C–0691	Sub. Code
	31012

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

First Semester

Industry Integrated

BUSINESS COMMUNICATION

(2017 onwards)

Duration : 3 Hours　　　　　　　Maximum : 75 Marks

Part A　　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1. What is communication?

2. Define business communication.

3. Write short note on self introduction.

4. What do you meant by speech and presentation?

5. Write short note on seminar.

6. What is the purpose of agenda?

7. Define letter.

8. Give the meaning of enclosure.

9. What is constructive letter?

10. Give the meaning of complaint letter.

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

Answer **all** questions.

11. (a) Explain the communication process.

Or

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

12. (a) Explain the composition of speech.

Or

(b) Explain the finding out about the environment presentation.

13. (a) List out the important elements of agenda.

Or

(b) Explain the steps on preparing minutes.

14. (a) Write about full block business letter with some example.

Or

(b) Explain the concept formats of business letter.

15. (a) Write down the useful expression in writing complaint letter.

Or

(b) Give the points to be kept in mind while preparing the quotation letter.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the term non verbal communication in brief.

Or

(b) Briefly explain the concept of formal communication.

17. (a) Explain the leading points to be considered on agenda.

Or

(b) Extract in brief about the parts of business letter.

18. (a) A college library plans to buy display boards and racks. Draft a letter asking catalogue and quotation.

Or

(b) Draft the specimen reply for the above complaint letter.

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C–0691

C–0692		Sub. Code
		31013

M.B.A. DEGREE EXAMINATION, NOVEMBER 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 Elasticity of Demand?

2. What is the basic postulates?

3. What is oligopoly?

4. What is Break – Even Analysis?

5. What is Economic Stabilization?

6. What is GDP?

7. What do you mean by national debt?

8. Define commercial bank.

9. What is Business cycle?

10. What is Game theory?

$(5 \times 5 = 25)$

Answer **all** the questions.

11. (a) Explain about profit maximisation.

Or

(b) Explain the theory of optimization in business decision.

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

Or

(b) Explain the key difference between perfect and monopolistic competition.

13. (a) Discuss the factors that influence the level of National Income.

Or

(b) Discuss the phases of Business cycle.

14. (a) Discuss the objectives of Fiscal policy.

Or

(b) State the difference concept of Game theory.

15. (a) Explain the role of RBI.

Or

(b) Explain the concept of Break – Even Analysis.

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Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) Discuss about the 'Elasticity of Demand' and the factors affecting elasticity of Demand with examples.

Or

(b) Explain and illustrate the concept of Elasticity of supply.

17. (a) Explain price discrimination and illustrate how prices are fixed under price discrimination.

Or

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

18. (a) Discuss the tools of credit control available to the RBI.

Or

(b) As a business manager, what steps would you take during different phase of business cycle?

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C–0693	Sub. Code
	31014

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

First Semester

Industry Integrated

MARKETING MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define marketing management.

2.   What is marketing concept?

3.   What is meant by the expansion of product mix?

4.   Define the term marketing planning.

5.   What are the benefits of marketing planning?

6.   What is m-com?

7.   What is discriminatory pricing?

8.   What is Direct marketing?

9.   What do you understand by the term retaining?

10. What is physical distribution?

Answer **all** the questions.

11. (a) Explain the concept of marketing mix.

    Or

    (b) Explain the components of marketing mix.

12. (a) What are the objectives of marketing planning?

    Or

    (b) What are the advantages of marketing planning?

13. (a) What are the advantages and disadvantages of branding?

    Or

    (b) Explain the classification of products.

14. (a) Why new product failure in the market?

    Or

    (b) What are the factors governing basic promotional strategy?

15. (a) What are the services rendered by retailers?

    Or

    (b) Explain the general functions of marketing channel.

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

Answer **all** questions.

16. (a) Explain the importance of a firm and to a society.

    Or

    (b) Explain various types of market segmentation.

C–0693

17. (a) What is new product? How is it developed? Explain.

    Or

    (b) Explain the normal functions involved in product planning process.

18. (a) Explain the steps involved in developing effective communication.

    Or

    (b) Explain the various kinds of sales promotion.

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C–0694	Sub. Code
	31015

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

First Semester

Industry Integrated

ORGANIZATIONAL BEHAVIOUR

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. State the concept of organizational management.

2. Define organizational behaviour.

3. What is Personality?

4. What do you understand by the terms 'introvert' and 'extrovert'?

5. List out various types of emotions.

6. Define the term "Job Satisfaction".

7. State the meaning of interpersonal communication.

8. State importance of communication.

9. Give meaning of Strategic change.

10. Define the term Power.

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

Answer **all** questions.

11. (a) Explain the research foundation for organizational behaviour.

Or

(b) Write a short note on the global emergence of organizational behaviour as a discipline.

12. (a) What are the determinants of personality?

Or

(b) State the relationship between Sensation and Perception.

13. (a) Explain the different types of Attitudes.

Or

(b) State the concept of Emotional intelligence.

14. (a) Describe the functions of communication in an organization.

Or

(b) What are the merits of Work teams and Group behaviour?

15. (a) Discuss the process of change.

Or

(b) How the employees learn the culture in an organization?

2 **C–0694**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the opportunities with reference to the study of organizational behaviour.

Or

(b) How is personality measured? Analyse.

