

**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-7779**

**Sub. Code**

**81014**

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

**First Semester**

**Integrated Shipping and Logistics**

**MANAGERIAL ECONOMICS**

**(2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is micro economics?
2. Briefly explain the scarcity definition in Economics.
3. Outline the central problem of an economy.
4. What do you mean by cost?
5. Why demand for water is in elasticities?
6. State one feature of Oligopoly market.
7. Write the formula for profit?
8. What is cost volume profit?
9. Define Gross Domestic Product.
10. What do you understand by macro economics?



**Part B**

(5 × 5 = 25)

Answer **all** questions

11. (a) Explain the law of demand. Why does demand curve for a commodity slope downward to the right.

Or

- (b) Bring out the salient features of managerial economics in decision making of business enterprises.

12. (a) What is differential pricing?

Or

- (b) Mention the factors of production.

13. (a) What do you mean by pricing?

Or

- (b) Why and when government intervention is required in pricing a product? Explain with an example.

14. (a) Explain the theory of X and theory of Y.

Or

- (b) List and explain any two types of leadership.

15. (a) Draw and explain the features of Business cycle.

Or

- (b) Write a note on monetary policy.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the features determining demand of product in economics.

Or

- (b) Draw and explain Isoquants.

17. (a) Explain Cobb-Douglas functions.

Or

- (b) Discuss the different methods of pricing a product.

18. (a) Discuss the concept of Break even analysis. Explain with suitable drawing.

Or

- (b) Difference between National Income and Domestic Income.
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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-7780**

**Sub. Code**

**81016**

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

**First Semester**

**Integrated Shipping and Logistics Management**

**MARKETING MANAGEMENT IN LOGISTICS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is mean by Credence property?
2. Define Marketing Research.
3. What is Service Blue Printing?
4. What is Retention Strategy in Marketing?
5. Differentiate between International Marketing and logistic and Supply chain management.
6. Define Service Encounter.
7. What do you mean by Creation of service vision and implementation?
8. How is Marketing relate to logistics?
9. Why customer satisfaction is important?
10. What is strategic marketing planning?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the market segmentation process.

Or

- (b) Do you think service quality as profit strategy-  
explain in detail?

12. (a) Explain in detail Roles of Transport in logistics.

Or

- (b) Brief 7ps of marketing mix with example.

13. (a) Elucidate the concepts of service marketing  
triangle.

Or

- (b) Explain the different types of marketing concepts  
with suitable examples.

14. (a) Narrate the fundamental dimensions of customer  
service.

Or

- (b) “Marketing is innovative and Customer Building” –  
Justify with Reason.

15. (a) Describe the two levels of Expectations.

Or

- (b) Explain stages in new service Development process.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in details service marketing mix.

Or

- (b) Highlight the importance of transportation in international logistics.

17. (a) Describe the positioning on the five dimensions of service quality.

Or

- (b) Discuss the main activities involved in marketing logistics.

18. (a) Building customer relationship through retention strategies.

Or

- (b) “Student’s ability in handling customer service” – Justify.

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**C-7781**

**Sub. Code**

**81017**

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

**First Semester**

**Integrated Shipping and Logistics**

**SUPPLY CHAIN MANAGEMENT**

**(2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define supply chain.
2. What is meant by outsourcing?
3. Define risk pooling.
4. How do you pursue virtual warehouse?
5. Define networks in supply chain.
6. State any two significant role of IT in supply chain.
7. What is vehicle routing?
8. Define packaging.
9. What is meant by organization structure?
10. State significance of alliance.

**Part B**

(5 × 5 = 25)

Answer **all** questions

11. (a) Distinguish between centralized and decentralized supply chain management system.

Or

- (b) Narrate the impact of supply chain management in grocery industry.

12. (a) Write short notes on strategic alliances.

Or

- (b) Explain the process of make/buy decision.

13. (a) Describe the pros and cons of outsourcing.

Or

- (b) Discuss the advantages of RSP.

14. (a) Elaborate the key issues involved in inventory management system.

Or

- (b) Narrate the push, pull strategies adopted in supply chain management.

15. (a) Explain the various cost associated with packing of industrial and consumer goods.

Or

- (b) Elucidate the factors to be considered in partnerships.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the factors to be considered in selecting proper channel.

Or

- (b) Describe the role of distribution network in supply chain management.

17. (a) Discuss on the functions of warehouse.

Or

- (b) Narrate the role of transportation in supply chain.

18. (a) Elaborate the significance of effective organization structure.

