

C-0750

Sub. Code

81011/80911

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

Logistics and Supply Chain Management

MANAGEMENT CONCEPT

**(Common for Logistics and Supply Chain
Management/Integrated Shipping and Logistics)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Who is called the father of scientific management?
2. What is called Management?
3. What is the purpose of planning?
4. What is span of management?
5. What is MBO?
6. What is decentralization?
7. What is staffing?
8. What is communication?
9. What is Co-ordination?
10. What is control process in management concept?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short note on Elton Mayo contribution to management.

Or

- (b) Explain the process of management.

12. (a) Explain the various types of plans in management concept.

Or

- (b) Enumerate guidelines for setting effective objectives.

13. (a) Discuss the concept of centralization and decentralization.

Or

- (b) Explain the formal and informal organization.

14. (a) Explain the qualities of good leadership.

Or

- (b) Bring out the various functions of staffing.

15. (a) List the problems in co-ordination.

Or

- (b) Write common types of standards used in control process.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the contribution of Henri Fayol to management in detail.

Or

- (b) Write a detailed note on modern management thoughts.

17. (a) Write the advantages and limitations of planning.

Or

- (b) Explain the various types of committees and its role in an organization.

18. (a) Discuss the types of leadership styles.

Or

- (b) Explain the advantages and disadvantages of effective control system.

C-0751

Sub. Code
81012/80912

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

CORPORATE COMMUNICATION

**(Common for Logistics and Supply Chain
Management/Integrated Shipping and Logistics)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is called upward communication?
2. What is called informal communication in an organization?
3. Write the full form of PRO position in an organization.
4. Mention any two types of Interview methods.
5. Who is called shareholder of a company?
6. Name the financial report, every year published by a company.
7. What is called Data?
8. What is Proof Reading?
9. What is the purpose of resume?
10. What is called "LAN"?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short note on cross cultural communication.

Or

- (b) Explain “Business etiquette” in a corporate communication environment.

12. (a) Write a short note on the importance of time management in today’s business.

Or

- (b) Write a letter to press about inauguration of new branch of your company.

13. (a) Prepare a circular from Chairman about AGM to share holders.

Or

- (b) Draft a circular from company secretary addressed to share holders about EGM.

14. (a) Explain the characteristics of business report.

Or

- (b) Discuss the various techniques of writing a report.

15. (a) Explain the importance of career planning.

Or

- (b) Write short note on written and oral presentation.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the various types of interviews.

Or

- (b) Explain the different types of communication in a corporate environment.

17. (a) Draft a circular to shareholders for inviting to attend Annual General Body Meeting.

Or

- (b) Draft a structure of Annual report a company.

18. (a) Prepare a resume to apply for the post of Manager — Finance in an organization.

Or

- (b) Explain various types of forms and reports in an organization.

C-0752

Sub. Code
80913/81013

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

ACCOUNTING FOR MANAGEMENT

**(Common for Logistics and Supply Chain
Management/Integrated Shipping and Logistics)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is accounting?
2. Name any three accounting concepts.
3. What is manufacturing account?
4. What are the types of depreciation?
5. Calculate GP ratio -
Gross Profit: Rs. 2,00,000 Sales – 10,00,000
6. Define breakeven point.
7. Give two advantages of budgeting.
8. What is average stock?
9. Difference between Capital and Drawings.
10. State two types of budgets.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Journalise the following Transactions in the books of Sri TN of Coimbatore, 2021:

Oct 1	Commenced business with Rs. 50,000
Oct 3	Purchased goods for cash Rs. 10,000 at 5% trade discount.
Oct 4	Paid carriage Rs. 50
Oct 8	Purchased machinery for Rs. 20,000
Oct 10	Sold goods to Madan on account for Rs. 15,000

Or

- (b) Define accounting. What are the principles and conventions of accounting?
12. (a) From the following balances of Arvind, prepare a Profit and Loss A/c as at 31st December 2020.