17. (a) Write a note on :

(i) Reinforcement

(ii) Social learning

(iii) Sensation

Or

(b) Discuss about different theories of Motivation.

18. (a) Outline the types of Leadership styles.

Or

(b) What are the Difference between authority, power and influence?

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C–0695	Sub. Code 31016

M.B.A. DEGREE EXAMINATION, NOVEMBER 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.   What do you understand by certainty in linear programming?

2.   What are the basic constituents of an LP model?

3.   Differentiate between even and odd functions.

4.   What is a real-valued function?

5.   What is an unbalanced transportation problem?

6.   How will you convert an unbalanced transportation problem into a balanced one?

7.   What is decision tree analysis?

8.   Name the types of decision making environment.

9.   What is sampling theory?

10.   Explain the Types of Average.

Answer **all** questions.

11. (a) A manufacturer produces two types of models, M1 and M2. Each model of the type M1 requires 4 hours of grinding and 2 hours of polishing, whereas each model of the type M2 requires 2 hours of grinding and 5 hours of polishing. The manufacturers have 2 grinders and 3 polishers. Each grinder works 40 hours a week and each polisher works for 60 hours a week. The profit on M1 model is Rs3.00 and on model M2 is Rs. 4.00. Whatever is produced in a week is sold in the market. How should the manufacturer allocate his production capacity to the two types of models, so that he may make the maximum profit in a week?

Or

(b) A paper mill produces two grades of paper, X and Y. Because of raw material restrictions, it cannot produce more than 400 tonnes of grade X and 300 tonnes of grade Y in a week. There are 160 production hours in a week. It requires 0.2 and 0.4 hours to produce a tonne of products X and Y, respectively with corresponding profits of Rs. 200 and Rs. 500 per tonne. Formulate this as an LPP to maximize profit and find the optimum product mix.

12. (a) Solve the following by graphical method:

Max $Z = x_1 - 3x_2$

Subject to, $x_1 + x_2 \leq 300$

$x_1 - 2x_2 \leq 200$

$2x_1 + x_2 \leq 100$

$x_2 \leq 200$

$x_1, x_2 \geq 0$

Or

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(b) Solve graphically the following LPP:

Max $Z = 20X_1 + 10X_2$

Subject to, $x_1 + 2x_2 \leq 40$

$$3x_1 + x_2 \geq 30$$
$$4x_1 + 3x_2 \geq 60$$
and $x_1, x_2 \geq 0$

13. (a) What is the number of non-basic variables in a balanced transportation problem?

Or

(b) What kind of solution would you get when net change in value of all unoccupied cells is non-negative?

14. (a) What are the disadvantages of simulation techniques?

Or

(b) Explain the different decision making environment.

15. (a) Explain the different phases in the use of operation research.

Or

(b) In the toy manufacturing company the following data is available. Determine the optimal decision under

(i) Maxmini

(ii) Minimax

	Full	Partial	Minimal
Good	8	70	50
Fair	50	45	40
Poor	-25	-10	0

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) State the applications of linear programming.

Or

(b) *A* business man has two independent investments *A* and *B* available to him, but to lacks the capital to undertake both of them simultaneously. He can choose to take A first and then stop or if A is then take B or vice-versa. The probability of success on A is 0.7 while for B it is 0.4 both investments require an initial capital outlay of Rs. 2,000 and both return nothing if the venture is unsuccessful. Successful competition of A will return Rs. 3,000 (over cost) successful competition of B will return Rs. 5,000 (over cost) draw the decision tree and determine the best strategy.

17. (a) Explain the following briefly with examples:

(i) North West Corner Rule

(ii) Least Cost Method

(iii) Vogel's Approximation Method.

Or

(b) Discuss the applications of simulation models.

18. (a) Discuss about the decision tree analysis.

Or

(b) Explain the different uses of statistics in business decision making.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 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.   Write the uses of research design.

2.   What are the different scales of measures in research?

3.   Write the different types of frequency distribution.

4.   What is sequential sampling?

5.   What is meant by variance?

6.   When do researchers use regression analysis?

7.   Write the functions of logistics analysis.

8.   What are the assumption of factor analysis?

9.   Write the nature of cluster analysis.

10. What is the use of conjoint analysis?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal and ordinal scale?

Or

(b) Describe the various steps that are used in designing a questionnaire.

12. (a) Give the sources of research problem. How a problem is identified?

Or

(b) Discuss in detail the procedure for hypothesis testing.

13. (a) Explain the procedure of selecting a simple random sample.

Or

(b) Under what circumstances would you recommend:

(i) A probability sample?

(ii) A non-probability sample?

14. (a) What is interview and explain the various types of interviews?

Or

(b) Distinguish between parametric statistics and non-parametric statistics.

15. (a) Discuss various types of research report.

Or

(b) Detail the referencing styles that are commonly used in research reports.

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Answer **all** questions.

16. (a) Ashok Leyland, a major manufacturer of Trucks and Buses, has decided to make a foray into small passenger transport vehicles. Their product development team has developed an MUV (Multi Utility Vehicle) with 7 seats and 8 seats configuration. They found that MUVs like Toyota Innova. GM Tavera and many more other models from Mahindra and Tata Motors are doing good business in India. The company outsourced the research to find out the market potential for MUV in India to Market Research Group (MRG). MRG conducted sample market studies in Salem in Tamilnadu and Gorakhpur in Uttar Pradesh. They submitted a market potential report to Ashok Leyland, which suggested that there is good potential in the market for MUV. Based on the research report, the company launched the MUV Stile with technological collaboration with Nissan India Ltd. This product is similar to Nissan Evalia. In May 2015 Ashok Leyland took a decision to withdraw Stile due to weak sales.