Or

- (b) Enumerate the types of warehouse.
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**C-6614**

**Sub. Code**

**81021**

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

**Second Semester**

**Integrated Shipping, Logistics**

**QUANTITATIVE METHODS FOR MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write the mathematical formulation of linear programming problem.
2. Explain the terms basic feasible solution and optimum solution of linear programming problem.
3. How can you classify integer programming problem?
4. Write the steps involving branch and bound algorithm.
5. Using North — West corner rule find an initial feasible solution:

	W1	W2	W3
F1	8	10	12
F2	12	13	12
F3	14	10	11

6. What is meant by assignment problem?
7. What are the four parameters for dynamic programming problem?
8. What is the value of a game?
9. Describe briefly a queuing system.
10. Write the major steps of simulation.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) An egg contains 6 units of vitamin A per gram and 7 unit of vitamin B per gram. Milk contains 8 units of vitamin A and 12 units of vitamin B per gram and cost 20 paise per gram. The daily minimum requirements of vitamin A and vitamin B are 100 units and 120 units respectively. Find the optimal product mix formulate LP model for the above problem.

Or

- (b) Solve graphically the LPP:

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

Subject to

$$5x_1 + 3x_2 \leq 15$$

$$x_1 + x_2 \geq 6$$

$$x_1, x_2 \geq 0.$$

12. (a) Solve the problem using branch bound algorithm.

Maximize  $3x_1 + 4x_2$

Subject to constraints

$$x_1 + x_2 \leq 9$$

$$x_1 + 3x_2 \leq 20$$

$$x_1, x_2 \geq 0.$$

Or

- (b) Solve the following LP problem using Gomory's cutting plane method.

Maximize  $3x_1 + 5x_2$

Subject to constraints

$$x_1 + 4x_2 \leq 9$$

$$2x_1 + 3x_2 \leq 11$$

$$x_1, x_2 \geq 0 \text{ and integer.}$$

13. (a) Using Vogel's approximation method, find a basic feasible solution to the following transportation problem.

	1	2	3	4	
1	21	16	25	13	11
2	17	18	14	23	13
3	32	27	18	41	19
4	6	10	12	15	43

Or

- (b) Explain Travelling salesman problem.

14. (a) Solve the following  $3 \times 5$  game using dominant property.

		Player B				
		1	2	3	4	5
Player A	2	5	10	7	2	
	3	3	6	6	4	
	4	4	8	12	1	

Or

- (b) Explain the algorithm to determine mixed strategies.
15. (a) The arrival rate of customers at a banking counter follows poisson distribution with a mean of 45 per hour. The service rate of the counter clerk also follows poisson distribution with a mean of 60 per hour.
- (i) What is the probability of having 0 customer in the system?
  - (ii) What is the probability of having 5 customers in the system?
  - (iii) What is the probability of having 10 customers in the system?
  - (iv) Find  $L_s$ ,  $L_q$ .

Or

- (b) What is meant by simulation? Explain the types of simulation.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Solve by graphical method, of the following L.P.P.

$$\text{Maximize } z = 25x_1 + 20x_2$$

Subject to the constraints

$$16x_1 + 12x_2 \leq 100$$

$$8x_1 + 16x_2 \leq 80$$

$$x_1, x_2, \geq 0.$$

Or

- (b) Explain the algorithm for transportation problem.

17. (a) Solve the game given below in table after reducing it to  $2 \times 2$  game.

		Player B		
		1	2	3
Player A	1	1	7	2
	2	6	2	7
	3	5	1	6

Or

- (b) Explain the terminologies of Queuing system.



18. (a) Resolve this example by preparing a pay-off table.

	1	2	3
1	1	2	1
2	3	3	2
3	4	2	5

Or

(b) Draw the decision tree and determine the best strategy.

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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?



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-6615**

**Sub. Code**

**81025**

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

**Second Semester**

**Integrated Shipping and Logistics**

**MANAGEMENT INFORMATION SYSTEM**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Information.
2. What you mean by System?
3. Write the process of data entry.
4. What are the elements of business information systems?
5. Write about Neural networks.
6. What is 'What if analysis'?
7. What is Information security?
8. State the components of infrastructure?
9. Write the resources of IT.
10. What is Spooling?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the need for information systems.

Or

- (b) Explain the role of Information system in business.

12. (a) Explain about manufacturing information systems.

Or

- (b) Discuss about information reporting system.

13. (a) What are the steps involved in decision making process?

Or

- (b) Elaborate : Construction of DSS.

