C–8696	Sub. Code
	31011

M.B.A. DEGREE EXAMINATION, APRIL 2023

First Semester

Industry Integrated

ACCOUNTING FOR DECISION MAKING

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Accounting.

2. List any three IAS.

3. What is Balance sheet Ratio?

4. What are the advantages of financial statements?

5. What do you mean by Integrated reporting?

6. Define the term "BSC".

7. State the meaning of Cost control.

8. Give the meaning of ZBB.

9. What is shutdown decision?

10. Define the term Variance.

Answer **all** questions.

11. (a) What is the purpose of a business in Accounting?

Or

(b) Explain the benefits and limitations of Accounting standard.

12. (a) How do you ascertain cash from operations?

Or

(b) Find out cash from operation from the given values.

Net profit	Rs. 1,00,000
Opening debtors	20,000
Closing debtors	30,000
Opening creditors	10,000
Closing creditors	15,000

13. (a) State the concept of Performance measures.

Or

(b) What are the advantages of Management accounting?

14. (a) What is flexible budget? How it is prepared?

Or

(b) Prepare production budget for the half year ending June 2005 from the following information.

Product	Budgeted sales quantity Units	Actual sales 31.12.2019 Units	Desired stock on 30.6.2020 Units
A	40000	8000	10000
B	100000	12000	20000

C–8696

15. (a) Describe the objectives of CVP Analysis?

    Or

    (b) State the functions of Marginal costing.

    Part C   (3 × 10 = 30)

    Answer **all** questions.

16. (a) Define Accounting and Explain the Concept in details.

    Or

    (b) Who are the parties of interested in financial statements? What is the nature of their interest?

17. (a) Write a note on :

    (i)   Cash budget

    (ii) Master Budget

    (iii) Fixed Budget

    Or

    (b) From the following information prepare flexible budget for overheads at 50%, 60%, and 70% Capacity.

	60% capacity (Rs.)
Fixed overheads :	
Depreciation	16,500
Insurance	4,500
Salary	15,000
Semi variable overheads :	
Power (40% fixed)	30,000
Repairs (80% fixed)	3,000

3   **C–8696**

<div align="center">60% capacity (Rs.)</div>

Variable overheads :

Raw materials	6,000
Wages	18,000
Total	93,000

18. (a) Explain the different factors to be considered while taking a "Make or Buy decision."?

<div align="center">Or</div>

(b) Assuming that the cost structure and selling price remain the same in period I and II find out:

(i) P\V Ratio

(ii) B.E. sales

(iii) Profit when sales are Rs. 2,00,000

(iv) Sales required to earn profit of Rs. 40,000

(v) Margin of safety in IInd period.

Period	Sales	Profit
I	2,40,000	18,000
II	2,80,000	26,000

_____

<div align="center">4   C–8696</div>

M.B.A. DEGREE EXAMINATION, APRIL 2023.

First Semester

Industry Integrated

BUSINESS COMMUNICATION

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define communication.

2.   What is business communication?

3.   Write short note on sales presentation.

4.   What do you meant by speeches and planning?

5.   Define agenda.

6.   Write short note on minutes.

7.   State the meaning of business letter.

8.   What is simplified business letter?

9.   What is an adjustment letter?

10.   Define complaint letter.

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) State the characteristics of communication.

Or

(b) Explain the role of communication.

12. (a) Explain the steps to create an effective speech.

Or

(b) Explain the kinds of presentation.

13. (a) Write briefly the importance of agenda.

Or

(b) Write the purpose of minutes.

14. (a) State the purpose of business letter.

Or

(b) Explain in brief about the layout of business letter.

15. (a) Write a brief note on quotation letter.

Or

(b) Explain the term acceptance of order letter in detail.

Part C $(3 \times 10 = 30)$

Answer **all** questions.

16. (a) Elaborate the types of communication.

Or

(b) Explain the advantages and disadvantages of written communication.

2   **C–8697**

17. (a) Describe about planning and developing techniques of group discussion and group decision making.

Or

(b) Discuss the role of meeting.

18. (a) Explain the specimen replies to orders with example.

Or

(b) Write a letter to the manager of a bank complaining to him of the rude behaviour of the cashier and inform him that you are a long standing depositer of the bank.

————————

3 **C–8697**

C–8698		Sub. Code
		31013

M.B.A. DEGREE EXAMINATION, APRIL 2023.

First Semester

Industry Integrated

ECONOMICS FOR MANAGERS

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   What is Demand Analysis?

2.   What is Marginal utility?

3.   What is perfect competition?

4.   What is Monopoly?

5.   What is Inflation?

6.   List out various names of National Income measurement.

7.   What is monetary policy?

8.   What is fiscal policy?

9.   What is balance of payment?

10.   What do you mean by exchange rate?

Answer **all** the questions.

11. (a) Explain about wealth maximisation.

Or

(b) Explain the determines of elasticity of supply.

12. (a) Define monopoly market and discuss its features.

Or

(b) Explain the difference between perfect and imperfect competition.

13. (a) Explain the characteristics of business cycle.

Or

(b) Discuss about GDP and NNP.

14. (a) Indicate the limitations of fiscal policy.

Or

(b) Discuss the criticism of game theory.

15. (a) Explain the role of commercial bank.

Or

(b) Write a note on non-price competition.

Part C $(3 \times 10 = 30)$

Answer **all** the questions.

16. (a) State and illustrate the law of demand and bring out its significance in business decisions.

Or

(b) Explain the illustrate the concept of simplex method in linear programming.

C–8698

17. (a) Explain various types of competition and how price are fixed with various competition.

Or

(b) Explain the illustrate the three degree of price discrimination.

18. (a) Explain the objectives of monetary policy.

Or

(b) Discuss the various components of balance of payment.

————————

3

C–8698

C–8699	Sub. Code
	31014

M.B.A. DEGREE EXAMINATION, APRIL 2023

First Semester

Industry Integrated

MARKETING MANAGEMENT

(2017 onwards)

Duration : 3 Hours Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. What do you understand by a market?

2. Define marketing.

3. What do you understand by marketing planning?

4. What are the goals of product mix?

5. Define market segmentation.

6. What is e-com?

7. What is odd pricing?

8. What do you understand by sales promotion?

9. What is a chain store system?

10. Define a channel of distribution.

Answer **all** questions.

11. (a) Distinguish between market and marketing.

Or

(b) State the various classifications of market.

12. (a) Explain the marketing planning process.

Or

(b) Explain the 7Ps of marketing.

13. (a) Explain the qualities of a successful position.

Or

(b) What are the benefits of market segmentation?

14. (a) Explain various objectives of pricing.

Or

(b) Write short notes on

(i) Brand name

(ii) Brand positioning.

15. (a) Explain the factors determining the choice of a suitable channel of distribution.

Or

(b) Explain the different types of wholesalers.

C–8699

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the core concepts of marketing.

Or

(b) Explain the functions of marketing.

17. (a) Explain the various levels of product.

Or

(b) What is meant by product life cycle? Explain its concepts with examples.

18. (a) Discuss the various methods of pricing.

Or

(b) Explain the various types of retailers.

————————

3 **C–8699**

M.B.A DEGREE EXAMINATION, APRIL 2023

First Semester

Industry Integrated

ORGANIZATIONAL BEHAVIOUR

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Organizational behaviour?

2. What is Organizational management?

3. What is impression management?

4. What do you mean by Reinforcement?

5. List out the types of Attitude?

6. Define the term "Self motivation".

7. State the meaning of Grapevine.

8. List out the types of leadership styles?

9. Give meaning of people oriented change.

10. Define the term organizational culture.

Answer **all** questions.

11. (a) State the interdisciplinary influence on organizational behaviour.

Or

(b) What is the relevance of management function to organizations?

12. (a) What are the merits of personality test?

Or

(b) Point out the significance of Learning.

13. (a) State the concept of Attitudes?

Or

(b) Write a note on Cognitive dissonance theory.

14. (a) What are the roles in team in an organization?

Or

(b) What are the stages of group development?

15. (a) Describe the sources of Conflict.

Or

(b) State the functions of organizational culture.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Define Organizational behaviour. Discuss the history of Organizational behaviour.

Or

(b) Explain the types of personality theories in Organizational behaviour.

17. (a) Write a note on:

(i) Perception

(ii) Classical learning

(iii) Personality profiling

Or

(b) Discuss about the types of emotions?