Questions :

(i) Was the research done by MRG scientific?

(ii) What were the limitations in the research methodology?

(iii) What could have been appropriate research method?

Or

(b) What does a measure of central tendency indicate? Describe the important measures of central tendency point out the situation when one measure is considered relatively appropriate in comparison to other measures.

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17. (a) "A marketing manager wants an attractive packing for toothpaste brand. The research advisor is suggesting a research using and experimental research design, the marketing manager wonders whether a research is required for this, and if so, is an experimental research design suitable for this purpose". How would you advice the marketing manager?

Or

(b) Why probability sampling is generally preferred in comparison to non-probability sampling?

18. (a) Define the term 'Review of literature', how is it different from traditional meaning? Enumerate the objectives and significance of review of literature.

Or

(b) Explain the phrase 'Analysis of Data' or 'Treatment of Data'. Indicate the need and importance of data analysis.

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C–0697	Sub. Code
	31022

M.B.A. DEGREE EXAMINATION, NOVEMBER 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.   Define corporate investment.

2.   What is capital rationing?

3.   Give meaning for IPO.

4.   Write about leasing.

5.   Define Equity.

6.   What is cost of capital?

7.   What is Pay out?

8.   Give the meaning for dividend.

9.   What is working capital?

10.   Define cash management.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the objectives for financing decision.

Or

(b) Explain the importance of corporate finance.

12. (a) Illustrate the kinds of debts.

Or

(b) Explain the steps in valuation of bonds.

13. (a) Explain the advantages of weighted average cost of capital.

Or

(b) Enumerate the difference between debt policy and long term financing.

14. (a) Explain the factors which influence the dividend policy of a firm.

Or

(b) The Apex company which earns Rs.5 per share is capitalized @ 10% and has a return on investment of 12%. Using Walters dividend policy model determine (i) the optimum pay-out and (ii) the price of share at this pay-out.

2   C–0697

15. (a) Explain the types of working capital.

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)	8 weeks

Add 10% to computed figures to allow for contingencies.

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

Answer **all** questions.

16. (a) Explain the capital investment process.

Or

(b) Explain Monte Carlo simulation in detail.

17. (a) Enumerate the types of bonds.

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 and (iii) 10% premium.

3 **C–0697**

18. (a) Explain the different types of dividend policy.

Or

(b) A company sells goods in the home market and earns a gross profit of 20% on sales. Its annual figures are as follows:

	Rs.
Sales	3,00,000
Materials used	1,08,000
Wages	96,000
Manufacturing expenses	1,20,000
Administrative expenses	30,000
Depreciation	12,000
Selling expenses	18,000
Income tax payable in two instalments of which one falls in the next year	30,000

Additional information :

(i) Credit given by suppliers-2months

(ii) Credit allowed to customers – 1 month

(iii) Lag in payment of wages – ½ months

(iv) Lag in payment of manufacturing expenses – 1 month

(v) Selling expenses are paid quarterly in advance.

(vi) Raw materials and finished goods are in stock for 1 month

(vii) Cash balance estimated to be maintained at Rs. 30,000

You are required to prepare a statement of working capital requirements.

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C–0698	Sub. Code 31023

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

Second Semester

Industry Integrated

GLOBAL BUSINESS ENVIRONMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define barriers to trade.

2. Define IMF.

3. Define trade and development.

4. Write short notes on World Bank.

5. Define exchange rates.

6. Define Global Financial crisis.

7. Differentiate between comparative vs absolute advantage

8. Differentiate between concentrated vs diffuse interests.

9. Define Interest rates.

10. What is foreign investment?

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

Answer **all** questions.

11. (a) Briefly explain about the complement and substitutes.

Or

(b) Write short notes on IMF.

12. (a) Briefly explain about interest rates and exchange rates.

Or

(b) Write shot notes on Economic inequality.

13. (a) Briefly explain about global financial crisis.

Or

(b) Briefly explain about the frontiers in the global economy.

14. (a) Write short note on Balance of Payments.

Or

(b) Briefly explain development strategies.

15. (a) Briefly explain the terms of trade.

Or

(b) Write short notes on trade and development.

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

Answer **all** questions.

16. (a) Explain in detail about the World Bank.

    Or

    (b) Discuss the Domestic politics of trade.

17. (a) Explain the winners and losers with the country.

    Or

    (b) Discuss the Asian financial crisis in detail.

18. (a) Elaborate in detail about future of the Eurozone.

    Or

    (b) Explain about the Developing strategies in detail.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is meant by HRM?

2. Define SHRM. List out the benefits offers.

3. What is job analysis?

4. Write short note on job specification.

5. Define recruitment.

6. What do you mean by unsolicited applications?

7. Mention the factors considered in employee appraisal.

8. What is Ranking method?

9. What is on-the-job training?

10. What is training phase?

Answer **all** questions.

11. (a) Explain the objectives of HRM.

Or

(b) Delineate the process of HRM.

