

**C-7765**

**Sub. Code**

**81011/80911**

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

**First Semester**

**MANAGEMENT CONCEPTS**

**(Common for M.B.A. Logistics and Supply Chain  
Management/MBA (IS AND L))**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by traditional authority?
2. List the disadvantages of bureaucracy.
3. Write short note on tactical planning.
4. What is the difference between objective and goal?
5. What is meant by matrix organization?
6. Give reasons for the formation of committees.
7. How is workload analysis different from workforce analysis?
8. How is a leader different from a manager?
9. Write how internal audit is one of a control mechanism?
10. How does break even analysis act as a control tool?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the need for re-engineering organizations based on the innovations in Information Technology.

Or

- (b) Explain Elton Mayo's contribution to management theory.

12. (a) Discuss the significance of planning in individual's and organization's perspective.

Or

- (b) Explain Pareto analysis.

13. (a) Explain the process of organizing.

Or

- (b) Detail the process of delegation of authority.

14. (a) Differentiate recruitment with selection.

Or

- (b) Discuss how verbal communication could be made more effective.

15. (a) Explain 360 degree methods of performance evaluation.

Or

- (b) Discuss the features of controlling.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain Henry Fayol's principles of management.

Or

- (b) "Creativity in management is in contrast with meticulous handling of human resources". Contradict the statement and substantiate with your answer.

17. (a) Explain the process of MBO and also state the significance of MBE.

Or

- (b) "Co-ordination and control of different branches from the head office become less effective and could be a failure", hence suggest suitable models to make effective the co-ordination and control.

18. (a) "Functional leadership is particularly useful for witness expected contribution to organizational effectiveness". Discuss.

Or

- (b) "Coordination helps to reconcile the employee's goals with the de departmental and organizational goals", but in today's organizations it is quite ironical. Discuss.

**C-7766**

**Sub. Code**  
**80912/81012**

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

**First Semester**

**CORPORATE COMMUNICATION**

**(Common for M.B.A. (L and SCM)/M.B.A. (IS And L))**

**(2019 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

**(10 × 2 = 20)**

Answer **all** questions.

1. What is formal communication?
2. State the meaning of 'Resume'.
3. What is grapevine communication?
4. State the meaning of the communication gap.
5. Who is a counselor?
6. Define career planning.
7. What is potential employment?
8. What is a downward communication?
9. State any two objectives of media management.
10. What are the different types of charts used for a presentation?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the steps involved in the problem-solving process.

Or

- (b) What do you mean by cross-cultural communication? What is the etiquette to be followed during business meetings?

12. (a) Give a note on sources of information for different carriers.

Or

- (b) How to prepare for an interview? Explain.

13. (a) Explain the importance of media relations.

Or

- (b) What is the role of management in employee communication?

14. (a) How will you prepare a project proposal?

Or

- (b) What is a business report? State the relevance of proofreading a report.

15. (a) What is the role of corporate communication? Explain the significance of financial communication.

Or

- (b) What are the agenda and minutes? Give the advantages and disadvantages of preparing agenda and minutes.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) State the factors to be should be kept in mind while interacting with the following members.
- (i) Government officials
  - (ii) Press
  - (iii) The manager from a different cultural background

Or

- (b) Explain the importance and functions of communication.
17. (a) What is meant by career planning? Explain the process and advantages of career planning.

Or

- (b) Write a draft to a director to attend a board meeting at which an important agenda has to be discussed.

18. (a) What are the functions of technology in communication?

Or

(b) Who is a company secretary? Explain the role of a company secretary in providing correspondence to shareholders and directors.

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**C-7767**

**Sub. Code**

**80913/81013**

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

**First Semester**

**ACCOUNTING FOR MANAGEMENT**

**COMMON FOR MBA (L & SCM) (MBA (IS & L))**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. State the roles of journal entry.
2. What is book keeping?
3. What is trading a/c?
4. What is depreciation?
5. Calculate Net Profit ratio: Net profit – Rs. 3,00,000;  
Sales – Rs. 12,00,000. What is NP ratio?
6. What is cost sheet?
7. State two disadvantages if budgeting.
8. What is average inventory?
9. What are drawings?
10. State two ratios and explain.



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Journalise the following transaction in Balan's books for 2021  
Jan 1 Balan started business by investing cash Rs. 1,50,000.  
Jan 2 He brought goods of Rs. 16,000 and furniture of Rs. 4,000.  
Jan 2 Purchased buildings for Rs. 4,00,000  
Jan 3 Purchased goods for cash Rs. 80,000  
Jan 5 Paid cartages Rs. 200

Or

- (b) Explain single Entry system and difference between single entry and Double entry system.
12. (a) Prepare Trading a/c and profit and loss account from the information given below

Particulars	Rs.
Opening Stock	3,600
Purchases	18,260
Wages	3,6,20
Closing Stock	4,420
Sales	32,000
Carriage on Purchases	500
Carriage on Sales	400
Rent (Factory)	400
Rent (Office)	500
Sales Returns	700
Purchase Returns	900
General Expenses	900
Discount to customers	360
Interest from Bank	200