Particulars	Amount in Rs.	Particulars	Amount in Rs.
Credit Balances		Postage	546
Capital	72,000	Bad debts	574
Creditors	17,440	Interest	2,590
Bills Payable	5,054	Insurance	834
Sales	1,56,364	Machinery	20,000
Loan	24,000	Stock	19,890
		(1-1-2020)	

Particulars	Amount in Rs.	Particulars	Amount in Rs.
Debit Balances		Purchases	1,24,184
Debtors	7,770	Wages	8,600
Salaries	8,000	Buildings	47,560
Discount	2,000	Furniture	32,310

Value of goods on hand on 31.12.20 Rs. 28,600.

Or

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

Particulars	Rs.	Particulars	Rs.
Capital	50,000	Plant and Machinery	80,000
Sales	1,77,000	Purchases	60,000
Returns outward	750	Return Inwards	1,000
Stock (1.1.2020)	30,000	Discount (dr.)	350
Discount (Cr.)	800	Bank Charges	75
Debtors	45,000	Creditors	25,000
Salaries	6,800	Carriage inwards	750
Wages	10,000	Carriage outwards	1,200
Bad debts provision	525	Rent and Taxes	10,000
Advertisement	2,000	Cash in Hand	900
		Cash at Bank	6,000

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

Particulars	Amount (in Rs.)
Paid-up share capital	5,00,000
Current assets	4,00,000
Revenue from operations	10,00,000
13% Debentures	2,00,000
Current liabilities	2,80,000

Or

- (b) Calculate following ratios from the following information:

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

Particulars	Amount (Rs.)
Current Assets	1,35,000
Current Liabilities	1,17,500
Inventory	1,15,000
Operating expenses	1,20,000
Revenue from operations	1,60,000
Cost of revenue from operation	1,30,000

14. (a) Explain—how a budgetary system is installed? What are the types of budgets?

Or

- (b) A factory manufacturing sewing machines has the capacity to produce 500 machines per annum. The marginal (variable) cost of each machine is Rs. 200 and each machine is sold for Rs. 250. Fixed overheads are Rs. 12,000 per annum. Calculate break even points for output and sales. Show what profit will result if output is 90% of capacity?
15. (a) A firm purchases a plant for sum of Rs. 10000 on 1st January 2020. Installation charges Rs. 2000, Scrap value Rs 1,000 at the end of its useful life of 5 years. Prepare plant a/c for 5 years charging depreciation as per Straight line method.

Or

- (b) The fixed costs at Sivaangi ltd., are Its. 7,00,000 annually. The main product produced by the company is a battery. It brings a revenue of Rs. 8.90 per unit and Rs. 4.50 variable cost. Calculate the following -
- (i) Determine the breakeven quantity per year, and
- (ii) Annual profit if 1,00,000 units are sold.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Record the following transaction completed during the month of Dec 2020 in the general ledger. Prepare Trial Balance.

Date	Particulars	Amount
2020		Rs.
Dec 1	Balan commenced business with a capital of	1,50,000
Dec 4	Sold goods for cash	50,000
Dec 5	Deposited in IOB	40,000

Date 2020	Particulars	Amount Rs.
Dec 6	Bought furniture for cash	30,000
Dec 8	Sold goods to Nathan	40,000
Dec 9	Paid Cash to Seenu	10,000
Dec10	Nathan returned goods worth	1,000
Dec 11	Paid advertisement charges	2,000

Or

- (b) Explain — Accounting concepts, convection and principles.
17. (a) From the following Trial Balance, prepare trading, profit and loss account for the year end 31-12-2020 and Balance sheet as on that date:

Trial Balance			
Particulars	Rs	Particulars	Rs.
Purchases	11,870	Capital	8,000
Debtors	7,580	Bad debts recovered	250
Return inwards	450	Creditors	1,250
Bank deposits	2,750	Return Outwards	350
Rent	360	Bank overdraft	1,570
Salaries	850	Sales	14,690
Travelling expenses	300	Bills payable	1,350
Cash	210		
Stock	2,450		
Discount allowed	40		
Drawings	600		
	<u>27,460</u>		<u>27,460</u>

Adjustments

- (i) The closing stock on 31-12-2020 was Rs. 4,200
- (ii) Provision for bad debts at 5% on sundry debtors
- (iii) Rent outstanding is Rs 100.