18. (a) Outline the Nature and types of groups in an organization?

Or

(b) What are the types of organizational interventions?

————————

3

C–8700

C–8701	Sub. Code
	31016

M.B.A. DEGREE EXAMINATION, APRIL 2023

First Semester

Industry Integrated

QUANTITATIVE TECHNIQUES

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. Write a General form of LPP.

2. What are the limitations of applying Graphical Method to solve a LPP?

3. Why dual methods is preferred to solve LPP?

4. Define travelling salesman problem.

5. List out the methods of solving Transportation Problem.

6. Write any two uses of operations research.

7. What is sequencing method?

8. Write any two advantages of simulations.

9. What is maxi-mini decision analysis?

10. What is optimisation?

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) The standard weight of a special purpose brick is 5 kg and it contains two ingredients B1 and B2, where B1 costs Rs. 5 per kg and B2 costs Rs. 8 per kg. Strength considerations dictate that the brick contains not more than 4 kg of B 1 and a minimum of 2 kg of B2 since the demand for the product is likely to be related to the price of the brick. Formulate the above problem as an LP mode.

Or

(b) A company produces two types of leather belts A and B. A is of superior quality and B is of inferior quality. The respective profits are Rs. 10 and Rs. 5 per belt. The supply of raw materials is sufficient for making 850 belts per day. For belt A, a special type of buckle is required and 500 are available per day. There are 700 buckles available for belt 8 per day. Belt A needs twice as much time as that required for belt B and the company can produce 500 belts if all of them were of the type A. Formulate an LP Model for the above problem.

12. (a) A peasant has a 100-acres farm. He can sell all potatoes, cabbage or brinjals and can increase the cost to get Rs. 1.00 per kg for potatoes, Rs. 0.75 a head for cabbage and Rs. 2.00 per kg for brinjals. The average yield per acre is 2000 kg of potatoes, 3000 heads of cabbage and 1000 kg of brinjals. Fertilizers can be bought at Rs. 0.50 per kg and the amount needed per acre is 100 kg each for potatoes and cabbage and 50 kg for brinjals. The manpower required for sowing, cultivating and harvesting per acre is 5 man-days for potatoes and brinjals, and 6 man-days for cabbage. A total of 400 man-days of labour is available at Rs. 20 per man-day. Solve this example as a linear programming model to increase the peasant's profit.

Or

2

C–8701

(b) ABC Company produces two products: juicers and washing machines. Production happens in two different departments, I and II. Juicers are made in Department I and washing machines in Department II. These two items are sold weekly. The weekly production should not cross 25 juicers and 35 washing machines. The organization always employs a total of 60 employees in the two departments. A juicer requires two man-week's labour, while a washing machine needs one man-week's labour. A juicer makes a profit of Rs. 60 and a washing machine contributes a profit of Rs. 40. How many units of juicers and washing machines should the organization make to achieve the maximum profit? Formulate this as an LPP.

13. (a) List the merits and limitations of the North West corner rule.

Or

(b) Vogel's approximation method results in the most economical initial basic feasible solution. How?

14. (a) What are the characteristics of quantitative methods?

Or

(b) Explain the various disadvantages of simulation.

15. (a) Describe about expected pay-off method.

Or

(b) Write notes on mini-max decision tree analysis.

C–8701

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) A firm has available 240, 370 and 180 kg of wood, plastic and steel respectively. The firm produces two products A and B. Each unit of A requires 1, 3 and 2 kg of wood, plastic and steel, respectively. The corresponding requirement for each unit of B are 3, 4 and 1, respectively. If A sells for 4 and B for 6, determine how many units of A and B should be produced in order to obtain the maximum gross income. Use the simplex method.

Or

(b) Find the optimal transportation cost of the following problem.

Market

		A	B	C	D	E	Available
	P	4	1	2	6	9	100
Factory	Q	6	4	3	5	7	120
	R	5	2	6	4	8	120
	Demand	40	50	70	90	90	

17. (a) Explain degeneracy in a transportation problem. Describe a method to resolve it.

Or

(b) Explain the advantages and disadvantages of Quantitative methods.

18. (a) Explain the different types of environments in Decision making.

Or

(b) List out the rules for constructing a project network.

———————————

4

C–8701

M.B.A. DEGREE EXAMINATION, APRIL 2023

Second Semester

Industry Integrated

BUSINESS RESEARCH METHODS

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. Define Sample.

2. What are the essentials of Research Design?

3. What is Frequency distribution?

4. What do you mean by Statistical hypothesis?

5. List out the various types of Regression Analysis.

6. Define the term "Interpretation".

7. What is Factor analysis?

8. State advantages of Discriminant Analysis?

9. Give meaning of Co-joint Analysis?

10. What do you mean by Thrnstone scale?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the criteria of a good research design?

Or

(b) Bring out the merits and demerits of Questionnaires?

12. (a) Explain the process of dependent sample t-test by using SPSS.

Or

(b) How will you construct a frequency distribution table?

13. (a) Explain the different types of statistical analysis?

Or

(b) State the concept of covariance?

14. (a) Describe the steps in Logit Analysis by using SPSS?

Or

(b) What are the measures of similarity used in discriminant analysis?

15. (a) Describe the application of Cluster Analysis?

Or

(b) State the importance of co-joint analysis.

2 C–8702

Part C (3 × 10 = 30)

Answer **all** questions.

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

Or

(b) State the various kinds of questions? Briefly describe each of them with an example?

17. (a) Briefly describe the procedure of testing a Hypothesis.

Or

(b) Discuss the different statistical tools used for analysis purpose?

18. (a) Outline the concept of Regression analysis? Explain SPSS tool used in Regression analysis?

Or

(b) What are the Different forms of interpretation?

_____

C–8702

C–8703	Sub. Code
	31022

M.B.A. DEGREE EXAMINATION, APRIL 2023.

Second Semester

Industry Integrated

CORPORATE FINANCE

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. What is Net Present Value?

2. What is Initial Public Offering?

3. What is Deep Discount Bond?

4. Define investment.

5. What is cost of debt?

6. State the significance of cost of capital.

7. Define dividend.

8. What is pay out policy?

9. What is call money market?

10. What is net working capital?

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Explain Portfolio Theory.

Or

(b) Discuss the various types of risks.

12. (a) Highlight the features of leasing agreement.

Or

(b) State the difference between duration and volatility.

13. (a) State the differences between Capital Structure and Capitalisation

Or

(b) PP Ltd. expects a net income of Rs.80 lakhs. It has 2 crores of 8% debentures. The equity capitalisation rate of the company is 10%. You are required to calculate Total Value of the firm under Net Income Approach

14. (a) Discuss various methods of payout..

Or

(b) State the differences between Interim Dividend and Final Dividend.

15. (a) Highlight the factors which influence the working capital of the firm.

Or

(b) State the differences between cash and working capital.

Part C $(3 \times 10 = 30)$

Answer **all** questions.

16. (a) Enumerate the techniques for decision making under risk and uncertainty.

Or

2   C–8703

(b) Bharath Ltd. has under consideration two mutually exclusive projects X and Y. You are required to advise him about the acceptability of the projects from the following information using sensitivity analysis.

	Project (Rs.)	Project Y (Rs.)
Initial Investments	4,00,000	4,00,000
Cash inflows estimates		
Worst	6,00,000	
Most likely	80,000	80,000
Optimistic	1,00,000	1,60,000
Required rate of return (10%)	0,10	0.10
Life of the project	15 years	15 years

17. (a) Enumerate the various types of bonds.

Or

(b) From the following capital structure of a company, you are required to calculate the overall cost of capital.

1,000, 12% Preference Shares of Rs.100 each issued at par Rs.1 ,00,000

10,000 Equity Shares of Rs. 10 each issued at par Rs.1,00,000 Retained Earnings Rs.1 ,50,000

5,000, 10% Debentures of Rs. 100 each issued at par Rs.5,00,000

12% Loan from Rs.2,00,000

The market price of an equity share is Rs. 30. The next expected dividend is Rs. 3 per share and the dividend per share is expected to grow at 10%. The preference shares are redeemable after 7 years at par and are currently quoted at Rs. 75 per share. The debentures are redeemable after 7 years at par and are currently quoted at Rs. 75 per share. The debentures are redeemable at par after 5 years and are quoted at Rs.90 per debenture. The tax rate applicable to the company is 40%.