Or

- (b) Prepare Trial balance from the following ledger balance for the year ending 31.12.2020

Particulars	Amount in Rs.
Opening stock	10,000
Salaries	5,000
Bills Payable	5,000
Cash in Hand	12,000
Bank Overdraft	4,000
Debtors	15,000
Cash at bank	18,000
Sales	80,000
Wages	1,000
Prepaid Insurance	2,500
Depreciation on plant	8,000
Capital	60,000
Creditors	10,000
Loan from Krishna	25,000
Discount allowed	700
Accrued interest payables	5,000
Purchases	30,000
Reserve for bad debts	1,200
Trade expenses	500
Outstanding salaries	2,000
Plant and Machineries	90,000
Outstanding interest on overdraft	500

13. (a) Compute Working Capital Turnover Ratio, Debt Equity Ratio and Proprietary Ratio from the following information:

Particulars	Amount
Paid-up Share Capital	15,00,000
Current Assets	14,00,000
Revenue from Operations	20,00,000
13% Debentures	12,00,000
Current Liabilities	12,80,000

Or

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(b) Calculate following ratios from the following information:

- (i) Current ratio
- (ii) Liquid ratio
- (iii) Operating Ratio
- (iv) Gross profit ratio

Particulars	Amount Rs.
Current Assets	35,000
Current Liabilities	17,500
Inventory	15,000
Operating Expenses	20,000
Revenue from Operations	60,000
Cost of Revenue from operation	30,000

14. (a) Explain – zero base budget.

Or

(b) A factory manufacturing sewing machines has the capacity to produce 500 machines per annum. The marginal (variable) cost of each machine is Rs. 200 and each machine is sold for Rs. 250. Fixed overheads are Rs. 12,000 per annum. Calculate break even points for output and sales. Show what profit will result if output is 90% of capacity?

15. (a) The fixed costs at XYZA Ltd., are Rs. 10,00,000 annually. The main product produced by the company is a battery. It brings a revenue of Rs. 8.90 per unit and Rs. 450 variable cost.

Calculate the following

- (i) Determine the breakeven quantity per year, and
- (ii) Annual profit if 2,00,000 units are sold.

Or

(b) A firm purchases a plant for sum of Rs. 20000 on 1<sup>st</sup> January 2020. Installation charges Rs 2000, Scrap value Rs 1,000 at the end of its useful life of 5 years. Prepare plant a/c for 5 years charging depreciation as per Diminishing Balance method.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Record the following transaction completed during the month of March 2021 in the general ledger. Prepare Trial Balance.

Date	Particulars	Rs.
March 1	Paid rent for the month	6,000
March 2	Paid cash for office stationery	600
March 8	Purchased office equipment on account	1,00,000
March 13	Paid advertising expenses	6,000
March 15	Received cash from Kumar on account	8,000
March 18	Paid Maran on account	4,000
March 25	Withdraw cash for personal use	2,000
March 29	Paid telephone bill	600
March 30	Fees earned and billed to customer	2,00,000
March 31	Paid for repairs to type writers	300
March 31	Paid electricity bill for the month	4,000

Or

- (b) Explain — Accounting concepts, convention and principles.
17. (a) Calculate the following ratios from the balance sheet given below:
- (i) Debt-Equity Ratio
  - (ii) Liquidity ratio
  - (iii) Fixed Asset to current Assets and
  - (iv) Fixed Assets / Turnover ratio

Balance Sheet

Liabilities	Rs.	Assets	Rs.
Equity Shares of Rs. 10 each	1,00,000	Goodwill	60,000
Reserves	20,000	Fixed assets (at cost)	1,40,000
Profit and Loss A/c	30,000	Stock	30,000
Secured Loan	80,000	Sundry Debtors	30,000
Sundry Creditors	50,000	Advances	10,000
Provision for taxation	20,000	Cash Balance	30,000
	3,00,000		3,00,000

Or

- (b) Jam Co. Ltd has the following Raw Materials.  
Prepare raw materials purchase budget for March 2021. Materials are given in Units and cost in paise.

Particulars	A	B	C	D	E	F
Estimated stock on 1 <sup>st</sup> January	26,000	16,000	34,000	5,000	24,000	38,000
Estimated Stock on 31 <sup>st</sup> January	20,000	8,000	28,000	4,000	16,000	32,000
Estimated Consumption	1,00,000	40,000	1,30,000	30,000	80,000	1,70,000
Standard Price per Unit	20 p	15 p	10 p	10 p	20 p	30 p

18. (a) Following are the balances extracted from the books of Dinesh for the year ending March 31,2003 Prepare Trading and Profit and Loss Account and a Balance Sheet from this information.

	Rs.
Building	14,500
Machinery	25,000
Furniture	8,000
Motor Car	12,000
Sundry Debtors	13,000
Bills Receivable	9,000
Opening Stock	15,000
Purchase	85,000
Purchase Returns	2,000
wages	1,500
Motive power	1,600
Cash in hand	500
Cash at bank	4,500
Salaries	11,000
Rent	5,000
Commission	1,200
Rates and Taxes	200
Bad debts	300
Insurance	400
Discount received	600
General expenses	700
Capital	22,000
Sundry Creditors	7,000

Bills Payable	8,000
Sales	1,71,300
Sales Returns	3,000

Or

- (b) From the following balances as at 31 Dec, 2020 of a trader, prepare a trading and profit and loss account for the year 2020 and Balance Sheet on that date.