Or

- (b) From the following trial Balance, prepare a Trading and Profit and Loss Account and a Balance Sheet of P.K.Co for the year ending Dec 31, 2020

Debit Balance	Rs	Credit Balance	Rs.
Adjusted Purchases	80,000	Capital	1,20,000
Freight	1,100	Sundry Creditors	25,000
Wages	16,500	Bank Overdraft	12,500
Factory Lighting	1,200	Income from Investments	1,000
Fuel and Power	2,300	Discount	750
Rent and Rates	2,500	Sales	1,40,000
Interest	2,000		
Discount	1,250		
Office Expenses	1800		
Audit Fees	2,550		
Insurance	480		
Drawings	1,900		
Cash at Bank	3,000		
Investments	20,000		
Furniture and Fixtures	10,000		
Plant and Machinery	60,000		
Bills Receivable	28,000		

Debit Balance	Rs	Credit Balance	Rs.
Closing Stock	34,500		
Sundry Debtors	<u>30,170</u>		
	<u>2,99,250</u>		<u>2,99,250</u>

18. (a) From the following information calculate:

- (i) Gross Profit Ratio (ii) Inventory Turnover Ratio (iii) Current Ratio (iv) Liquid Ratio (v) Net Profit Ratio (vi) Working Capital Ratio

Particulars	Amount (in Rs.)
Revenue from Operations	25,20,000
Long-term Debts	9,00,000
Trade payables	2,00,000
Average Inventory	8,00,000
Liquid Assets	7,60,000
Fixed Assets	14,40,000
Current Liabilities	6,00,000
Net Profit before interest and Tax	8,00,000

Or

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

Particulars	A	B	C	D	E	F
Estimated stock on 1 st January	16,000	6,000	24,000	2,000	14,000	28,000
Estimated Stock on 31 st January	20,000	8,000	28,000	4,000	16,000	32,000
Estimated Consumption	1,20,000	44,000	1,32,000	36,000	88,000	1,72,000
Standard Price per Unit	25p	5p	15p	10p	20p	30p

C-0754

Sub. Code
80915/81015

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

ORGANIZATIONAL BEHAVIOUR

**(Common for Logistics and Supply Chain
Management/Integrated Shipping and Logistics)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you understand by the term organizational behaviour?.
2. What are the various disciplines that have contributed to the field of organizational behaviour.
3. Define perception.
4. Mention the Big Five model of personality.
5. How attitude is formed?
6. Differentiate between content theories and process theories of motivation.
7. What are the ingredients of an effective team?
8. Who is a transformational leader?
9. Define organizational development.
10. What are the different types of change?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the contributions of Elton Mayo and Hawthorne studies.

Or

- (b) Discuss the different models of organizational behaviour.

12. (a) Elucidate the factors affecting perception with examples.

Or

- (b) Describe the major personality traits influencing organizational behaviour.

13. (a) Enumerate the Maslows needs hierarchy with examples.

Or

- (b) How are values formed and how they shape human behaviour? Explain.

14. (a) Explain various techniques to improve group decision making.

Or

- (b) Describe the different styles of leadership.

15. (a) Explain the steps involved in change management.

Or

- (b) Discuss various dimensions of organizational culture.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the challenges and opportunities that organizations are facing due to COVID-19.

Or

- (b) Elucidate the frequently used short cuts in judging others with examples.

17. (a) Elucidate the important ways of changing employee attitude to acceptance of change.

Or

- (b) Narrate the various theories of learning with examples.

18. (a) Enumerate various organization approaches for managing stress among employees.

Or

- (b) Explain various human resource interventions for organizational development.

C-0757

Sub. Code

80931

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Logistics and Supply Chain Management

LOGISTICS MANAGEMENT INFORMATION SYSTEM

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Describe how information systems have changed the way businesses operate and their products and services.
2. Define an information system and describe the activities it performs
3. List the components of IT infrastructure that firms need to manage.
4. Define decision support systems.
5. What are the different types of networks?
6. What are the principal technologies and standards for wireless networking, communication, and Internet access?
7. How do enterprise systems help businesses achieve operational excellence?
8. How are enterprise applications taking advantage of new technologies?

9. What are the unique features of e-commerce?
10. What is the role of m-commerce in business, and what are the most important m-commerce applications?

Part B

(5 × 5= 25)

Answer **all** questions.

11. (a) Why is it so important to understand how a business process works when trying to develop a new information system?