3

C–8703

18. (a) Elucidate the theories of dividend policy.

Or

(b) Ramco Cements Ltd, sells its products on a gross profit of 20% on sales. The following information is extracted from its annual accounts for the year ending 31st December 2010.

Particulars	Amount
Sales at 3 months credit	80,00,000
Raw materials	24,00,000
Wages paid 15 days in arrears	19,20,000
Manufacturing expenses paid on month in arrears	24,00,000
Administrative expenses paid one month in arrears	9,60,000
Sales promotion expenses payable half yearly in advance	4,00,000

The company enjoys one month credit from the suppliers of raw materials and maintains 2 months stock of raw materials and on and half months finished goods. Cash balance is maintained at Rs.20,00,000 as a precautionary balance. Assuming a 10% margin, find out the working capital requirement of Ramco Cements (P Ltd.

————————

4

C–8704		Sub. Code
		31023

M.B.A. DEGREE EXAMINATION, APRIL 2023.

Second Semester

Industry Integrated

GLOBAL BUSINESS ENVIRONMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. What is meant by global environment?

2. What does global mean in business?

3. Who has absolute advantage?

4. What is the role of politics in international trade?

5. What is meant by collective action?

6. Does migration help the economy?

7. What is the role of IMF?

8. What exactly is economic inequality?

9. What causes economic inequality?

10. Which country will join the eurozone next?

Part B $(5 \times 5 = 25)$

Answer **all** the questions.

11. (a) Explain the characteristics of global business environment?

Or

(b) What are the four main sources of comparative advantage?

12. (a) What are objectives of international trade?

Or

(b) What are the five elements of international trade?

13. (a) How does FDI work?

Or

(b) What is the difference between investment and foreign investment?

14. (a) Write various types of balance of payment?

Or

(b) Distinguish between balance of payment and balance of trade?

15. (a) Why do we need the World Bank?

Or

(b) What caused Asian financial crisis?

C–8704

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss legal environment in international business environment?

Or

(b) What is the advantage and disadvantage of international trade?

17. (a) Explain international trade and development?

Or

(b) What are the main objectives and functions of World Bank?

18. (a) What are the advantage and disadvantages of inequality in society?

Or

(b) What is the difference between interest rate and exchange rate?

————————

3

C–8705		Sub. Code
		31024

M.B.A. DEGREE EXAMINATION, APRIL 2023

Second Semester

Industry Integrated

HUMAN RESOURCE MANAGEMENT

(2017 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　$(10 \times 2 = 20)$

Answer **all** the questions.

1. Define HRM.

2. Bring out the role of HRM in strategic management.

3. What is HRP? Specify the advantages of HRP.

4. What is job description?

5. What is meant by recruitment?

6. What is selection?

7. Define performance appraisal.

8. What is MBO?

9. What does training means?

10. What is assessment phase?

Answer **all** questions.

11. (a) State the importance of HRM.

Or

(b) Explain the nature of HRM.

12. (a) Explain the advantages of job analysis.

Or

(b) State the objectives of job evaluation.

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

Or

(b) Explain the stages of selection process.

14. (a) Explain the advantages of performance appraisals.

Or

(b) What are the problems in performance appraisal?

15. (a) Explain the training phase of HRD.

Or

(b) Explain the importance of training.

Part C $(3 \times 10 = 30)$

Answer **all** questions.

16. (a) Explain the characteristics of HRM.

Or

(b) Discuss the various functions of HRM.

17. (a) Explain in detail the various external sources of recruitment.

Or

(b) Explain the different types of tests.

18. (a) Discuss the various methods available for appraising the performance of employees.

Or

(b) Explain in detail the various methods of training the employees of an organization.

————————

3

C–8705

C–8706	Sub. Code
	31026

M.B.A. DEGREE EXAMINATION, APRIL 2023

Second Semester

Industry Integrated

OPERATIONS MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is operation management?

2. What are transformation processes?

3. Compile the various components of Inventory Carrying Cost.

4. Why do you think MT is needed in manufacturing?

5. What is product design?

6. Explain work measurement.

7. What is the need for ISO?

8. Write a short note on six sigma.

9. What do you mean by Production System?

10. Narrate the different types of Layout.

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Discuss the various types of production or manufacturing systems.

Or

(b) Differentiate qualitative and quantitative of demand forecasting.

12. (a) Explain the benefits of implementing JIT.

Or

(b) Discuss about the various functions of Inventory.

13. (a) Describe the evaluation and concepts of MRP, MRP II and ERP.

Or

(b) Explain the following terms:

(i) Loading

(ii) Sequencing

(iii) Scheduling.

14. (a) Write a detailed note on quality concepts held significant by organizations.

Or

(b) Explain the salient features of continuous improvement tools.

2   **C–8706**

15. (a) Narrate the techniques to be used for facility location.

Or

(b) Differentiate forward scheduling and backward scheduling with suitable example.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain various stages of product development process.

Or

(b) What is Pareto analysis? In what way Pareto analysis will helpful in production management?

17. (a) Explain the various techniques for scheduling projects. State its merits and demerits.

Or

(b) What are the dimensions of quality? Discuss any eight dimensions in details.

18. (a) Discuss some of the challenges facing operations management in the future.

Or

(b) Describe the role and importance of material management.

_____

3

M.B.A. DEGREE EXAMINATION, APRIL 2023

Third Semester

Industry Integrated

STRATEGIC MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is business strategy?

2.   What do you mean by strategy formulation?

3.   Give the meaning of societal environment

4.   Write a Few competitive changes during Industry Evolution.

5.   Define strategic alliances.

6.   What is re-structuring?

7.   What do you mean by strategy implementation?

8.   Quote the meaning of organisational conflict.

9.   What is process innovation?

10.   What is Balance score card?

Answer **all** questions.

11. (a) Explain the basic elements of strategic management.

Or

(b) What do you mean by Mission? Explain its features.

12. (a) Explain the Porter's Five Forces Model.

Or

(b) Explain the competitive changes during Industrial Evolution.

13. (a) What is SWOT analysis? Explain in detail.

Or

(b) Explain in detail about Building and restructuring the corporation.

14. (a) Explain the primary measures of corporate performance in strategic evaluation.

Or

(b) Discuss the steps in designing an effective control system.

15. (a) Explain the impact of strategic issues on Non-profit organisation?

Or

(b) Define innovation. What are the characteristics of an innovation.

C–8707

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What is strategic planning process? Explain the steps involved in strategic planning process.

Or

(b) Explain PEST anlaysis in detail.

17. (a) Explain the strategy in global environment in detail.

Or

(b) What is the role of organisational structure on strategy implementation. Explain the designing strategic control system.

18. (a) Discuss the choice of strategies corporate portfoliio analysis in detail.

Or

(b) Explain the Generic building blocks of competitive advantages. How to achieve this competitive advantage and make it durable?

_____

3   **C–8707**

M.B.A. DEGREE EXAMINATION, APRIL 2023

Third Semester

Industry Integrated

PROJECT MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. What do you mean by project management?

2. Give any two features of project.

3. What do you mean by Screening of project?

4. Give the meaning of feasibility Study.

5. What is financial appraisal?

6. State the need for project appraisal.

7. What do you mean by late State Schedule?

8. State the Control techniques available in project management.

9. What are the tools used in planning?

10. Explain project Coordination.

Part B $(5 \times 5 = 25)$

Answer **all** questions

11. (a) Explain in detail the types of project.

Or

(b) Give a short note on identification of investment opportunities.

12. (a) Explain the objectives of project appraisal.

Or

(b) Explain the role of project manager.

13. (a) Give out the essentials of project methodology.

Or

(b) Write short note on managerial appraisal.

14. (a) Enumerate the process of planning of a project.

Or

(b) Write short note on time estimation.

15. (a) What is CPM? Explain the procedures for determining Critical path.

Or

(b) What steps are involved in PERT analysis?

2 **C–8708**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the nature and Scope of project management.

   Or

   (b) Explain in detail the steps in project report.

17. (a) Explain scheduling in detail with an example.

   Or

   (b) Discuss and evaluate the Variance analysis approach in project control.

18. (a) Describe and evaluate various forms of organisation.