Particulars	Rs.	Particulars	Rs.
Salaries	5,500	Creditors	9,500
Rent	1,300	Sales	32,000
Cash	1,000	Capital	30,000
Debtors	40,000	Loans	10,000
Trade expenses	600		
Purchases	25,000		
Advances	2,500		
Bank Balances	5600		
	<u>81,500</u>		<u>81,500</u>

Adjustments:

- (i) The closing stock amounted to Rs. 9,000
- (ii) Salary outstanding is Rs. 500
- (iii) Provide 5% for provision for doubtful debts

**C-7768**

**Sub. Code**

**80914**

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

**First Semester**

**Logistics and Supply Chain Management**

**INDUSTRIAL ECONOMICS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is formal Industry?
2. What is performance paradigm?
3. Write short note on Weber's theory.
4. What do you understand by industrial location?
5. Write any four problems of industrial labor.
6. What is industrial dispute?
7. Which is the concept of LPG?
8. What is meant by E-governance?
9. What are the types of foreign capital?
10. What is foreign collaboration?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain the scope and importance of industrialization.

Or

- (b) Describe the micro, small and medium enterprise sectors In detail.

12. (a) Briefly explain the Weber's and Saragant's theories.

Or

- (b) Describe the impact of factors influencing the location and balances of regional development industries.

13. (a) Discuss the nature and characteristics of labor problem.

Or

- (b) Briefly explain the current labour market in India.

14. (a) Discuss the latest industrial policy.

Or

- (b) Describe the impact of E-governance and E-marketing.

15. (a) Briefly classify the different types of foreign capital.

Or

- (b) Enumerate the need of foreign collaboration briefly explain it.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Briefly explain the classification of firms based on ownership in industries.

Or

- (b) Describe the factors influencing location of Industries

17. (a) Discuss the settlement of industrial disputes.

Or

- (b) Describe the concepts of LPG.

18. (a) Describe the policy of government in India towards foreign capital.

Or

- (b) Briefly explain the foreign collaborations in India.
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**C-7769**

**Sub. Code**

**80915/**

**81015**

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

**First Semester**

**ORGANISATIONAL BEHAVIOUR**

**(Common for M.B.A. (L & SCM)/M.B.A. (IS & L)**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define organization.
2. What is Anthropology?
3. What is classical conditioning?
4. State the characteristics of Type A personality.
5. What are the importance of motivation?
6. What is values?
7. What is group?
8. Differentiate between a leader and manager.
9. What is culture shock?
10. How to react for proactive change?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Bring out the need and importance of organizational behaviour.

Or

- (b) Explain the various of organizational behaviour models. What are the managerial implications of it?

12. (a) Enumerate on the factors influencing perception.

Or

- (b) Write briefly on reinforcement and punishment.

13. (a) Briefly discuss about components and functions of Attitude.

Or

- (b) Describe about the concept and types of values.

14. (a) Discuss the symptoms of Group think.

Or

- (b) Explain the types of leadership styles.

15. (a) Give a brief note about organizational culture.

Or

- (b) Elaborate on the process of change.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss about the disciplines that contribute to the organizational behavior field.

Or

- (b) Explain the influencing factors and determinants of personality.

17. (a) Explain Maslow's Hierarchy of Need Theory and Herzberg's Two-Factor Theory of Motivation.

Or

- (b) Discuss the essential characteristics required for good manager in the present economic recession.

18. (a) What are the various sources of work stress? How do we deal with stress in the work place? Explain in detail.

Or

- (b) What are the reasons for resistance to organizational change? How can you overcome them? Explain in detail.

**C-7770**

**Sub. Code**

**80916**

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

**First Semester**

**Logistics and Supply Chain Management**

**MARKETING MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Marketing.
2. What is called sales?
3. What do you mean by marketing mix?
4. What is marketing information system?
5. What is called test marketing?
6. What is product mix?
7. What is customer acquisition?
8. Write about customer retaining.
9. Define marketing research.
10. What is Industrial Marketing?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short note on the importance of marketing in promoting a product in a competitive market.

Or

- (b) Write about the difficulties in planning with reference to marketing a product.

12. (a) Write a short note on Branding special reference to consumer products.

Or

- (b) Explain the components of designing of marketing system.

13. (a) Enumerate on product diversification.

Or

- (b) Explain the stages of product development process.

14. (a) Write a short note online buyer behavior.

Or

- (b) Explain the concept of Customer relationship Management.

15. (a) Explain the emerging issues in marketing research.

Or

- (b) Marketing without information is like air without Oxygen, Discuss.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain how marketing is related with other disciplines of marketing.

Or

- (b) Enumerate the phases and types of decision making in a marketing environment.

17. (a) Draw and explain Product Life Cycle.