Or

- (b) Structure of MIS differs from one organization the other. Explain with relevant examples.

12. (a) How do information systems support the activities of managers and management decision making?

Or

- (b) How do different decision-making constituencies in an organization use business intelligence?

13. (a) It has been said that within the next few years, smartphones will become the single most important digital device we own. Discuss the implications of this statement.

Or

- (b) Explain how internet can be used as a platform to build interactive MIS.

14. (a) Discuss the main functions of any data communication software.

Or

- (b) What are expert systems and how do they help in decision making?

15. (a) What issues must be addressed when building an e-commerce presence?

Or

- (b) Explain the importance of EDI in designing MIS.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) If you were a manager in a company that operates in many countries, what criteria would you use to determine whether an application should be developed as a global application or as a local application?

Or

- (b) Describe the major phases in MIS design. Compare these phases with that of Research and Development Projects.

17. (a) If a company wants to implement an enterprise application, it had better do its homework. Discuss the implications of this statement.

Or

- (b) Of all the available functions, how MIS can become an integrating tool for smooth functioning for an organization?

18. (a) List and describe the various topology alternatives available for designing a computer network.

Or

- (b) Explain in detail with examples, what are the characteristics which go into the making of a high quality information system.

C-0758

Sub. Code

80932/81032

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

**LINER TRADE AND INTERNATIONAL
TRANSPORTATION**

**(Common for M.B.A., Logistics and Supply Chain
Management/ M.B.A., Integrated Shipping and Logistics)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define liner.
2. State the types of containers.
3. What is meant by cargo?
4. Mention the documents required for liner transportation.
5. Define bill of lading.
6. State the objectives of UK bill of lading Act. 1855.
7. What is meant by intermodalism?
8. Define freight.
9. What is meant by leasing?
10. Expand CFSs.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Narrate the concepts related to liner trades.

Or

- (b) Describe the activities done by port organization.

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

Or

- (b) Explain the significance of trade of commercial department.

13. (a) Discuss the other forms of bill of lading.

Or

- (b) Elaborate the other documents required for international transportation.

14. (a) Enumerate the drawbacks of intermodal transportation.

Or

- (b) Elucidate the procedure for tracking the container fleet.

15. (a) Explain the role of container freight station.

Or

- (b) Delineate the procedure involved in ports and CFSs.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the various types of ships used in international transportation.

Or

- (b) Narrate the evolution of liner trade.

17. (a) Describe the role of ships officers.

Or

- (b) Enumerate the benefits of intermodal transportation.

18. (a) Elaborate the characteristics of freight transportation.

Or

- (b) Highlight the functions of ports.

C-0759

Sub. Code

80933

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Logistics and Supply Chain Management

WAREHOUSE MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define warehousing.
2. What is meant by replenishment?
3. Mention the objectives of inspection of materials.
4. What are the reasons for discrepancies of materials?
5. List out the performance indicators.
6. How do you understand the term scrap materials?
7. State any four role of computerization in warehouse.
8. Define inventory control
9. What is meant by ISO?
10. List few ISO standards certifications.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the significance of warehouse

Or

- (b) Discuss the procedure for preparation of material requisition for purchase.

12. (a) Describe the need for stocking.

Or

- (b) Narrate the consequences of delays in inspection.

13. (a) Elaborate the various performance evaluation methods used in warehouse.

Or

- (b) Explain the importance of conveyor belts in storage of materials.

14. (a) Enumerate the advantages of computerization in warehouse.

Or

- (b) Elucidate any one leading inventory control packages used in warehouse.

15. (a) Narrate the process of registration for ISO certification.

Or

- (b) Explain the warehouse security management system.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the organization structure of stores division in automobile manufacturing company.

Or

- (b) Explain the procedure involved in reporting of shortage/excess of stocking.

17. (a) Narrate the parameters to be evaluated in controlling of materials.

Or

- (b) Elaborate the initiatives to be taken for controlling the surplus and scrap materials.

18. (a) Enumerate the role of computerization in warehouse activities.

Or

- (b) Discuss on the various factors to be considered in warehouse location.