12. (a) Give the specimen for job description.

Or

(b) Explain the process of job analysis.

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

Or

(b) Give the usual format of an application blank.

14. (a) Explain the advantages and disadvantages of MBO.

Or

(b) Explain the measures may be adopted to make performance appraisal effective.

15. (a) Explain the evaluation phase in HRD.

Or

(b) Explain the nature of motivation.

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

Answer **all** questions.

16. (a) Discuss the different methods of job evaluation.

Or

(b) Explain the various factors that influence Human Resource Planning.

2 **C–0699**

17. (a) Discuss the different methods or types of Interview.

Or

(b) Discuss the various stages in the selection of candidates for job in an organisation.

18. (a) Discuss the various stages involved in the process of training.

Or

(b) Explain the requirements of a sound incentive plan.

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3 **C–0699**

C–0700	Sub. Code
	31026

M.B.A. DEGREE EXAMINATION, NOVEMBER 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 forecasting?

2. State the stages of product development process

3. What is Just-in-time?

4. What is perpetual inventory?

5. What is master production schedule?

6. Write about Histogram?

7. What is control chart?

8. What is service capacity planning?

9. Why is sequencing important in operations management?

10. What are the inputs of MRP?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain various functions of operations management.

Or

(b) Identify the factors affecting the location decisions.

12. (a) What is Pareto analysis? State the importance of Pareto analysis.

Or

(b) From the following information calculate the economic order quantity.

Annual consumption -1600,

Ordering cost- 40 per order,

Carrying cost- 10%,

Selling price per unit- 50

13. (a) What are the three basic steps of material requirement planning?

Or

(b) State the differences between job shop and batch production.

14. (a) Write short notes on :

(i) Stratification

(ii) Control charts

Or

(b) Discuss the role of ISO in quality management.

C–0700

15. (a) Explain the requirements of MRP.

Or

(b) Explain the five key concepts of total quality management.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What is layout? What are the types of layout? Briefly explain its characteristics.

Or

(b) Write about inventory cost with example. And explain the types of inventory cost.

17. (a) Explain the principles and practices of material handling.

Or

(b) What is plant location? Discuss the factors affecting plant location decisions.

18. (a) What are total quality tools and techniques? Describe why those are important to the organization.

Or

(b) Discuss the scheduling rules for job shops.

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3 **C–0700**

C–0701	Sub. Code
	31032

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

Third Semester

Industry Integrated

STRATEGIC MANAGEMENT

(2017 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1. Define Strategy.

2. What is a mission?

3. Define the term Core Competency.

4. Write a short note on strategic groups.

5. What is business level strategy?

6. State the advantages of building strategic alliances.

7. List down the factors to be considered while designing organisational structure.

8. Define the term power in the context of organisation.

9. What do you mean by Corporate Social Responsibility?

10. Write a short note on balanced scorecard.

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

Answer **all** questions.

11. (a) Explain about strategy formulation.

Or

(b) Write in detail about environmental appraisal.

12. (a) Discuss about PEST analysis.

Or

(b) What is competitive advantage? How to sustain it?

13. (a) Explain how the functional level strategies help in building competitive advantage.

Or

(b) Describe the GE 9 cell model.

14. (a) Explain the design of strategic control systems.

Or

(b) Discuss the ways for implementing strategic change.

15. (a) Describe how technology effects the strategy of organisation.

Or

(b) Narrate the strategic issues for non-profit organisations.

2 C–0701

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

Answer **all** questions.

16. (a) Explain in detail about the strategic management process.

Or

(b) Describe the Porter's Five Force Model with suitable example.

17. (a) Briefly explain the concept. types and significance of vertical integration. Also give two suitable industry examples.

Or

(b) Write an essay on the Mckinsey's 7s Framework.

18. (a) Discuss the techniques of strategic evaluation and control.

Or

(b) Elucidate the strategies for internet economy and the challenges faced by organisations.

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3   **C–0701**

C–0702	Sub. Code
	31033

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

Third Semester

Industry Integrated

PROJECT MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. What is a project?

2. Explain the scope of project management.

3. What do you mean by time cost trade-off?

4. What do you mean by project description?

5. Differentiate appraisal from evaluation.

6. State the objectives of the critical path method.

7. Why is a feasibility study carried out?

8. What is organization structure?

9. Explain project audit.

10. What is CPM?

Part B (5 × 5 = 25)

Answer **all** questions

11. (a) What is the role of a project manager in a successfully administered project?

Or

(b) Explain the process of project management highlighting the important stages.

12. (a) Explain in brief the different types of investment opportunities available for a project.

Or

(b) Discuss the importance of project formulation and project report.

13. (a) Explain the financial appraisal method of project appraisal. Give its merit and demerits.

Or

(b) 'The economic aspects of project appraisal are fundamental' — comment.

14. (a) What are the common problems encountered during planning and scheduling?

Or

(b) Explain how scheduling is done to optimize manpower according to the fund availability.

15. (a) What is the process of project communication? Why is it important?

Or

b) Explain CPM and its implementation process.

2

C–0702

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) As an entrepreneur what criteria would you adopt for project identification and project selection? Explain.

Or

(b) 'Team Work concept with a good human relation system is vital for the success of a project' Discuss.

17. (a) Explain in detail the techniques adopted for evaluating projects.