Or

- (b) Explain the factors influencing individual behavior in buying two wheeler products.

18. (a) Write the various types of marketing research.

Or

- (b) Explain the marketing research process.
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**C-7771**

**Sub. Code**

**80917**

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

**First Semester**

**Logistics and Supply Chain Management**

**BUSINESS ENVIRONMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the different environments in which business is operated?
2. Expand: PESTLE analysis.
3. Define organizational culture.
4. What are the characteristics of a joint family system?
5. Give examples for political environment that affects business.
6. What is economic planning in business environment?
7. What are the roles of financial institutions?
8. Define inflation.
9. Give the salient features of WTO.
10. What is EXIM policy?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Present the result of SWOT analysis of Indian economy.

Or

- (b) Describe how technology has changed the business operations.

12. (a) Enumerate the change management process in organization.

Or

- (b) Explain the positive and negative impact of caste on business environment.

13. (a) Explain how the government can influence business by investing in infrastructure.

Or

- (b) Explain how political environment affects the entrepreneurial activities.

14. (a) Explain the various roles of central bank.

Or

- (b) Explain how FDI contributes to the growth of Indian economy.

15. (a) Critically analyze the growth of the Indian economy pre-LPG policy and post LPG policy.

Or

- (b) Discuss the capital market reforms and structural reforms in India.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the opportunities and threats that businesses face due to globalization.

Or

- (b) Explain how business and culture are related to each other with examples.

17. (a) Explain about promotion schemes of government that enhances business operations.

Or

- (b) Enumerate the impact of export and import policy on business.

18. (a) Critically analyse the role of SEBI in regulating proceedings of stock exchanges.

Or

- (b) “Liberalisation has proved to be a big boon for the service sector”. Discuss.

**C-6597**

**Sub. Code**

**80921**

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

**Second Semester**

**Logistics And Supply Chain Management**

**PRODUCTION AND MATERIALS HANDLING IN  
LOGISTICS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Production.
2. What do you mean by Production planning?
3. State the objectives of plant Layout.
4. Why Plant location is important?
5. What is method study?
6. What is the significance of Work study?
7. Write short notes on Cranes.
8. What is Material handling?
9. Write about Traction type Conveyers.
10. What is Cross Holding Equipments?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the functions and responsibilities of production manager.

Or

- (b) Describe the scope of production planning and control.

12. (a) Explain the various types of plant layout.

Or

- (b) What are the advantages of plant location in urban area?

13. (a) Discuss the objectives of work measurement.

Or

- (b) Explain the process of method study.

14. (a) Briefly discuss about Hoisting machineries.

Or

- (b) Explain the types of cranes.

15. (a) What are Surface tension equipments? Explain its uses?

Or

- (b) Explain the process of ODC cargo material handling.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the various functions of production management.

Or

- (b) Bring out the advantages and disadvantages of urban, suburban and rural locations for factory.

17. (a) What are the principles of plant layout? What factors influence the plant layout?

Or

- (b) Discuss the significance of method study and time study in production function.

18. (a) What is cost analysis? Discuss how Material handling equipment costs affects the production.

Or

- (b) What are the conveying equipments? Explain what are types of conveying equipments used?

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**C-6598**

**Sub. Code**

**81022/80922**

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

**Second Semester**

**HUMAN RESOURCE MANAGEMENT**

**Common for M.B.A. (L & SCM)/M.B.A. (IS & L)**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Human resource management.
2. What do you mean by job analysis?
3. What is recruitment?
4. Define training.
5. What is job evaluation?
6. Define empowerment.
7. What is mentoring?
8. What is fringe benefits?
9. What is Globalization?
10. What is cross repatriation?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Outline the principles of HRM.

Or

(b) What are the benefits and demerits of e-learning?

12. (a) Define HR planning. Bring out the factors influencing such a plan.

Or

(b) Define job analysis. What are its uses?

13. (a) Define the term “Training and development”, Bring out the importance of training and development.

Or

(b) What is performance appraisal? What are its objectives?

14. (a) Bring out the various employee benefits and services.

Or

(b) Describe the components of employee remuneration.

15. (a) What is IHRM? How does it differ from domestic HRM?

Or

(b) Explain about the roles of IHRM?



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the functions of HRM.

Or

(b) Explain the barriers to Human resource planning.

17. (a) Bring out the factors which influence recruitment.

Or

(b) What are the merits of On the job and off the job training?

18. (a) Mention the merits and demerits of personal interview.

Or

(b) Is money the prime trigger of employee performance.

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**C-6599**

**Sub. Code**

**81023/80923**

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

**Second Semester**

**FINANCIAL MANAGEMENT**

**(Common for M.B.A. (L & SCM)/M.B.A. (IS & L))**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is financial management?
2. What is cost of capital?
3. What is operating leverage?
4. What is EPS?
5. What is NPV?
6. What is capital budgeting?
7. What is working capital management?
8. What is operating cycle?
9. What is dividend?
10. What is capital structure?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the goals of financial management?  
Discuss them in brief.