14. (a) What are the importances of ISA to an Organization?

Or

- (b) Explain the resources of Information technology.

15. (a) Why do we need control in IS-Explain?

Or

- (b) Write is the importance of information security.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Define information systems. Discuss about Financial Information systems of an organization.

Or

- (b) What is DSS? Explain the role of Information system architecture in System development.

17. (a) Elaborate various types of information system.

Or

- (b) What is manpower planning? Discuss about human resources information systems.

18. (a) Discuss the social Challenges of Information systems.

Or

- (b) What is Artificial Intelligence? Discuss How it useful to the business organization?

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**C-6616**

**Sub. Code**

**81026**

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

**Second Semester**

**Integrated Shipping and Logistics**

**FUNDAMENTALS OF SHIPPING**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write short notes on shipping Logistics.
2. What is world shipping market?
3. Write short note on Transport Geography.
4. What is Container ship?
5. What do you mean by UNCTD?
6. Write short notes on STEAM SHIP MUTUAL.
7. What is CONCOR?
8. What is origin of Documents?
9. Write short notes on Income Tax.
10. Write short note on Reserve Bank.



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the role of Shipping for economic growth.  
Or  
(b) Describe the ships documents and its relevance.
12. (a) Enumerate the usage of maps and Atlas in detail.  
Or  
(b) Explain the Global maritime network.
13. (a) Explain the HMS Victory in detail.  
Or  
(b) Briefly explain the Authentication in detail.
14. (a) Enumerate the history of Air craft's.  
Or  
(b) Describe the history of Roads and Roads in India.
15. (a) Explain the various roles in Shipping.  
Or  
(b) Describe the Mercantile Marine department in detail.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss about the various facets of shipping industry and scope and opportunities in the field of shipping and logistics in detail.  
Or  
(b) Explain the advantages of Canals and Rivers in detail.

17. (a) Explain the functions of various Authorities in shipping in detail.

Or

(b) Discuss about the maritime events during World War I and World War 2 in detail.

18. (a) Explain the International confederation of free trade union in detail.

Or

(b) Discuss about the world's largest ship owner ports in India.

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**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-7782**

**Sub. Code**

**81031**

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

**Third Semester**

**Integrated Shipping and Logistics**

**CONTAINERIZATION AND ALLIED BUSINESS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define containerization.
2. List out the certification required for validation.
3. What is meant by cargoes?
4. Define product handling.
5. How do you define hub port?
6. What is meant by consolidation?
7. Who is known as forwarders?
8. Name a few famous forwarders association.
9. Define MQC.
10. Expand NVOCC.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the process involved in standardization of containers.

Or

- (b) Distinguish between containerization Vs break bulk shipping.

12. (a) Write short note on temperature management.

Or

- (b) Narrate the procedure of humidity management.

13. (a) Describe the reasons for consolidation.

Or

- (b) Discuss the role of measurement.

14. (a) Elaborate the role of forwarders association.

Or

- (b) Difference between a freight forwarder and an agent.

15. (a) Explain penalty for non- compliance.

Or

- (b) Enumerate the role of agency in networking.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the prefix and suffix and their importance in containerization.

Or

- (b) Discuss the various factors affecting the choice of containerization.

17. (a) Explain the required respiration levels for various commodities.

Or

- (b) Narrate the role of advanced technology in atmosphere management.

18. (a) Delineate the functions of forwarders.

Or

- (b) Enumerate the advantage of service contracts.
-



**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-7783**

**Sub. Code**

**81033**

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

**Third Semester**

**Integrated Shipping and Logistics**

**EXIM MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define export trade.
2. What is meant by IMPEX?
3. Define cargo insurance.
4. List the documents required for import.
5. What is meant by capital goods?
6. Define remission scheme.
7. How do you define agricultural products?
8. What is meant by import policy?
9. Mention the types of validity required for licenses
10. Who will issue letters of authority?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the significance of import liberalization.

Or

- (b) Narrate the role of OGL in EXIM.

12. (a) Elaborate the export procedures.

Or

- (b) Enumerate the importance of packing in export.

13. (a) Describe the export promotion scheme for pharmaceutical products.

Or

- (b) Discuss the process for getting advance license for export.

14. (a) Elucidate the impact on quality upgradation in agricultural products.

Or

- (b) Narrate the import control order and its provisions.

15. (a) Explain the supplementary license required in EXIM.

Or

- (b) Delineate the punishments under import of illegal goods.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Narrate the development of IMPEX practice.