C-0760

Sub. Code

80934

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Logistics and Supply Chain Management

MARITIME AND TRANSPORT LAWS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Mention the objectives of The Bill of Lading Act. 1855.
2. Define bill of lading.
3. Who is called as consumer?
4. State the purpose of the Carriage by Air Act, 1972.
5. What is meant by multimodal?
6. When the multimodal transportation goods Act has been recently amended?
7. Define customs.
8. Name few illegal export of goods specified in Customs Act, 1962.
9. How do you define confiscation?
10. What is meant by goods in transit?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the purpose of establishment of carriage of goods by sea Act, 1992.

Or

- (b) Highlight the statutory transfers.

12. (a) Enumerate the procedure of filing complaint under the consumer protection Act. 1986.

Or

- (b) Narrate the responsibilities of railway administrations as carriers.

13. (a) Discuss the objects of multimodal transportation of goods.

Or

- (b) Brief the powers of competent authority.

14. (a) Describe the functions of officers of customs.

Or

- (b) Write short note on detection of illegal exports of goods.

15. (a) Delineate the procedure for purpose of re-fund.

Or

- (b) Elaborate the steps involved in settlement of cases in customs duties.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the functions of the bill of lading contracts of carriage.

Or

- (b) Narrate the risks associated with every contract of goods by sea the carder.

17. (a) Elaborate the responsibilities of carrier under the carriers Act. 1865.

Or

- (b) Describe the various consumer disputes and remedies available to resolve the consumer disputes.

18. (a) Discuss the functions of competent authority under multimodal transportation of goods act, 1993.

Or

- (b) Enumerate the procedure involved in prevention of illegal export of goods.

C-0761

Sub. Code

80935/81035

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

INTERNATIONAL BUSINESS MANAGEMENT

**(Common for M.B.A., Logistics and Supply Chain
Management/ M.B.A., Integrated Shipping And
Logistics)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define international trade.
2. State any two impact of globalization.
3. What is meant by subsidizing export?
4. List any two implications of Uruguay round package.
5. Define strategic management.
6. How do you define international environment?
7. Mention any two benefits of FDI.
8. Define foreign exchange market.
9. What is meant by product development?
10. Define E-Business.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the basic cause of international trade.

Or

- (b) Discuss in detail the theory of Haberier Hechscher Theory.

12. (a) What do you mean by counter trade and explain its growth?

Or

- (b) Explain the features of WTO and explain how differ from GATT.

13. (a) Explain the factors influencing organizational analysis.

Or

- (b) Elaborate the features of joint venture.

14. (a) Differentiate Horizontal FDI and Vertical FDI.

Or

- (b) Discuss the objectives of foreign direct investment.

15. (a) Narrate the process involved in product development.

Or

- (b) Explain role of internet in E-Commerce in India.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the characteristics features of international business.

Or

- (b) Narrate the methods of entering into the foreign market.

17. (a) Explain the objectives and functions of WTO.

Or

- (b) Discuss about the advantages of E-commerce.

18. (a) Enumerate the functions of the foreign exchange market.

Or

- (b) Delineate the significance of SWOT analysis in international business.

C-0762

Sub. Code

80936

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

Third Semester

Logistics And Supply Chain Management

RETAIL SUPPLY CHAIN MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Why is supply chain management important in retailing?
2. List various retail supply chain elements
3. Define Competitive Advantage.
4. Define supply chain risk.
5. What do you mean by product life cycle?
6. Define retail strategy.
7. State the importance of RFID.
8. What is the importance of PDCA in retail business?
9. How can costs be optimized?
10. What do you mean by retail returns?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) How retail supply chain is different from manufacturing supply chain?

Or

- (b) Explain the concept of retail supply chain maturity.

12. (a) QFD improves the organization to meet the customer requirements. Comment.

Or

- (b) State and explain key drivers of retail supply chain change.

13. (a) Achieving excellence is a challenging task. How this achievement improves the performance of the company.

Or

- (b) Differentiate between innovative and function products.

14. (a) Explain demand driven supply chain with suitable examples.

Or

- (b) Product tracking is vital in retail business. Explain.

15. (a) Explain the importance of supply chain costs in managing retail business.

Or

- (b) Retail returns are inevitable. How the organization can minimize retail returns.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) State the application of value chain in retail supply chain management.

Or

- (b) COVID-19 have shattered the operations of SCM worldwide. Being a retailing specialist, state the major effects in this business.