Or

- (b) A company expects a dividend of Re.1.00 per share next year and is expected to grow at 6% per year perpetually. Determine the cost of equity capital, assuming the market price per share is Rs.25.

12. (a) The operating and cost data of ABC Ltd. are:

Sales                      Rs.20,00,000

Variable cost          Rs.14,00,000

Fixed cost              Rs.4,00,000 (including 15%  
interest on Rs.10,000

Calculate its operating, financial and combined leverages.

Or

- (b) Define capital financing and what are its uses?

13. (a) What is the need and significance of Financing decision?

Or

- (b) Determine the discounted payback period NPV, PI for a project which requires a cash outlay of Rs.10,000 and generates cash inflows of Rs.2000, Rs.4,000, Rs.3000 and Rs.2000 in the first, second, third and fourth year respectively.

14. (a) What do you mean by bank finance? Explain its merits and demerits.

Or

- (b) From the following information, you are required to forecast their working capital requirement.

Projected Annual sales	Rs.65,00,000
Percentage of net profit on cost of sales	25%
Average credit period allowed to debtors	10 weeks
Average credit period allowed by creditors	4 weeks
Average stock carrying (in terms of sales requirement)	8weeks

Add 10% to computed figures to allow for contingencies.

15. (a) What are the factors which influence the dividend policy of a firm?

Or

- (b) Explain the importance of the capital structure.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the main role of finance manager in India.

Or

- (b) A company issues 10% irredeemable debentures of Rs.1,00,000. The company is in the 55% tax bracket. Calculate the cost of debt (before as well as after tax) if the debentures are issued at (i) par (ii) 10% discount (iii) 10% premium.

17. (a) Calculate the average rate of return for project and Y from the following:

	Project X	Project Y
Investment	Rs.30,000	Rs.40,000
Net profit for year 1	6,000	12,000
2	6,000	10,000
3	4,000	8,000
4	4,000	6,000
5	–	4,000

Or

- (b) Explain the various factors influencing working capital.
18. (a) Describe the factors affecting investment decision?

Or

- (b) Critically examine one various methods of evaluating capital budgeting proposals. Discuss their advantages and disadvantages.

**C-6600**

**Sub. Code**

**80924/81024**

**(Common for M.B.A. (L & SCM)/M.B.A.(IS & L))**

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

**Second Semester**

**RESEARCH METHOD FOR BUSINESS/RESEARCH  
METHODS FOR MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Research.
2. What are the Ethics in Research?
3. What are the Measurement Scales?
4. What is Research Design?
5. What are the sources of Secondary Data?
6. What is Tabulation?
7. What are the uses of Chi-Square?
8. Explain the importance of Regression.
9. List out the contents of Report.
10. What is a Research Report?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the criteria of a good research in detail.  
Or  
(b) Why is it so important to define a research problem appropriately?
12. (a) What are the types of Research Design? Explain with suitable example.  
Or  
(b) Explain the various factors to be considered in making the decision of census or sampling method.
13. (a) What are the major steps involved in the process of construction of schedule or questionnaire?  
Or  
(b) What are the various methods of data collection? Discuss in detail along with their advantages and disadvantages?
14. (a) There are three main brands of certain powder. A set of 120 samples values is examined and found to be allocated among four groups. (A, B, C, and D) and three brands (I, II, III) as shown here under:

Brands	Groups			
	A	B	C	D
I	0	3	8	15
II	5	8	13	6
III	8	19	11	13

Is there any significant difference in brands preference?  
Answer at 5%, level using one-way ANOVA.

Or

- (b) Explain the measures of Dispersion.

15. (a) Explain the various steps of writing a research report in detail.

Or

- (b) What are different types of research reports?

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the Classification of Research.

Or

- (b) Explain about the characteristics of Good Hypothesis in detail.

17. (a) Describe the types of Sampling Design.

Or

- (b) “Research is much concerned with proper fact finding analysis and evaluation”. Do you agree with this statement? Give reason in support of your answers.

18. (a) Write an essay Measures of Central Tendencies.

Or

- (b) (i) Find out the co-efficient of correlation form the following data:

X: 65 66 67 67 68 69 71 73

Y: 67 68 64 68 72 70 79 70



(ii) A dice is tossed 120 times with the following results.

No. turned up:	1	2	3	4	5	6	Total
Frequency:	30	25	18	10	22	15	120

Test the hypothesis that the dice is unbiased.

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**C-6601**

**Sub. Code**

**80925**

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

**Second Semester**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define channel strategy.
2. What is supply chain Network?
3. What is decision tree analysis?
4. What is 3PL?
5. What is distribution network design?
6. What is logistics outsourcing?
7. Compare Logistics and Supply chain Management.
8. Define Freight Management.
9. What is target pricing?
10. What is industrial packaging? Give an example.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the enablers of supply chain performance.

Or

- (b) Discuss the frame work for structuring supply chain drivers in detail.

12. (a) How decision trees can be used to evaluate network design?

Or

- (b) What are the design options for a distribution network? Explain with neat sketches.

13. (a) What is vendor managed inventory? With a neat sketch explain a VMI Business model and list out its benefits.