Or

- (b) Describe the functions of promotion councils in import and export.

17. (a) Highlight the significance of logistics in import.

Or

- (b) Discuss on the various export promotion schemes.

18. (a) Elaborate the current import policy.

Or

- (b) Enumerate the procedure for registration of licenses.
-

**C-7784**

**Sub. Code**

**81034**

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

**Third Semester**

**Integrated Shipping and Logistics**

**BUSINESS ETHICS AND GLOBAL BUSINESS  
ENVIRONMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **ALL** questions.

1. What is Business?
2. What is social responsibility?
3. What is managing Ethics?
4. What is corporate governance?
5. What is Mercantilism?
6. What is Absolute Advantage?
7. What is Foreign direct investment?
8. What is Global monetary system?
9. What is international business?
10. What is import financing?

**Part B**

(5 × 5 = 25)

Answer **ALL** questions.

11. (a) What is the nature of business environment?

Or

- (b) Discuss about the scope of business environment.

12. (a) What are advantages of ethical business.

Or

- (b) Explain the role of business ethics as a competitive advantage.

13. (a) What is the impact of globalisation on business ethics? How can the climate for ethical behaviour be improved?

Or

- (b) Discuss about National competitive advantages.

14. (a) Elaborate about vertical foreign direct investment.

Or

- (b) Explain in detail about benefits of horizontal foreign direct investment in host countries.

15. (a) Elaborate about the strategy of international Business.

Or

- (b) What are the different modes of entering an international market?



**Part C**

(3 × 10 = 30)

Answer **ALL** questions.

16. (a) What is political system? explain its influence on business environment.

Or

- (b) Explain in detail about factors influencing business ethics.

17. (a) What are the mega globalisation trends? What are the key challenges to globalisation?

Or

- (b) Explain in detail about the function of the foreign exchange market.

18. (a) Discuss in detail about types of international trade strategies.

Or

- (b) Explain in detail about Promise and pitfalls of exporting.
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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-7785**

**Sub. Code**

**81036**

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

**Third Semester**

**Integrated Shipping and Logistics**

**TRANSPORT REGULATIONS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is carriage of goods?
2. What is pilotage?
3. What is hull and machinery insurance?
4. What is inland ports?
5. What is freight distribution?
6. What is cross border transportation?
7. What is air transportation?
8. What is warehousing station?
9. What is confiscation of goods?
10. What is transport planning?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are scope of maritime law.

Or

(b) Discuss about Techniques of alternative dispute resolution (ADR).

12. (a) What is the function of transport terminals?

Or

(b) Explain about transport terminals and hinderlands.

13. (a) Explain about logistic management of a distribution network.

Or

(b) What is repositioning of empty container.

14. (a) Elaborate about international oil transportation.

Or

(b) Explain in detail prohibition importing and exportation of goods.

15. (a) Elaborate about the transport technical and economic performance.

Or

(b) Discuss about route selection process.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain about period of responsibility of carrier for loss or damage to goods under different international conventions.

Or

- (b) Explain in detail about containerization and its advantages.

17. (a) Discuss in detail about freight distribution cluster.

Or

- (b) Explain in detail about prevention and detection of illegal export goods.

18. (a) Discuss in detail function of the competent authority.

Or

- (b) Explain in detail about financing of transportation.
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**C-7786**

**Sub. Code**

**81037**

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

**Third Semester**

**Integrated Shipping and Logistics**

**SHIPPING PRACTICE**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is charter?
2. What is technical restriction?
3. What is VLCC?
4. What is cargo heating?
5. What is international maritime organisation?
6. What are market practitioners?
7. What is discharging port?
8. What are fixtures notes?
9. What is technical management?
10. What is fleet management?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are role of ship owner.

Or

(b) Discuss about charter obligation to owner.

12. (a) What are the characteristics of cargo vessel?

Or

(b) Explain about segregated ballast tanks.

13. (a) Explain about oil companies international maritime forum.

Or

(b) Discuss about role of OPEC.

14. (a) What is payment of freight terms.

Or

(b) Explain in detail discharging ports.

15. (a) Elaborate about terminology of measuring of ship.

Or

(b) Discuss about classification of technical management.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain about types of packing for break bulk cargo.

Or

- (b) Explain in detail about compatibility of grades and coating.

17. (a) Discuss in detail about types of crude carriers.

Or

- (b) Explain in detail about methods of communication and market reporting.

18. (a) Discuss in detail legalities covering the contract.

Or

- (b) Explain in detail about sale and purchase of ship.
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