   Or

   (b) Why does Control of project in practice tend to be mostly ineffective?

————————

3　　　　　　　　　　　　**C–8708**

M.B.A. DEGREE EXAMINATION, APRIL 2023.

Third Semester

Industry Integrated

CONSUMER BEHAVIOUR

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Who is known as a consumer?

2.   Differentiate between personality and lifestyle.

3.   What is known as psychographic profile of a consumer?

4.   Mention any four types of product positioning.

5.   How do you explain repositioning in consumer behaviour?

6.   Which are demographic factors?

7.   What is meant by global consumer?

8.   What is known as consumer redressal council?

9.   What do you mean by attitude towards the ad?

10.   How does attitude affect behaviour of a consumer?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) What do you mean by lifestyle in consumer behaviour? And how does it affect consumer behaviour?

Or

(b) Discuss the recent development in consumer profiling.

12. (a) What do you mean by perceptual mapping? Explain its importance.

Or

(b) Describe cues in consumer behaviour. How does learning affect consumer behaviour?

13. (a) Explain the theory of "Trying to consume" model.

Or

(b) Describe the external factors which influence on consumer behaviour.

14. (a) Explain Howard Sheth Model.

Or

(b) Discuss about the levels of consumer decision making.

15. (a) How do you explain cross cultural consumer behaviour whether is it important? Explain.

Or

(b) Enumerate the consumer disputes and consumer production law.

2   **C–8709**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Define Buying behaviour and why it is known as desirable part of study in marketing.

Or

(b) What do you mean by buying motives? Explain the importance of studying consumer behaviour in marketing.

17. (a) Explain Behavioural theories and Cognitive theories.

Or

(b) Discuss about the effect of Emotional and Rational advertising on consumer perception.

18. (a) What is known as Multinational marketing strategy? Mention the strategies used by multinational companies.

Or

(b) Describe the cross culture consumer behaviour, and explain the impact on consumer behaviour.

————————

3 **C–8709**

C–8710		Sub. Code
		31039A

M.B.A. DEGREE EXAMINATION, APRIL 2023.

Third Semester

Industry Integrated

BUSINESS ANALYSIS AND IT CONSULTING

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is business analysis?

2. What is flow charting?

3. What is mapping?

4. Who is Stakeholders?

5. What is 'manage stakeholder Collaboration'?

6. What is 'elicitation'?

7. What is 'consultancy assignment'?

8. What is 'Solution appraisal'?

9. What is delegation?

10. What is 'Quality management system?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the 'Process of Business analysis Levels'?

Or

(b) Distinguish between "Business Process Analysis and Business Process mapping'.

12. (a) Briefly explain the types of "Enterprise" in requirement.

Or

(b) What are the Limitations of Traceability matrix?

13. (a) Briefly explain the types of requirements.

Or

(b) Explain the objectives of "Conduct elicitation Activity".

14. (a) What are the significance of the life cycle of a consultancy assignment?

Or

(b) Briefly explain the objectives of "Solution appraisal and evaluation".

15. (a) What are the 'importance of transferring experience to the client'?

Or

(b) Explain the 'Benefits management'.

2 **C–8710**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the "Activities of an Information Technology Business analyst".

Or

(b) What are the "Process of business analysis levels"?

17. (a) Explain the features of root cause analysis and creative problem solving'.

Or

(b) What are the steps followed for prepared to "elicitation".

18. (a) What are the advantages and disadvantages of 'Quality management system'?

Or

(b) Distinguish between " Team management and delegation".

————————

3

M.B.A. DEGREE EXAMINATION, APRIL 2023

Third Semester

Industry Integrated

DATA MINING AND BUSINESS INTELLIGENCE

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is Data Mining?

2.   List any four Data mining Tools.

3.   What do you mean by web Data Mining?

4.   What is clustering?

5.   What is a data warehouse?

6.   Why do we need OLAP?

7.   What are the pitfalls of data mining?

8.   What are the applications of data mining?

9.   What are the two types of data mining systems?

10.   How is data mining used by the Governments?

Part B $(5 \times 5 = 25)$

Answer **all** questions

11. (a) What are the steps in data mining process?

Or

(b) What are data mining success criteria?

12. (a) What is accession rule mining explain?

Or

(b) Explain:

(i)   Web content mining

(ii)   Web Structure mining

(iii) Web usage mining

13. (a) What is OLAP? Explain its types.

Or

(b) Describe the process of data cube implementation.

14. (a) What are the primary aims of data mining?

Or

(b) What are the advantages and dis-advantages of Information technology act?

15. (a) What are all the things should an organization consider before implementing data mining?

Or

(b) How is data mining used in retail industry?

2   **C–8711**

Part C $(3 \times 10 = 30)$

Answer **all** questions.

16. (a) What is the future of data mining? What is the procedure for implementing data mining successfully in an organization?

Or

(b) What is an association rule mining? Discus the steps involved and applications of association rule mining.

17. (a) What do you mean by OLAP in the context of data warehousing? What guidelines should be followed while selecting an OLAP systems?

Or

(b) Discuss the application of data mining in Telecommunication industry.

18. (a) What is information technology Act 2000? What is the need of this act? What are its silent features?

Or

(b) Explain the concept of modern information technology and how data mining affects society in terms of privacy.

————————

3   **C–8711**

C–8712	Sub. Code
	31041

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Industry Integrated

ENTREPRENEURSHIP

(2017 onwards)

Duration : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. Define the term entrepreneur.

2. Who is an Intrapreneur?

3. What do you mean by motivation?

4. List out Internal Factors of motivation?

5. Write a note on Project Report.

6. What do you mean by Project Appraisal?

7. What do you mean by IDBI?

8. What do you mean by "Indirect Finance" of IDBI?

9. Define SSI.

10. State the effect of sickness in Industries.

Part B   (5 × 5 = 25)

Answer **all** questions

11. (a) Highlights the benefits of entrepreneurship.

Or

(b) Distinguish between Entrepreneur and Intrapreneur.

12. (a) Explain the factors influencing entrepreneurial mobility.

Or

(b) Explain the classification based on motivation of Entrepreneurs.

13. (a) Explain the sources of Business Idea.

Or

(b) Write a note on Project report in the Form of ownership?

14. (a) What are the various forms of Financial Assistance Provided by ICICI?

Or

(b) Write down any five functions of SFC.

15. (a) State any five characteristics of SSI.

Or

(b) Highlight the Internal causes of sickness of Industrial unit.

2   **C–8712**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Classify entrepreneurs and bring out their features.

Or

(b) Discuss the role of entrepreneurs in the economic development of a country.

17. (a) Elucidate Maslow's theory of motivation.

Or

(b) What is project report? Describe in detail its contents.

18. (a) Explain the Role of DICS.

Or

(b) Bring out the significance of rural Entrepreneurship.

————————

C–8712

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Industry Integrated

SALES AND DISTRIBUTION MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Define Salesmanship.

2. Give the objectives of Sales management.

3. Why do Salesperson spend part of time in prospecting?

4. Distinguish between Salesmanship and personal Selling.

5. What is the purpose of Sales organisation?

6. Why are employment tests conducted?

7. Give the need for distribution channels.

8. Explain intensive distribution.

9. What do you mean by channel design? Give example.

10. Explain the term channel mix.

Part B (5 × 5 = 25)

Answer **all** the questions

11. (a) What are the emerging trends in Sales management in context to Indian market?

Or

(b) Explain the role of Sales management in Marketing.

12. (a) When should Sales persons attempt to close the Sale?

Or

(b) Give out the differences between transactional selling and relationship selling.

13. (a) Explain Maslow's theory of motivation.

Or

(b) Enumerate the steps to set up a Sales organisation.

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

Or

(b) Discuss the types of intermediaries.

15. (a) Explain briefly the various types of marketing channels.

Or

(b) Enumerate the factors that influence the choice of marketing channels.

2   **C–8713**

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) What do you mean by closing the Sale? Explain briefly the methods of closing the Sale.

Or

(b) Explain the role of personal selling as a promotional mix.

17. (a) Enumerate the process of designing and managing the channel mix.

Or

(b) Explain the process of Selection followed for recruiting Sales force.

18. (a) Explain the relationship between personal selling, Salesmanship and Sales management.

Or

(b) Discuss the factors that influence the choice of channel Selection.