Or

- (b) Explain different types of warehouses.

14. (a) Enumerate the challenges related to vehicle routing.

Or

- (b) Explain the different modes of transportation.

15. (a) What are the obstacles to achieving strategic fit?

Or

- (b) Explain with a neat sketch the four phases in the design of global network.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the process and implications of make or buy decisions.

Or

- (b) How will you measure the performance? Explain the need, system, levels and dimensions in the performance measurement.

17. (a) What are the types of inventory in a supply chain system? Explain the importance of inventory management in the supply chain of a manufacturing firm.

Or

- (b) What is bullwhip effect in supply chain and how it is measured? Describe the major causes of bullwhip effect in supply chain.

18. (a) Discuss the guidelines for effective supply chain strategies. Explain with a model for evolving a SCM strategy for a service industry of your choice.

Or

- (b) Discuss global logistics.
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**C-6602**

**Sub. Code**

**80926**

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

**Second Semester**

**Logistics and Supply Chain Management**

**APPLIED OPERATIONS RESEARCH**

**(2019 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is the scope of Operation Research?
2. What are the applications of Operation Research?
3. What are the assumptions and requirements of LPP?
4. List the forms of LPP.
5. Write a note on Transportation Model.
6. What is Assignment Problem?
7. Define Two person zero sum game.
8. What is a Pay off Matrix Game Theory?
9. What are the basic characteristics of Queing system?
10. What is Monte Carlo method?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the modelling in Operations Research.

Or

- (b) Discuss the applications of Operations Research in functional Area of Management.

12. (a) Explain the mechanism and managerial significance of Post-Optimality analysis of Simplex Linear Programming solution.

Or

- (b) Maximise  $Z = 3x + 4y$   
subject to  $2x + 5y \leq 60$   
 $4x + 2y \leq 40$   
 $x, y \geq 0$ .

Solve by Graphical method.

13. (a) With an example, explain about the North-West corner rule for obtaining an initial basic feasible solution of a transportation problem.

Or

- (b) Solve the following Transportation problem using Vogel's method

	Warehouse						Available	
	A	B	C	D	E	F		
Factory	1	9	12	9	6	9	10	5
	2	7	3	7	7	5	5	6
	3	6	5	9	11	3	11	2
	4	6	8	11	2	2	10	9
Requirement	4	4	6	2	4	2		

14. (a) Describe steps in Hungarian Method with an example.

Or

- (b) Solve the following  $2 \times 2$  game.

$$A \begin{matrix} & B \\ \begin{bmatrix} 2 & 5 \\ 7 & 3 \end{bmatrix} \end{matrix}$$

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

Or

- (b) Explain Basic Technologies in Decision Theory.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Use Simplex Method to solve the LPP

$$\text{Maximize } Z = 4x_1 + 10x_2$$

$$\text{subject to } 2x_1 + x_2 \leq 50$$

$$2x_1 + 5x_2 \leq 100$$

$$2x_1 + 3x_2 \leq 90 \text{ and}$$

$$x_1, x_2 \geq 0$$

Or

- (b) Discuss about Monte-Carlo Simulation in detail.

17. (a) A batch of 4 jobs can be assigned to 5 different Machines. The setup time (in hours) for each job on various machine is given below. Find an optimal assignment of Jobs to Machine which will minimize the total setup time.

		Machine				
		1	2	3	4	5
Jobs	1	10	11	4	2	8
	2	7	11	10	14	12
	3	5	6	9	12	14
	4	13	15	11	10	7

Or

- (b) Explain the characteristics of Game Theory.
18. (a) Reduce the following game by dominance and find the game value.

		Player B			
		I	II	III	IV
Player A	I	3	2	4	0
	II	3	4	2	4
	III	4	2	4	0
	IV	0	4	0	8

Or

- (b) Explain the Basic Technologies in Decision Theory.



**C-6603**

**Sub. Code**

**80927/81027**

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

**Second Semester**

**Logistics and Supply Chain Management**

**SHIPPING AND PORT MANAGEMENT**

**(Common for M.B.A. (L & SCM)/M.B.A. (IS & L))**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define hinter land.
2. Define EXIM Policy.
3. What are Hazardous cargoes?
4. Explain shipper's paper.
5. What is containerization?
6. What is Cabotage law?
7. How many major ports in India?
8. What is shipper association?
9. What is port logistics?
10. What is concession contract?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short note on tariff structures.  
Or  
(b) Explain the objectives of port policy.
12. (a) Explain the management of cargo operations on board and ashore.  
Or  
(b) Explain the economic impact of ports.
13. (a) Explain the factors affecting Terminal productivity.  
Or  
(b) Elucidate the services rendered by port.
14. (a) Explain the ways and means to identify the customer needs.  
Or  
(b) Explain the various ways to improve the seaports infrastructure and services in India.
15. (a) Compare coastal shipping versus inland movement.  
Or  
(b) Discuss the need for security in a port.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the roles and functions of intermediaries in international trade.  
Or  
(b) Discuss in detail the organization structure in ports.

17. (a) Explain how the potential of coastal shipping cabotage law and practices affect coastal movement of cargo.