Or

(b) Discuss various components of a project report.

18. (a) Explain the project life cycle.

Or

(b) Explain project audits and various methods of audits in detail.

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C–0702

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

Third Semester

Industry Integrated

CONSUMER BEHAVIOUR

(2017 onwards)

Duration : 3 Hours Maximum : 75 Marks

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

Answer **all** questions.

1. Define Consumer Behaviour.

2. Differentiate the customer and consumer.

3. What is the concept of consumer decision making?

4. Define customer Profiling.

5. Define Perception.

6. Explain the term Instrumental conditioning.

7. What is Brand Positioning?

8. Explain the term motivation.

9. Define consumer Protection Law.

10. What do you mean by JND.?

Part B (5 × 5 = 25)

Answer **all** questions

11. (a) Explain recent developments in consumer profiling.

   Or

   (b) Differentiate Brand Positioning and re-positioning.

12. (a) Share your view on Indian Ads and impact on consumer behaviour using example.

   Or

   (b) Explain the term earning and its various elements.

13. (a) Explain briefly consumer decision process.

   Or

   (b) Explain various models of consumer decision making.

14. (a) Elaborate cross culture consumer analysis with example.

   Or

   (b) Explain the role of consumer Protection councils.

15. (a) Difference between Global and local customers.

   Or

   (b) Explain the external influences on consumer behaviour.

2 | **C–0703**

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

Answer **all** questions.

16. (a) Elaborate in brief the Application of theories in consumer Behaviour.

            Or

    (b) Explain motivation theories.

17. (a) Explain various developing motivational marketing strategies.

            Or

    (b) Elaborate category-based decision making.

18. (a) Explain various redressal agencies for consumer disputes.

            Or

    (b) Explain four view of decision making.

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C–0703

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

Third Semester

Industry Integrated

COMMERCIAL BANKING

(2017 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　　(10 × 2 = 20)

Answer **all** questions.

1. Define Commercial Paper.

2. List out the benefits of certificate of deposits.

3. Elucidate the services of pricing deposit.

4. Write the essentials of High-Tech Banking.

5. Name any four liability and asset based products.

6. List out the functions of Universal banking.

7. Mention the scope of Indian banks operating board.

8. What is FOREX management?

9. Define risk charting.

10. What is meant by EFT?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the rights and obligations of the banker.

Or

(b) Discuss the lending functions of banks. Explain different types of lending.

12. (a) What do you understand about NPA and ALM?

Or

(b) Describe the Framework for Evaluating Bank Performance.

13. (a) Explain the various monetary and non-monetary functions of RBI.

Or

(b) State the different approaches to capital adequacy.

14. (a) Describe how Indian customers are reacting to E-banking post demonetization?

Or

(b) Explain the various sources of bank funds and the recent strategies adopted in pricing of deposit services.

15. (a) Explain the different types of risks involved in foreign exchange transactions with the help of examples.

Or

(b) Discuss the essential components of a bank's deposit pricing policy.

2 **C–0704**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the reforms taken in post-liberalization in the areas of banking, capital market and financial institutions.

Or

(b) Assess the achievements of commercial banks in India in respect of branch expansion, deficit mobilisation and extension of credit to priority sectors.

17. (a) What do you understand by the term Maximum Permissible Bank Finance? How is it calculated?

Or

(b) Describe the advantages and disadvantages of traditional and electronic payments system.

18. (a) Discuss the overall functions performed by the commercial banks in India.

Or

(b) Discuss the various types of risks faced by a banker and suggest measures to mitigate them.

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3

C–0704

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

Third Semester

Industry Integrated

TRAINING AND DEVELOPMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define training.

2.   Why we need to market the training?

3.   Mention the reason for evaluating training.

4.   What is assessment?

5.   List down some hands-on-method of training.

6.   Write a short note on e-learning.

7.   State the importance of employee development.

8.   What is development planning?

9.   Define career management.

10. What is skill obsolescence?

Part B (5 × 5 = 25)

Answer **all** questions

11. (a) Explain the features of training.

Or

(b) Describe the factors affecting the workplace training.

12. (a) Elucidate the steps in training needs assessment.

Or

(b) Discuss the scope of needs assessment.

13. (a) Explain the objectives of traditional training method.

Or

(b) Write in brief about computer based training.

14. (a) Explain the process of development planning.

Or

(b) List down the advantages of employee development.

15. (a) Discuss the challenges in career management.

Or

(b) Explain the strategies for coping with career breaks.

C–0705

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about the various methods of training.

Or

(b) Explain the evaluation designs in detail.

17. (a) Elucidate the various technologies supporting the training process.

Or

(b) Describe the training issues related to external environment.

18. (a) Narrate in brief about the future of training and development.

Or

(b) Define intellectual capital. Explain the key issues in implementing change.

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C–0705

C–0707	Sub. Code 31035A

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

Third Semester

Industry Integrated

PRODUCT AND BRAND MANAGEMENT

(2007 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What role do Brands play in a changing consumer environment?

2. Write the four steps in branding strategy.

3. Enumerate the sources for building a brand across channels.

4. Are symbolic brand elements the core of a brand.

5. What is brand equity market research'?

6. How does branding affect ROI?

7. What is brand hierarchical matrix?

8. Why Sustainability branding considered as essential for products?

9. Name three advantages of strong global brands?

10. What is customer-based brand equity?

Part B (5 × 5 = 25)

Answer **all** questions

11. (a) Enumerate with example about Co-branding and its advantages and disadvantages.