————————

C–8713

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Industry Integrated

TALENT ACQUISITION AND MANAGEMENT

(2017 onwards)

Duration : 3 Hours　　　　　　　Maximum : 75 Marks

Part A　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1.　What is Talent Acquisition?

2.　What is sustainable Talent development?

3.　What is career planning?

4.　What is compensation?

5.　What is Assessment centers?

6.　What are challenges of Diverse workforce?

7.　What do you mean by retention of Talent?

8.　What is Talent Departure?

9.　What is Employee turnover?

10.　What is Talent Procurement?

Answer **all** questions

11. (a) What is Talent management? Discuss the strategic importance of Talent management in organisation.

Or

(b) Discuss the relationship between workforce Diversity and talent Management in an organisation.

12. (a) What is Job analysis? Explain it process in detail.

Or

(b) What do you mean by talent multiplication? How does it help the organisation performance?

13. (a) Discuss the talent acquisition strategies in organisation what difficulties do organisation face while Sourcing the Talent?

Or

(b) Explain how to using Talent Management Process to drive culture of excellence in organisation.

14. (a) What is employer branding? Explain the various strategies by which a company ensure employee branding.

Or

(b) Define and explain the concept of Employee Turnover. How can it be managed?

C–8714

15. (a) Explain the Evaluation and action plan of Talent Management and its importance.

Or

(b) Suggest some idea to build a robust structure of Talent Management in future direction.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the various sources of Talent Management available at the disposal of organisation?

Or

(b) What is workforce? Suggest someways to design strategic compensation plan for new age workforce.

17. (a) What are the different types of interviews? Explain it process in detail.

Or

(b) What is integrated rewards philosophy? Describe its nature and components in Detail.

18. (a) What is transformation of organisation? Describe its process and challenges in a service industry.

Or

(b) 'Talent Management is the battle ground where the next corporate war will be fought". Do you agree with the statement? Give your comments.

————————

3

C–8714

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Industry Integrated

E-BUSINESS

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What do you mean by E-Commerce?

2.   List out any four features of E-Commerce.

3.   What is B2C Business model?

4.   What is KYC?

5.   List out any four E-Commerce website.

6.   What is POS?

7.   What is Electronic Fund Transfer?

8.   Write about digital or Electronic cash.

9.   What is Firewall?

10.   What is E-Branding?

Answer **all** questions

11. (a) Explain the Advantages of E-Commerce.

Or

(b) Explain the evolution of E-Commerce briefly.

12. (a) Discuss the E-Commerce architecture and its components in detail with diagram.

Or

(b) Discuss how E-Business is helpful to business Success.

13. (a) What are the different hardware and Software requirements for e-commerce site.

Or

(b) How to Build an effective e-commerce website? Explain Step-by-Step.

14. (a) Explain the credit card payment process.

Or

(b) Discuss about various digital currencies.

15. (a) Discuss about the web servers and their role in E-Commerce.

Or

(b) Explain how can we Study Consumer Behaviour of Internet audience.

C–8715

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What is e-marketing? Explain various techniques.

Or

(b) Differentiate the Traditional vs E-Commerce.

17. (a) Briefly explain the different types of electronic payment system.

Or

(b) Explain the different models of Internet advertising.

18. (a) Explain the steps in Internet marketing strategy.

Or

(b) Explain the nature and dynamics of Internet in today's E-Commerce.

———————

3

C–8715

C–8716		Sub. Code
		31042D

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Industry Integrated

MERGER, ACQUISITION AND CORPORATE RESTRUCTURING

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Merger.

2.   What do you mean by Corporate Governance.

3.   What is Screening?

4.   What do you mean by negotiating?

5.   What is relative Valuation method?

6.   How will you determine the Cost of acquisition? Explain.

7.   What do you mean by reverse merger?

8.   Give the meaning by leveraged ESOP.

9.   What is Corporate Spin off?

10. State the meaning of LBO.

Answer **all** questions

11. (a) Explain the basic reasons for Corporate restructuring?

Or

(b) State the impact of takeover defence on Shareholders Value.

12. (a) Explain the enterprise method to estimate equity.

Or

(b) Explain the method of valuing non operative assets.

13. (a) Explain the role of planning merger and acquisition.

Or

(b) Explain briefly the process of planning M and A.

14. (a) Explain the various payment method in M and A.

Or

(b) Enumerate the process of Valuing privately held companies.

15. (a) Explain in detail the concept of LBO.

Or

(b) What are the various restructuring strategies available?

C–8716

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the various Stake holder defence available to a target Company.

Or

(b) Explain briefly the methods to access the impact of M and A.

17. (a) Explain the process of building M and A implementation plan.

Or

(b) Explain the various forms restructuring strategies.

18. (a) Enumerate the challenges and governance issues forced by private held companies.

Or

(b) Explain the process of building financial model.

————————

3

C–8716

M.B.A. DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Industry Integrated

SUPPLY CHAIN MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What do you understand by the term 'Supply Chain" in International Trade?

2. Define the term "Decision Phases".

3. What do you mean by Inventory?

4. What is containerization?

5. Write a short note on supplier evaluation.

6. Define procurement.

7. What do you mean by CPFR?

8. What do you understand by demand forecasting in supply chain?

9. Explain 3PL and 4PL.

10. How information Technology (IT) shaping the supply chain in 21st Century?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the fundamentals of supply chain management. Why supply chain management is considered as a source of competitive advantage?

Or

(b) What do you understand by strategic, tactical, and operational decisions in supply chain?

12. (a) What is the scope of logistics in supply chain?

Or

(b) Explain the following

(i) Inter-modal operators

(ii) Transport management system

(iii) Strategic supply chain planning

13. (a) Discuss the types of warehouses and their major operations.

Or

(b) Explain the impact of purchasing strategy in entire supply chain process.

14. (a) What do you understand by coordination in the supply chain? How the lack of coordination can disrupt the supply chain process?

Or

(b) Explain the various steps involved in demand forecasting.

15. (a) How documentation in logistics plays a crucial role in international trade?

Or

(b) List out the benefits of supply chain IT implementation.

C–8717

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the main drivers of supply chain performance? Discuss their roles in success of a firm.

Or

(b) Define logistics management. What are differences between Logistics management and supply chain management?

17. (a) Define Transportation. Explain different types of transportation.

Or

(b) Explain the key steps of a procurement process.

18. (a) Discuss the SCOR Model for supply chain strategic decision. List out its benefits.

Or

(b) How supply chain performance metrics ensures the sustainability of a firm in global market?

————————

3 **C–8717**

M.B.A. DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Industry Integrated

SERVICES MARKETING

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. Define Service Marketing.

2. What is Perceived Risk?

3. What do you mean by Consumer Behavior in services?

4. What is Service Marketing Mix?

5. State two examples of penetration price in telecom sector.

6. What is meant by Quality gaps?

7. Write any two advantages of Make My Trip.com.

8. State few front stage and back stage operation of restaurant services.

9. Define Customer Relationship Management

10. State any two impact of education in the service sector.

Part B

(5 × 5 = 25)

Answer **all** questions

11. (a) Enumerate the impact of service sector in Indian Economy.

Or

(b) Explain important characteristics of Service Marketing.

12. (a) What is meant by Service Marketing Triangle and explain its importance.

Or

(b) Explain the significance of Search, Experience and Credence property.

13. (a) Differentiate internal and external marking of service.

Or

(b) Elaborate on the various elements of promotional mix on hospital sector.

14. (a) Explain the different types of customer-defined service standards.

Or

(b) Brings out the impact in developing effective communication about service quality.

15. (a) Explain how CRM is successfully implemented in service industries.

Or

(b) Discuss the common types of constraints faced by a service organization.

2 **C–8718**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Describe different elements of Service Marketing Mix and give an example.

Or

(b) Define Customer Expectation? Explain the factors that influence the customer expectation of service.

17. (a) Explain the different strategies used for managing demand and supply.

Or

(b) "The tourism marketing are found critical as well as challenging in the service era"- Explain with examples.

18. (a) Describe any one of the consumer service providers:

(i) Financial Institutions

(ii) Health Care

(iii) Automobile.

Or

(b) Describe the various factors influencing the delivery gaps, and the strategies for reducing delivery gaps.

————————

3 **C–8718**

C–8719		Sub. Code
		31043B

M.B.A. DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Industry Integrated

MARKETING COMMUNICATION STRATEGY

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Write out any three communication objectives.