Or

- (b) Explain the significance of cargo and container handling equipment.

18. (a) Discuss the significance of safety management in a port.

Or

- (b) Explain the principles and practice of shipping.
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**C-7772**

**Sub. Code**

**80931**

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

**Third Semester**

**Logistics and Supply Chain Management**

**LOGISTICS MANAGEMENT INFORMATION SYSTEM**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is MIS?
2. What is Artificial Intelligence?
3. What is decision support system?
4. Write short note on communication channels.
5. Write short note on global integration.
6. What is electronic bulletin board system?
7. What is MIS for finance?
8. Write short note on ERP system.
9. What is EDI?
10. What is meant by digital network?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain the Management Information System.

Or

- (b) Describe the structure of Management Information System.

12. (a) Briefly distinguish between MIS vs. Data processing.

Or

- (b) Discuss the Artificial Intelligence and Expert system.

13. (a) Briefly explain the Communication Channels.

Or

- (b) Describe the electronic board system.

14. (a) Discuss the impact of Enterprise Resource planning Systems.

Or

- (b) Describe the Inter organizational information systems.

15. (a) Enumerate the importance of communication servers.

Or

- (b) Briefly explain the E-logistics.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the Evolution and elements of MIS.

Or

(b) Discuss the approaches of MIS development.

17. (a) Describe the functions of Information System.

Or

(b) Briefly explain the MIS in Indian organization.

18. (a) Describe the factors influencing the applications of internet and website management.

Or

(b) Enumerate the ERP systems.

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**C-7773**

**Sub. Code**

**81032/80932**

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

**Third Semester**

**LINER TRADE AND INTERNATIONAL  
TRANSPORTATION**

**Common for M.B.A. (L & SCM)/M.B.A. (IS & L)**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Liner Operation?
2. What is ship?
3. What is liner Documentation?
4. What is meant by Special Goods?
5. Write any two aspects of Bill of Lading.
6. What is Documentary Credits?
7. What is Drawbacks?
8. What is meant by Leasing?
9. What is container Fleet?
10. Write short note on Container Freight Station.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the ship type and shipboard handling equipment.

Or

- (b) Describe the shipboard handling equipment.

12. (a) Briefly classify the Dangerous goods IMO special goods.

Or

- (b) Discuss the limitations of Port Terminals.

13. (a) Enumerate the UK Bill of Lading act 1855.

Or

- (b) Describe the importance of other Liner Documentation.

14. (a) Discuss the characteristics of Intermodal Freight Transportation.

Or

- (b) Briefly explain the benefits of Intermodal Transportation.

15. (a) Briefly explain the Limitations of CFS & ICD.

Or

- (b) Briefly explain the Benefits of ICDs & CFSs.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the ship type and shipboard handling equipment.

Or

- (b) Briefly explain the Development of Liner Trade.

17. (a) Write essay on UK Carriage of Goods by Sea Act 1992.

Or

- (b) Briefly explain the Legal and Insurance Implications of container Trade.

18. (a) Describe the significant and Role of Ship Officers.

Or

- (b) Briefly explain the operations and about the ICDs and CFSs.

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**C-7774**

**Sub. Code**

**80933**

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

**Third Semester**

**Logistics and Supply Chain Management**

**WAREHOUSE MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is warehouse?
2. What is out of stock?
3. What is Inspection?
4. What is meant by Shortage?
5. What is Surplus?
6. What is Scrap Materials?
7. What is Computerization of Warehouse?
8. What is Internal Communication?
9. What is meant by ISO Certificate?
10. Write short note on Warehouse Layout.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain the concept and importance of Warehousing.

Or

- (b) Describe the requisition for new and out of stock items.

12. (a) Describe the Documentation of Accepted material and Issues of Materials.

Or

- (b) Discuss the preparation and Distribution of DR.

13. (a) Enumerate the difference between Surplus Material and Scrap Materials.

Or

- (b) Describe the Criticism of stores division.

14. (a) Discuss the benefits of Computerization.

Or

- (b) Briefly explain the Internal Communication in detail.

15. (a) Describe the procedure of ISO Certification registration.

Or

- (b) Briefly explain the needs of ISO Standards.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the detail about the warehousing. Briefly explain it.

Or

- (b) Briefly explain the Reasons for discrepancies.

17. (a) Write essay on methods of performance Evaluation in control of tools.

Or

- (b) Briefly explain the Computerization of Warehouse activities.

18. (a) Describe the ISO Standards.

Or

- (b) Briefly explain the Warehouse Security, safety and Maintenance.

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**C-7775**

**Sub. Code**

**80934**

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

**Third Semester**

**Logistics And Supply Chain Management**

**MARITIME AND TRANSPORT LAWS**

**(2019 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Contractual Act?
2. What is traditional carriage contract Model?
3. Write short note on Cargo Duties.
4. What is Consumer Dispute?
5. What is Competent Authority?
6. What is Statement of Multimodal Transportation?
7. What is Customs Ports?
8. Write short note on Short Title.
9. What are custom penalties?
10. Write short note on Export Goods.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the carriage of goods by Sea Act 1992.

