b) What is the origin of gamification and how is it developed over time?

12. (a) What are the benefits of implementing gamification and rules?

Or

- (b) What are the components that make up a game?

13. (a) What is gamification design?

Or

- (b) What are the principles of gamification?

14. (a) Explain the pyramid of game elements.

Or

- (b) What are the do's and don't's in gamification?

15. (a) How does gamification increase motivation?

Or

- (b) How does gamification change behavior?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the elements of gamification? Explain them with examples.

Or

- (b) What is the difference between a game and gamification? Give suitable examples

17. (a) Discuss the main idea behind gamification theory.

Or

- (b) State the reasons why the gamification fails with suitable examples.

18. (a) Explain the types of rewards in gamification?

Or

- (b) How does gamification help in customer motivation and performance?

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**C-7743**

**Sub. Code**

**30245**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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** the questions.

1. Define web analytics.
2. What do you mean by optimization?
3. Define site goals.
4. What is a bounce rate?
5. What is a content site?
6. What do you mean by e-commerce?
7. What do you mean by third-party research?
8. What is a community-sourced data?
9. What is brick and mortar referrals?
10. What are branding metrics?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the different types of reports created during web analytics.

Or

- (b) What are the key performance indicators of business? Explain.

12. (a) What is funnel analysis marketing?

Or

- (b) Explain how business goals affect the overall impact of the website.

13. (a) What are web monetization models? How can you monetize a website?

Or

- (b) How do you generate lead generation on your website?

14. (a) What is a third party on the web? What is third-party analytics?

Or

- (b) What is customer interaction data and how is it analyzed?

15. (a) What are the basic web analyses to boost lead processes?

Or

- (b) How do you track offline conversions?



**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Describe the steps of web analytics? How web analytics is used for website improvement?

Or

- (b) Explain the process of defining overall business goals for creating a website?

17. (a) Explain the different types of monetization models available for different site types.

Or

- (b) What is behavioral data? Give examples. How do you analyze behavioral data?

18. (a) What is segmentation in web analytics? How do you segment the audience?

Or

- (b) How do you track customers across traffic to identify the behavioral difference?

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