2.   What is promotional mix?

3.   What is zero based communication?

4.   Write a short note on ethnographic research.

5.   What do you know about AIDA model?

6.   What is persuasion matrix.

7.   Write the meaning of the term cookie.

8.   Write a note on trade oriented sales promotion.

9.   Who is advertising manager?

10. What is W's model of communication?

Answer **all** questions.

11. (a) Discuss the role of direct marketing as on IMC tool.

Or

(b) Discuss the pros and cons of using in house advertising agency.

12. (a) What is meant by one sided versus two sided messages.

Or

(b) Write out any two sales response models and explain the difference between them.

13. (a) What are the problems faced in media planning?

Or

(b) What is meant by selectivity with regard to the purchase of advertising media?

14. (a) Identify some of the factors which have contributed to the growth of direct marketing.

Or

(b) Explain why the combination of personal selling and advertising may provide benefits?

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

Or

(b) Discuss the difference between pretesting and post testing.

C–8719

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Draw the model of IMC planning process.

Or

(b) What are some of the organisational characteristics that influence the budgeting decisions? Give examples.

17. (a) Write out the guidelines for evaluating creative output.

Or

(b) Discuss how a company introducing an innovative how product might use the innovation adoption model in planning into integrated marketing communication program.

18. (a) Discuss the objectives marketers may be seeking in their use of the internet. Which is the internet best suited for?

Or

(b) Give examples of the various types of rough testing methodologies.

————————

3

C–8720	Sub. Code
	31043C

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Industry Integrated

MARKETING ANALYTICS

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Marketing analytics?

2. Who use the Marketing analytics?

3. What is variable cost?

4. What do you mean by Margin?

5. List out the types of Segmentation?

6. Define the term "CAGR"?

7. State the meaning of Predictive analytics?

8. Mention the name of the Tree in sales analytics?

9. What do you understand by A/B testing?

10. What is Email marketing Campaign?

Part B $(5 \times 5 = 25)$

Answer **all** questions

11. (a) What are the advantages of marketing analytics?

Or

(b) Write a note on:

(i) Share of heart

(ii) Share of Market?

12. (a) What are the merits of Market Breakeven point?

Or

(b) Point out the Significance of Customer life time value?

13. (a) State the concept of brand equity metrics?

Or

(b) What are the relationships between customer preference and volume projection?

14. (a) What are advantages of clustering in sales analytics?

Or

(b) What are the relationships between Optimization and prescriptive analytics?

15. (a) What are the business rules in Campaign management?

Or

(b) Write a note on:

(i) Campaign Rollout

(ii) Campaign quality check?

C–8720

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the role and importance of marketing Metrics in strategic marketing decisions?

Or

(b) What are the financial consequences in marketing analytics?

17. (a) What is marketing campaign management Explain its types?

Or

(b) How to improve Customer profitability in Marketing?

18. (a) Explain the different types of Segmentation in marketing?

Or

(b) What are the Classification of Tree in Al approach for sales analytics?

————————

3 **C–8720**

C–8721		Sub. Code
		31043D

M.B.A. DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Industry Integrated

RURAL MARKETING

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Write a short note on positioning.

2. State urban marketing.

3. Which certification mark is used for agriculture product in India?

4. Mention any two characteristics of rural marketing.

5. State any two functions of personal selling.

6. Define producers.

7. What do you mean by homogeneous market?

8. What is the role of package? (any two).

9. What does Market and Marketing mean?

10. What measures should be taken to develop rural marketing?

Answer **all** questions.

11. (a) Distinguish between rural and urban marketing.

Or

(b) Describe the features of rural marketing.

12. (a) What are the challenges of Indian marketer?

Or

(b) How does the rural market helps in rural economy?

13. (a) List out the guidelines and bases for targeting.

Or

(b) Explain the classification of segmentation.

14. (a) Enumerate the significance of product mix.

Or

(b) What are the objectives of pricing policy?

15. (a) What is the popular promotion strategy in rural market?

Or

(b) How rural marketing helps in improvement of economic condition of a country?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Define rural marketing. Discuss the characteristics of rural marketing.

Or

(b) Discuss the importance of rural marketing in the growth of business firms and in the development of rural areas.

2

C–8721

17. (a) Write the role of government in marketing of agricultural product.

Or

(b) What do you mean by co-operative marketing? Explain the relevance to the rural market of a country like India.

18. (a) Which factors will you consider in selling a situation distribution channel for rural market? Discuss.

Or

(b) Describe the different stages in product planning process for rural market.

_____

3   **C–8721**

C–8722		Sub. Code
		31044A

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Industry Integrated

FINANCIAL DERIVATIVES

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. What is Option?

2. Define Future contract.

3. What is meant by Interest Rate SWAP?

4. What do you mean by Hedging?

5. Define Exchange Trade Options.

6. Define stock index futures.

7. What is American Option?

8. Define Mark to Market.

9. State the specification for commodities to be included in future markets.

10. List the various types of traders.

Answer **all** questions

11. (a) Explain the various types of derivatives.

Or

(b) Describe the features of different types of settlement prevailing in the derivatives market.

12. (a) Explain the relationship between future prices and forward prices.

Or

(b) Distinguish between Intrinsic value option and time value option.

13. (a) Explain the features of various option contracts.

Or

(b) Highlight the strategies of Call and Put Options.

14. (a) Discuss the uses and advantages of derivatives.

Or

(b) Describe the different types of SWAP contracts.

15. (a) Discuss in detail the basis structure of Currency SWAP.

Or

(b) Describe the regulatory framework for derivatives market in India.

C–8722

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the performance of exchange trading in derivatives.

Or

(b) Discuss in detail about Option Pricing Models.

17. (a) Discuss the different types of settlement.

Or

(b) Discuss the evolution of derivatives market in India.

18. (a) Elaborate the specifications of future contract.

Or

(b) Distinguish between future and option contracts.

—————

3 C–8722

C–8723		Sub. Code
		31044B

M.B.A. DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Industry Integrated

INTERNATIONAL FINANCE

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1.   What is PPP in international finance?

2.   What is meant by real interest rate differential?

3.   Which are safe futures or options?

4.   What is exposure in international finance?

5.   What are economic factors?

6.   Explain capital market in simple words.

7.   What are short term finances used for?

8.   What is the main aim of corporate strategy?

9.   What is meant by asset management?

10.   Define FERA.

Part B $(5 \times 5 = 25)$

Answer **all** the questions.

11. (a) How important is the parity conditions in international financial markets?

Or

(b) Write about the balance of payments.

12. (a) Bring out the difference between Options and Futures.

Or

(b) What are the different types of international exposure?

13. (a) What are the five economic factors that affect Equity returns?

Or

(b) What are the benefits of Euro market?

14. (a) Write the features of Euro Currency market.

Or

(b) What are various types of portfolio investment?

15. (a) How do Commercial bank financing help foreign trade?

Or

(b) Write a short note on Current Asset Management.

2 C–8723

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) Discuss the key factors that affect foreign exchange rates.

Or

(b) Explain the phases of evolution of international monetary system.

17. (a) Write a note on the Factors determining Exchange Rates.

Or

(b) How can the risks of operating or economic exposure be alleviated?

18. (a) Explain the factors affecting financing to MNC.

Or

(b) Explain the CAPM model in relation to cost of capital.

————————

3 **C–8723**

C–8724	Sub. Code
	31044C

M.B.A. DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Industry Integrated

CORPORATE TAXATION

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. What is meant by Assessment year?

2. When an individual becomes resident?

3. State any two characteristics of salary.

4. What is meant by perquisite?

5. What is meant by profession?

6. Mention the meaning of the term Expenditure on Scientific Research

7. What do you mean by unrealized rent?

8. When do you understand by long term capital gain?

9. What Are the Items Not Affected by GST?

10. Which Central and State Taxes Are Subsumed Under GST?

Part B (5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain with example the types of income u/s 56.

Or

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

12. (a) From the following details compute taxable income of Mr.Amit.

(i) Share of income from a joint venture in India Rs. 10,000.

(ii) Dividend Rs. 1,000.

(iii) Income from Agriculture in Pakistan Rs.20,000

(iv) Salary received in India Rs. 9,800(computed) but the services for the same were rendered in Iran.