Or

- (b) Describe the Modifications to the traditional carriage contract model.

12. (a) Discuss the importance of Filing Complaints.

Or

- (b) Briefly explain the Rights of Consumer.

13. (a) Briefly explain the Statement of Multimodal transportation of goods Act 1993.

Or

- (b) Discuss the proposed amendments to the Multimodal Transportation.

14. (a) Discuss the Prevention and Detection of illegal export of goods.

Or

- (b) Briefly explain the Extent and Commencement of customs Act 1962.

15. (a) Describe the Merits and Demerits of Duty in price of Goods.

Or

- (b) Briefly explain the Refund and its purpose of Re-fund.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the Bill of Lading Act 1855.

Or

(b) Briefly explain the significance of Indian consumer protect Act 1986.

17. (a) Write essay on Multimodal Transportation.

Or

(b) Briefly explain the Role of Customs port.

18. (a) Describe the clearance of Export and Import goods.

Or

(b) Briefly explain the Duties and rights of liabilities of common carriers under The Carriers Act 1865.

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**C-7776**

**Sub. Code**  
**81035/80935**

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

**Third Semester**

**INTERNATIONAL BUSINESS MANAGEMENT**

**Common for M.B.A (L and SCM) / M.B.A (Is and L)**

**(2019 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is International business?
2. What is international Business Approach?
3. What is GATT?
4. Write short note on franchising.
5. Write any two ethics of Global Strategic Management.
6. Write short note on SWOT Analysis.
7. What are Home countries?
8. What is horizontal foreign direct investment?
9. What is Branding Decision?
10. What is E-Commerce?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the International business Approaches.

Or

- (b) Distinguish between the differences in International business.

12. (a) Discuss the WTO.

Or

- (b) Briefly explain the advantages of Counter Trade.

13. (a) Discuss the analysis of mission and goals in global strategic management.

Or

- (b) Describe the level of strategies in global strategic management.

14. (a) Discuss the advantages of vertical foreign direct investment.

Or

- (b) Briefly explain the global monetary system.

15. (a) Discuss the pricing the pricing decisions.

Or

- (b) Briefly explain the E-Commerce in India.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the Theories International Business.

Or

- (b) Briefly explain the GATT.

17. (a) Write essay on Global Trade and Investment Environment.

Or

- (b) Briefly explain the foreign Exchange Market.

18. (a) Describe the Models of International Product Life Cycle.

Or

- (b) Briefly explain the E-Commerce in India.

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**C-7777**

**Sub. Code**

**80936**

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

**Third Semester**

**Retail Supply Chain Management**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**(2019 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is value chain?
2. What is supply chain?
3. What is demand?
4. Write short note on supply chain risk.
5. What is Long range forecasting?
6. What is Strategy Implementation?
7. Write short note on cross docking.
8. What is conventional approach?
9. What is bar coding?
10. What is cost cutting?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the types of Retail chain business.

Or

- (b) Describe the needs of supply chain management.

12. (a) Discuss the environmental efforts in the supply chain.

Or

- (b) Briefly explain the nature of demand.

13. (a) Explain the retail distribution network optimization.

Or

- (b) Discuss the Omni- channel fulfillment strategies.

14. (a) Describe the Conventional approach.

Or

- (b) Briefly explain the JIT.

15. (a) Describe the who benefits from supply chain finance.

Or

- (b) Briefly explain the financial supply chain connection.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain the CSR and retail industry.

Or

- (b) Briefly explain the retail supply chain metrics.

17. (a) Write essay on evolution of SCM.

Or

- (b) Describe the core competency of retail supply chain process.

18. (a) Describe the characterization of supply chain finance collaboration.

Or

- (b) Briefly explain the tools and techniques of retail supply chain.

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**C-7778**

**Sub. Code**

**80937**

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

**Third Semester**

**Logistics and Supply Chain Management**

**EXIM PROCEDURE AND DOCUMENTATION**

**(2019 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write short note on EXIM.
2. What is meant by letter of credit?
3. What is Commercial invoice?
4. Write short note on ISO Standards.
5. What is Insurance?
6. What is EDI system?
7. Write short note on placing in order.
8. What is clearing of goods?
9. What is a Deemed export?
10. What is ECGC?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the International Trade.

Or

(b) Describe the Regional licensing authorities.

12. (a) Discuss the procedure of ISO Standards.

Or

(b) Briefly explain the Freight Declaration.

13. (a) Explain the role of forwarding and clearing agent.

Or

(b) Discuss the customs EDI System.

14. (a) Describe the steps in export procedure.

Or

(b) Discuss the significance of import documentation.

15. (a) Describe the institutional Framework for export and import foreign trade policy.

Or

(b) Briefly explain the role of EXIM Bank.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain the procedure for various phase of export.

Or

- (b) Briefly explain the documentation system.

17. (a) Write essay on shipping and customs formalities.

Or

- (b) Describe the steps in procedure in import.

18. (a) Write briefly explains the EPCG scheme.

Or

- (b) Briefly explain the pre- import procedure.

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