Or

(b) Brand is built in the minds of people. Do you agree. Explain this context with 'Asian Paints.

12. (a) How sources of brand equity and customer mindset is measured?

Or

(b) Write short notes for the following:

(i) Competitor Analysis

(ii) Brand Revitalisation

(iii) Reinforcement

13. (a) What are the similarities and differences between product-focused organisation and market focused organisation?

Or

(b) Write a detailed note on designing and sustaining brand strategies.

14. (a) Do packaging needs more attention in constructing a brand image? Explain with suitable example.

Or

(b) Write a brief note with perfect example on Brand hierarchies, and elucidate its significance.

2 C–0707

15. (a) List out the factors influencing the design of the product with a known organisation model.

Or

(b) What are the significant process which helps to build a global based sustainable customer for a brand product explain with suitable example?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the Global/Local/Global positioning with appropriate examples also explain advantages and disadvantages of Global marketing programs.

Or

(b) Discuss the concept of Product Life Cycle. Explain various strategies used in each stage of Product Life Cycle.

17. (a) Explain the levels of market competition with suitable example.

Or

(b) Define the term "Celebrity Endorsement and its problem with example.

18. (a) What do you understand by brand management? Is the scenario changed with the recent developments in the market? explain with example related to recent turns in the market?

Or

(b) What is Brand Equity? how it can be measured? Explain the need of brand equity in the market now-a-days both for the customer and marketer?

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C–0707

C–0708	Sub. Code 31035B

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

Third Semester

Industry Integrated

PRICING MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   What do you mean by Pricing Management?

2.   What is Price Skimming?

3.   Write an example of Pricing.

4.   What is backward pricing.

5.   What are the pricing objectives.

6.   Why is claim pricing effective?

7.   What is introductory pricing?

8.   What is price discrimination?

9.   What is portfolio pricing strategy?

10.   What is full cost pricing?

Part B   (5 × 5 = 25)

Answer **all** the questions

11. (a) What are the six types of Pricing?

Or

(b) What is the importance of Pricing Management?

12. (a) What are the steps involved in right pricing framework?

Or

(b) What are the steps involved to determine the price of the product?

13. (a) Does Consumer Psychology affect pricing?

Or

(b) Why do businesses use psychological pricing strategy?

14. (a) What are the price discrimination types. Write it with example?

Or

(b) Is Price discrimination ethical.

15. (a) What a good pricing portfolio looks like?

Or

(b) What are the different types of pricing portfolio?

C–0708

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) How will you find out the optimal pricing structure?

Or

(b) How did you modify your pricing models and write out the Price adoption strategies?

17. (a) How does Psychological pricing increase sales write a case of it?

Or

(b) How do advertisers use Psychology to sell products?

18. (a) How is peak loading pricing a form of Price discriminations?

Or

(b) What is the most commonly used Portfolio? Why.

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C–0708

C–0709	Sub. Code 31035C

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

Third Semester

Industry Integrated

DIGITAL AND SOCIAL MEDIA MARKETING

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is Napkin plan?

2.   Write any two types of Twitter ads campaign.

3.   Write a note on You tube advertising.

4.   Define Artificial Intelligence.

5.   Define social media marketing goals.

6.   What is known as Google +?

7.   Describe bounce rate.

8.   Define cross-cultural influences.

9.   What do you mean by personality?

10.   What is known as reference group?

Part B

(5 × 5 = 25)

Answer **all** questions

11. (a) Which is known as success factor for digital marketing?

Or

(b) Define Digital marketing and explain the evolution of digital market.

12. (a) Describe Pay per click concepts and explain how to strengthen it.

Or

(b) Describe Search engine behaviour and highlight its importance.

13. (a) What is meant by Linkdin marketing? And explain the framing of linkdin marketing.

Or

(b) What are the four types of Ecommerce models? And explain with a suitable example.

14. (a) Describe the features of Mobile marketing and explain its role in marketing.

Or

(b) Which are the key parts of Digital marketing analytics?

15. (a) Discuss about the Site speed and Site search.

Or

(b) Describe about Time Reporting and Intelligence Reporting.

C–0709

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What is known as Digital marketing? Explain its advantages and disadvantages.

Or

(b) Explain the key elements of Digital marketing and its characteristics.

17. (a) Explain the SEO techniques with examples.

Or

(b) Enumerate SEO process and its benefits.

18. (a) Explain the various Social Media platform.

Or

(b) Discuss the Mobile app and Mobile advertising.

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C–0709

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

Third Semester

Industry Integrated

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Write notes on :
     (a)   Bull
     (b)   Stag

2.   Define: NSE.

3.   What is financial risk?

4.   What is return?

5.   What is credit rating?

6.   What is YTM?

7.   What is P/E ratio?

8.   Write notes on : Bond indenture

9.   What is Dual Funds

10. What is Index funds?

Part B   (5 × 5 = 25)

Answer **all** questions

11. (a) Describe the different kinds of trading activities that take place in a Stock Exchange.

Or

(b) Discuss the developments in the NIM and Stock Exchange after the new economic policy in India.