(v) Income from business in Pakistan (controlled from India) Rs.10,000 and the income remitted to India.

(vi) Income earned and received in Pakistan from bank deposits Rs. 5,000.

(vii) Income accrued in India but received in Iran Rs. 10,000.

Or

2

C–8724

(b) Calculate ARV from the particulars given below :
MRV Rs. 60,000 p.a. FRV Rs. 66,000 p.a. If actual rent is Rs. 72,000 p.a. and standard rent is Rs. 69,000 p.a.

13. (a) Mr. A has constructed a building at Delhi consisting of 40 flat is let out @ 1,000 per month. The municipal authorities have fixed the rental value of this property as Rs. 4,50,000 per annum. The owner bears the following expenses:

   (i) Lift maintenance Rs. 12,000 per annum

   (ii) Pump maintenance Rs.8,000 per annum

   (iii) Salary of Gardener and Watchman Rs. 3,600 per annum

   (iv) Swimming pool expenses Rs. 9,000 per annum. Compute the Annual Rental Value for the property.

Or

(b) State whether the following items are deductible or not and why:

   (i) Sales tax and wealth tax

   (ii) Donation to a political party

   (iii) Cost of installing a new telephone

   (iv) Fees paid to the lawyer for drafting partnership deed

   (v) Loss due to embezzlement by an employee.

14. (a) Dinesh Enterprises is a manufacturing company and wants to know the eligibility of Input Credit on fuel (Pet coke/furnace oil) used for the production of finished products.

Or

(b) Define the term "works contract" under the CGST Act, 2017.

3

C–8724

15. (a) Who is a Pure Agent in GST?

Or

(b) Explain the mechanism under the CGST Act, 2017 for claiming Input Tax Credit while making payment of Taxes.

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) The following are the incomes of Shree for the previous year 2020-21.

		Rs.
(i)	Dividend from Indian company.	10,000
(ii)	Profit from business in Japan received in India.	1,20,000
(iii)	Profit for business in Pakistan deposited in a bank there. This business is controlled from India.	2,00,000
(iv)	Profit from business in Indore (controlled by London head office)	1,10,000
(v)	Interest received from a non resident Mr. Abdul on the loan provided to him for a business carried in India.	50,000
(vi)	Income was earned in America and received there but brought in India.	80,000
(vii)	Share of income from Indian partnership firm.	1,50,000
(viii)	Income from house property in India received in America.	62,000

4 | C–8724

(ix) Interest on debentures of an Indian
company received in Dubai.   25,000

(x) Capital gain on sale of agricultural land
situated at Ajmer.   48,000

Compute his taxable income, if he is

(1) resident (2) not ordinarily resident
(3) non-resident

Or

(b) Mr. Suresh furnishes the following particulars of his income earned during the previous year relevant to the assessment year 2021-22 :

(i) Interest on German Development Bonds (1/3rd is received in India) Rs. 51,000.

(ii) Income from agriculture in Bangladesh remitted to India Rs. 31,000.

(iii) Income from property in Canada received in U.S.A. Rs. 1,10,000.

(iv) Income earned from business in Kuwait, business being controlled from Mumbai (Rs. 25,000 is received in Kuwait) Rs. 65,000.

(v) Dividend from an Indian Company Rs. 15,000.

(vi) Royalty received in Singapore from Mr. Gulfam, resident in India, for technical services provided for a business carried on in Singapore Rs. 25,000.

(vii) Profit from a business in Chennai, this business is controlled from Singapore Rs. 1,25,000.

(viii) Profit on sale of a building in India, but received in Nepal Rs. 2,50,000

5   **C–8724**

(ix) Income from agriculture in Punjab, received in Mumbai Rs. 30,000.

(x) Profit from business in Indonesia; this business is controlled from Delhi (60% of the profit deposited in a bank there and 40% is remitted to India) Rs. 40,000.

(xi) Interest received from Mr. Shyam, a non-resident, on the loan provided to him for a business in India Rs. 28,000.

Compute his Gross total income, if he is

(1) resident

(2) not ordinarily resident,

(3) non-resident

17. (a) Mr. M is a production manager of an industrial unit at Chennai. The particulars of his salary income are as under:

	Rs.
Basic salary	40,000 p.m.
Dearness allowance (given under the terms of employment)	15,000 p.m.
Entertainment allowance	1,000 p.m.
Medical allowance	500 p.m.
House rent allowance	12,000 p.m.
Rent paid for the house	15,000 p.m.

Car of 1.2 Lt. capacity provided by employer for private and official use. Employer meets expenses of car.He and his employer (each) contribute 15% of salary to R.P.F.

Mr. had taken interest free loan of Rs. 15,000 to purchase refrigerator. Compute income under the head salary for the assessment year 2021-22.

Or

6

(b) From the following statement, compute the income from profession of Dr. S.K. Kapoor if accounts are maintained on cash/receipt system:

	Rs.		Rs.
To dispensary rent	36,000	By visiting fees	45,000
To Electricity and water charges	6,000	By consultation fees	1,25,000
To telephone expenses	6,000	By sales of medicines	72,000
To salary to nurse and compounder	36,000	By dividends	5,000
To depreciation on surgical equipment	6,000		
To purchases of medicines	36,000		
To depreciation on X-ray machine	4,000		
To income tax	5,500		
To donation to Rama Krishna Mission	4,000		
To Motor car expenses	9,600		
To dep on car	4,800		
To net income	93,100		
	2,47,000		2,47,000

18. (a) Discuss in detail about any ten deductions u/s 80.

Or

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

_____

7   C–8724

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Industry Integrated

INDUSTRIAL RELATIONS AND LABOUR LAWS

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. What is 'Industrial Relations'

2. What is meant by 'Industrial Law'

3. What is 'employee grievances'

4. What are 'the remedies of Labour relations'

5. What is 'Collective Bargaining'?

6. State any two functions of Collective bargaining'

7. Write Short note on 'Factories Act-1949'

8.   Briefly explain the 'Workman's Compensation Act- 1923.'

9.   Describe the 'Payment of wages act-1945'

10.   Briefly explain the 'Trade Union act-1926'

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11.   (a)   What are the benefits of 'industrial relation'?

Or

(b)   State the Limitation of 'Indian trade Union movement'

12.   (a)   Explain the factors influencing 'Labour relation'

Or

(b)   What are the advantages of 'employee grievances'?

13.   (a)   Distinguish between the 'Collective bargaining and Co-operation'.

Or

(b)   How to collective Bargaining works?

14.   (a)   Describe the term 'occupier' as used in the factories Act 1948.

Or

(b)   Write note on : (i).Certificate of fitness (ii).Register of child workers

2   **C–8725**

15. (a) What are the rules for payments of wages section 3 to 6.?

Or

(b) Explain the deductions from payments of wages act [section 7 to 13]?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What are causes of poor industrial relations? What are the effect? Give your suggestions to improve the legislation concerning industrial relations in our country.

Or

(b) Define 'grievance' and give its characteristics.

17. (a) What are the factors affecting growth of trade Unions in India.

Or

(b) Discuss the nature, structure and role of collective bargaining. Outline an ideal process of collective bargaining.

18. (a) State the Provisions of the factories Act -1948 with regard to health, safely and welfare of the workers.

Or

(b) Define 'Wages' and 'industrial establishment under the payment of wages Act-1936.

——————

3 **C–8725**

C–8726		Sub. Code
		31045B

M.B.A DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Industry Integrated

INTERNATIONAL HRM

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Globalisation in HRM?

2. State the Concept of Munliculturism.

3. What is Polycentric?

4. Give the benefits of Global Staffing?

5. How would you assess the need for Training?

6. Mention any two limitations of International Training.

7. State the benefits of Compensation Package.

8. Write a note on Outsourcing Compensation.

9. What is Assessment?

10. What do you mean by Performance Management?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are Objectives of Operational Globalisation?

Or

(b) Distinguish between Domestic and International HRM?

12. (a) Point out the Sources of Recruitment in International Business.

Or

(b) Distinguish between Recruitment and Selection?

13. (a) What are the Objectives of International Training?

Or

(b) What is Predeparture Training? Explain its Functions.

14. (a) State the Components of International Compensation System?

Or

(b) Explain the Compensation Package?

15. (a) What are the Organisational strategy followed by the Performance System?