12. (a) What is Marowitz 'efficient frontier'? Explain with illustrations.

Or

(b) Is sharp's Model is improvement over Markowitz Portfolio Theory?

13. (a) What is an efficient frontier? How does it establish an optimum portfolio?

Or

(b) Write notes on:

(i) Capital Market theory

(ii) Security Market Line

(iii) Beta

14. (a) "Equity share are a good investment" —Discuss.

Or

(b) Discuss the different approaches in valuation of equity shares.

15. (a) Explain the Classification of Mutual Funds.

Or

(b) Discuss the SEBI and Mutual fund Regulations.

2   **C–0711**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the different kinds of brokers operating in the stock exchange? How do they trade securities in the Stock Exchange?

Or

(b) Discuss the derivative market in India.

17. (a) "Most investors are risk averse". Elaborate.

Or

(b) "Systematic risk cannot be controlled but unsystematic risk can be reduced". Elaborate.

18. (a) In the stock market in India, If there is fall in the prices of shares and a downward trend in the stock market what are the options before an investor? What would you advise an investor?

Or

(b) Write notes on:

(i) CAPM model

(ii) Walter's model for price of shares

(iii) Gordon's Model

(iv) Constant Dividend Model

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C–0711

C–0712		Sub. Code
		31036B

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Industry Integrated

INSURANCE AND RISK MANAGEMENT

(2017 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　(10 × 2 = 20)

Answer **all** questions.

1. What is Concept of Risk?

2. What is Risk Management?

3. Who is 'insurers'?

4. What is Marketing system?

5. What is 'Contract"?

6. What is 'Indemnity'?

7. What is 'Automobile insurance'?

8. What is 'Liability insurance"?

9. Briefly explain the "Commercial liability insurance".

10. What is 'Commercial insurance Property'?

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

Answer **all** questions.

11. (a) Explain the logical steps in financial risk management.

Or

(b) What are the "Process of Risk Management?

12. (a) Explain the elements of an insurable risk.

Or

(b) What are the "types of insurer"- explain them.

13. (a) Briefly write the note on 'Licensing of insurance companies'.

Or

(b) What are the 'elements of insurance Contact'?

14. (a) What are the needs of "Automobile insurance"?

Or

(b) Explain the "types of motor car insurance policies".

15. (a) What are the Process of Commercial insurance Property'?

Or

(b) Explain the advantages of "Social insurance".

2   **C–0712**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the various types of financial risk and how they can be managed.

Or

(b) What are the objectives of Risk Management?

17. (a) Explain the "Operations of Insurance Company".

Or

(b) Explain the "fundamental legal principles in risk and insurance".

18. (a) Briefly explain the provisions of public liability insurance act-1991 with respect to compulsory insurance and the schedule of compensation.

Or

(b) What are the factors influencing the Commercial Liability insurance?

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3 | **C–0712**

C–0714	Sub. Code
	31037A

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Industry Integrated

PERFORMANCE MANAGEMENT AND COMPETENCY MAPPING

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define 'Performance management'.

2. What are the types of 'Performance management'?

3. What is Performance Planning?

4. What is Performance development planning?

5. What is collective sense-making?

6. What is meaning of sense-making?

7. What is Communication Plan?

8. How do you create communication plan?

9. What are the approaches of competency mapping?

10. What is performance management and competency mapping?

Answer **all** questions.

11. (a) Briefly explain the steps of Performance management.

Or

(b) How do you improve employee performance?

12. (a) What are the Process of Performance Planning?

Or

(b) What are the steps of Performance Planning?

13. (a) Explain the importance of sense-making.

Or

(b) What are the features of collective sense-making?

14. (a) Explain the benefits of Communication Plan.

Or

(b) How do you create communication plan? Explain them.

15. (a) What are the objectives of competency mapping?

Or

(b) What are the five key steps in competency mapping process?

C–0714

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the components of Performance management?

Or

(b) What factors make performance management successful-Explain them.

17. (a) What are the barriers to performance planning?

Or

(b) Explain the "advantages and disadvantages of Collective sense making".

18. (a) How to create a communication plan to promote your business?

Or

(b) What are the important role of performance management in building and engaged workforce?

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3 C–0714

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Industry Integrated

CHANGE MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   What is change management?

2.   What is the three stage model of change?

3.   What is organisational development?

4.   What is meant by organisational diagnosis?

5.   What is transformational change in OD?

6.   What is implementation plan?

7.   What do you mean by rewarding transition?

8.   What are effective interventions?

9.   What do you mean by economic interventions?

10. What is knowledge transfer in OD?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the various forces for change in organisation.

Or

(b) Explain Lewin's three-step organisational change approach model.

12. (a) Why do people and organisation resist change? Describe few methods of managing resistance to change.

Or

(b) Explain the steps in organisational diagnostic cycle.

13. (a) Explain the various steps of change implementation plan.

Or

(b) Discuss the benefits of implementation planning.

14. (a) Discuss about the individual and group interventions.

Or

(b) Discuss the factors of effective developing feedback mechanism.

15. (a) Explain about techno structural intervention.

Or

(b) Explain organisational problem and their diagnosis with suitable example.

C–0715

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail barriers to organisational change.

Or

(b) Critically analyse the methods to handle resistance to change.

17. (a) Explain the concept of intervention strategy.