Or

(b) Examine the process of Performance Appraisal System.

2 **C–8726**

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the Growth and Effect of Global Business.

Or

(b) Describe the Cross Cultural Study of Hoftede?

17. (a) Discuss the challenges faced in management of "HR in Global business?

Or

(b) Explain the Concept of International Training.

18. (a) Outline the essentials of an International Performance Management.

Or

(b) Explain the factors affecting Performance Appraisal.

—————————

3   **C–8726**

C–8727	Sub. Code
	31045C

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Industry Integrated

ORGANIZATION DEVELOPMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is Quality of Work Life?

2.   Who is the Organisation Development Practitioner?

3.   What is Diagnosis?

4.   What is environmental Dimensions?

5.   What is the group's task structure.

6.   What is Job enrichment?

7.   Who is Joint Manager?

8.   Write a note on gain sharing systems.

9.   What is Breadth?

10.   Who is stakeholders?

Part B (5 × 5 = 25)

Answer **all** questions

11. (a) What are the activities require a modification of the traditional phases of Planned changes.

Or

(b) Differentiate External consultants and Internal consultants.

12. (a) What are the factors affecting client practitioner dynamics.

Or

(b) Draw the properties of open systems model.

13. (a) Discuss the three technostructural interventions concerned with restructuring organisations.

Or

(b) How national culture and economic Development affect OD interventions.

14. (a) Draw the performance Management model.

Or

(b) Show the design features of a reward systems.

15. (a) Discuss the Agile organisation designs that support sustainable effectiveness.

Or

(b) What are the recent research and innovations in public sector organisation development.

C–8727

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Write out the evolution in Organisation Development.

Or

(b) Show the steps in cyclical phases of planned change defined by the original action research model.

17. (a) Show the comprehensive model for Diagnosing Organisational Systems.

Or

(b) What are the Components composed in organisations design.

18. (a) What are the major processes identified that affect positive outcomes establishment of challenging goals and clarification of goal measurement.

Or

(b) Show and discuss the opportunities for organisation Development practice.

————————

3 **C–8727**

M.B.A. DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Industry Integrated

SUPPLY CHAIN ANALYTICS

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. Define supply chain management.

2. Why supply chain management is important?

3. What is descriptive analytics in a supply chain?

4. What involves in supply chain analytics?

5. What is modeling software?

6. What is supply chain decision?

7. Define network planning.

8. What is logistic network?

9. How does modeling help the supply chain management?

10. What is ICT in supply chain?

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) What are the different types of supply chain analytics?

Or

(b) Explain the basic process of supply chain management.

12. (a) What are the process of decision domain in supply chain analytics?

Or

(b) What are the key issue procedures for supply chain management?

13. (a) Distinguish between modeling and modeling software.

Or

(b) Briefly describe the modeling software.

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

Or

(b) Explain the procedure of design of logistics network using heuristics.

15. (a) What are the four fundamental elements of supply chain management?

Or

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

2 **C–8728**

Answer **all** questions.

16. (a) What are the fundamental of supply chain management?

Or

(b) Explain the logistics and supply chain management.

17. (a) Explain the decision domain in supply chain analytics.

Or

(b) What are the benefits and limitations of supply chain management?

18. (a) What are the advantages and disadvantages of network planning in a supply chains?

Or

(b) What are the functions of logistics network using heuristics / optimization?

————————

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Industry Integrated

INTERNATIONAL LOGISTICS MANAGEMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. Define supply chain.

2. Explain the stocking methods.

3. Define Land bridge.

4. What is Country specific Documents?

5. Explain the Bank Guarantees.

6. Define D-term

7. What is Perils in Marine?

8. Explain the Dumping duty.

9. Explain the term of Packaging.

10. Explain the term 3PL and 4PL.

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) "Warehousing is the back bone of international marketing" — Comment.

Or

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

12. (a) "Containerization has revolutionized the transportation of goods" — Discuss.

Or

(b) Bring out the significance of air cargo transportation.

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

Or

(b) Explain the relationship between Insurance, Term of Trade and Term of payment.

14. (a) Discuss the three types of Risk covered under marine Insurance.

Or

(b) Explain the BTN rules of origin and valuation.

15. (a) Write short notes on Hazardous cargo.

Or

(b) What are the Duty exemption schemes in Exim policy.

2   **C–8729**

Part C $(3 \times 10 = 30)$

Answer **all** questions.

16. (a) Explain the Triangle of Logistics Decision Making.

Or

(b) Show the design of automatic identification technologies of your own choice including scope and as a completive tool?

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

Or

(b) Explain the different methods of payment and associated unique risks.

18. (a) Explain the role of logistics and support in distribution channels with an example.

Or

(b) Describe the various costing methods applicable in logistics management

———————

3   C–8729

C–8730	Sub. Code
	31047A

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Industry Integrated

BIG DATA ANALYTICS

(2017 onwards)

Duration : 3 Hours　　　　　　　Maximum : 75 Marks

Part A　　　　　　(10 × 2 = 20)

Answer **all** questions.

1. What is Big Data?

2. What is Map Reduce?

3. What is YARN?

4. What is Cluster Analysis?

5. What is Dimensionality Reduction?

6. What do you mean by data stream?

7. Define Key Value Stores.

8. Define Social networks.

9. Define the Analysis Vs Reporting.

10. Explain the Scaling out.

Answer **all** questions.

11. (a) Write a brief notes on composing map-reduce the calculations?

Or

(b) Compare and contrast NoSQL Vs Rational Database.

12. (a) What is the role of ETL tool? List the possible operations associate with it.

Or

(b) Discuss the explain about the three dimensions of Big Data.

13. (a) Why Hadoop is called a Big data technology? Explain how it supports Big data.

Or

(b) List out the characteristics of big data and challenges in handling big data.

14. (a) Explain in detail about HIVE.

Or

(b) Give a Survey on Analyzing Big data with Twitter.

15. (a) Give a detail note on HBASE.

Or

(b) What is PIG? Explain its installing process.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Highlights the feature of Hadoop and explain the functionalists of Hadoop cluster.

Or

(b) Explain in detail on Counting ones in a Window.

17. (a) Discuss about How E-Commerce is using Big Data to Improve Business in detail.

Or

(b) Explain with diagrams the Park Chen Yu (PCY) algorithm for frequent item set mining.

18. (a) Why is finding similar items important in Big Data? Illustrate using two example applications.

Or

(b) Explain in detail any one Ranking algorithm used by Search Engines.

————————

3   C–8730

C–8731		Sub. Code
		31047B

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Industry Integrated

ENTERPRISE BUSINESS APPLICATIONS

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What are the main misconceptions about ERP?

2. What are ERP packages?

3. Who are the main players in the ERP market?

4. What are the reasons for the explosive growth of the ERP market?

5. What are the benefits of ERP?

6. Write about the related technologies of ERP?

7. Explain the RDBMS

8. Write short notes on: SDLC

9. Explain the Managing an ERP.

10. What are the advantages of Integrated sales.

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Explain the principles of ERP.

         Or

    (b) Explain the ERP implementation Methodology.

12. (a) Explain ERP Implementation Lifecycle.

         Or

    (b) Explain the concept of Enterprise Business Applications(EBA).

13. (a) Explain on On-line Analytical Processing (OLAP) in detail.

         Or

    (b) How the Gap analysis helps in selection of a specific ERP package?

14. (a) What is Pre-evaluation Screening? Why is it required?

         Or

    (b) What are the issues in post ERP implementation phase? Explain it in detail.

15. (a) What are the future directions in ERP?

         Or

    (b) Briefly explain the Enterprise systems Architecture.

                    2   **C–8731**

Part C $(3 \times 10 = 30)$

Answer **all** questions.

16. (a) What is ERP? What are the limitations of ERP? List the benefits of ERP.

Or

(b) Explain the economic aspects of ERP implementation. What are the hidden costs?

17. (a) List out the various ERP system packages available in market. Which one occupies the top most position and why?

Or

(b) What is the impact of Internet and World Wide Web on ERP products? How do you integrate ERP and Internet?

18. (a) With a neat diagram, explain the processes/activities of material management module of an ERP package. How is this module used to improve the performance of an enterprise?

Or

(b) Explain the terms: Internet, Intranet, Extranet, Reengineering, and E-Commerce.

————————

C–8731