Or

(b) Explain organisational development and organisational change.

18. (a) Explain what communications channels will prove to be effective for explaining the benefits of the change to working practices.

Or

(b) Discuss the systems model of action research.

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C–0715

C–0716	Sub. Code
	31037C

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Industry Integrated

HR ANALYTICS

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is meant by HR Analytics?

2. State any three benefits of HR Analytics.

3. What is HR Metrics?

4. What do you mean by HR Score card?

5. What is Value Propositions?

6. Define the term Predictive Analytics.

7. Write down the steps for HR Analytics.

8. State the meaning of Root cause Analysis.

9. What are the Phases of Predictive Modeling?

10. What is Predictive Analytics?

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

Answer **all** questions.

11. (a) What are the importance of HR Analytics?

    Or

    (b) Bring out the Concept of HR Analytics.

12. (a) State the concept of HR Decision making?

    Or

    (b) What are the reason for HR Analytics in Business process?

13. (a) Difference between Predictive and Prescriptive Analytics.

    Or

    (b) State the concept of Work force Analytics.

14. (a) What is Big data for HR and its Importance?

    Or

    (b) What are the measures of Data collection in HR Analytics?

15. (a) Specify the basics of HR Analytics and Predictive modeling.

    Or

    (b) What an the different phases of HR Analytics?

2 **C–0716**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the HR Analytics framework and model.

Or

(b) What are the processes of aligning business to human resources in HR Analytics?

17. (a) Briefly describe the Concept of HR Business process.

Or

(b) Explain the steps in creating a HR Score Card.

18. (a) Outline the Process of Data collection for HR Analytics.

Or

(b) "HR Analytics is the third wave for HR Value creation". Elaborate?

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C–0716

C–0717	Sub. Code
	31038A

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Industry Integrated

TOTAL QUALITY MANAGEMENT AND LEAN MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Define quality.

2. Give an example of covey's habit.

3. Define the term internal customer.

4. What is recognition?

5. Define empowerment.

6. What is metric?

7. What is ISO 9000?

8. Define life cycle cost.

9. What is process capability?

10. What is infunt morality period?

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

Answer **all** the questions.

11. (a)   What are the basic concepts required for TQM?

           Or

    (b)   Write a strategic planning goal and an annual
           objective.

12. (a)   List and explain the six important factors that
           influence consumer purchases.

           Or

    (b)   As a supervisor, list ways to improve morale.

13. (a)   What are the different types of teams?

           Or

    (b)   Briefly describe the purpose of ISO 9000 quality
           system.

14. (a)   Why are the product evaluation standards in the
           development stage?

           Or

    (b)   Enumerate in detail the various principles of
           quality management.

15. (a)   What are the five principles of lean?

           Or

    (b)   What are lean management techniques?

C–0717

Part C   (3 × 10 = 30)

Answer **all** the questions.

16. (a) Which of the gurus would be the father of quality control? Which had the greatest impact on management?

Or

(b) Working as an individual or in a team of three or more people, with a communication plan for a small organisation.

17. (a) How do recognition and reward affect motivation?

Or

(b) Describe how empowerment, work groups and multifunctional teams would or would not affect the five types of problems.

18. (a) What is the overall aim of the EMS standard?

Or

(b) Construct a flow diagram for the manufacture of a product or the providing of a service.

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C–0717

C–0718	Sub. Code
	31038B

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Industry Integrated

SERVICE OPERATIONS MANAGEMENT

(2017 onwards)

Duration : 3 Hours　　　　　　　Maximum : 75 Marks

Part A　　　　　　　　(10 × 2 = 20)

Answer **all** questions.

1. What is the meaning of services in business?

2. Identify the meaning of service package.

3. How would you show your understanding on NSDA cycle?

4. Interpret entry barriers in service industry.

5. What is SERVQUAL?

6. What is service encounter?

7. What do you understand by service Scape?

8. Interpret the meaning of service facility outlet.

9. Identify the purpose of yield management.

10. What conclusion can be drawn on waiting time management?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss in detail the sources of service sector growth.

Or

(b) Identify service in package offered by your college or any other educational in situation.

12. (a) Analyse the design considerations for high and low contact operations.

Or

(b) Explain structural and managerial elements of service design.

13. (a) Compare customer expectation and customer perception as in the SERVQUAL Instrument.

Or

(b) What are the features and benefits of service guarantee? State its types.

14. (a) Examine the various facility location techniques.

Or

(b) List the dimensions of service scape frame work.

15. (a) How would you explain DEA with an example.

Or

(b) How do you show your understanding on the characteristics of queuing system?

2 **C–0718**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) With Illustration, explain the various ways of classification of services.

Or

(b) The strategy of customer as co-producer is prevalent these days. Comment.

17. (a) Illustrate the use of walk through audit as a diagnostic instrument to evaluate the gaps in the service delivery system.

Or

(b) Explain service blueprint for a luxury hotel.

18. (a) A regional airline is concerned about its record of on-time performance. The Maniple's hub 20 flight operations each day of the week, with the following record of on-time departures for the previous 10 days : 17, 16, 18, 19, 16, 15, 20, 17, 18 and 16. Prepare a p-chart with a sample size consisting of 1 week's average on-time departure percentage.

Or

(b) Yield Management has become part of main stream business theory - Explain.

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3 **C–0718**