17. (a) CSR is not just a novel practice but brand building. Explain with relevant examples.

Or

- (b) Process improvement will never reach to the apex. How retail SCM help organizations to improving their processes?

18. (a) What are the different retail collaboration tools? How they differ in terms of technology and process maturity requirement?

Or

- (b) Assume the supply chain of a retailer. What is the transport and warehousing cost as percentage of total supply chain cost? Can you suggest him some better methods of transport planning so that the cost can be reduced keeping the service level same?

C-0763

Sub. Code

80937

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

Third Semester

Logistics and Supply Chain Management

EXIM PROCEDURE AND DOCUMENTATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define exports.
2. List out various letters of credit.
3. Define commercial invoice.
4. What do you mean by bill of entry?
5. What does BIS 1,40,000 stands for?
6. What do you mean by pre-shipment inspection?
7. List various customs formalities for imports.
8. How warehousing of imported goods done?
9. Define 'duty drawback'.
10. List the functions of an EXIM bank.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short notes on Sources of Information for Exports.

Or

- (b) What is letter of credit? Explain the mechanism of realising payment under the letter of credit arrangements.

12. (a) Explain various types of losses under 'cargo insurance' with suitable examples.

Or

- (b) Explain various transport documents needed in the export–import business.

13. (a) Explain various legal documents required for exports from India and the procedural formalities involved therein

Or

- (b) State the roles and responsibilities of C and F agents in EXIM business.

14. (a) What are the strategic advantages an Export house may get through EDI.

Or

- (b) Discuss briefly the procedure and related documentation involved in export cargo.

15. (a) Write a brief note on Export Promotion Councils.

Or

- (b) World became highly connected with the advent of logistics. Explain.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the different terms of payments used in export import trade? What would you consider safest from the view point of exporters?

Or

- (b) Explain the procedures for claiming duty drawback along with the documentation formalities.
17. (a) Explain the procedure of customs clearance formalities, along with the documentation required at each step.

Or

- (b) Discuss the general provisions regarding exports under Export–Import Trade regulatory frame work.
18. (a) What is credit risk? Describe the types of risks covered by ECGC.

Or

- (b) What are the methods of dispute settlement in export – import trade? Discuss with examples.

C-1318

Sub. Code

80911

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

First Semester

Logistics And Supply Chain Management

MANAGEMENT CONCEPTS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer all questions.

1. The first man who advocated the view that the management should and can be taught is _____.
(a) F.W. Taylor (b) Henry Fayol
(c) Elton Mayo (d) Peter F. Drucker
2. _____ known as the “mother of modern management,”
(a) Mary Parker Follett
(b) Lillian Gilberth
(c) White Head
(d) Hallie Flanagan
3. Top management is concerned with formulation of
(a) Tactical plans (b) Operational plans
(c) Strategic plans (d) Short term plans
4. Which one of the following plans prescribes chronological steps for performing activities?
(a) Procedure (b) Rule
(c) Policy (d) Method

5. Organising as a function of management involves deciding
- (a) What activities and resources are required
 - (b) Who will do a particular task
 - (c) Where will it be done
 - (d) All of the above
6. Which scholar introduced the functional type of organisation?
- (a) F.W. Taylor (b) Chester Bernard
 - (c) Allen (d) Max Weber
7. In staffing function, which combination of activities in sequential order is correct?
- (a) Recruitment, selection, training, separation
 - (b) Selection, training, recruitment, placement
 - (c) Recruitment, selection, placement, training
 - (d) Recruitment, training, selection, placement
8. Which one of the following is an internal source of recruitment?
- (a) Transfer
 - (b) Employee recommendations
 - (c) Campus recruitment
 - (d) Employment Agencies
9. Control function of management cannot be performed without
- (a) Planning (b) Organizing
 - (c) Staffing (d) Motivation

10. _____ is a technique used by managers to study the relationship between costs, volume and profits.
- (a) Budgetary control
 - (b) Breakeven analysis
 - (c) Responsibility accounting
 - (d) PERT

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the process of management.
- Or
- (b) Define management. Explain its significance in the modern environment.
12. (a) Explain nature of planning.
- Or
- (b) Write a brief note on MBO process.
13. (a) Explain the nature of organizing.
- Or
- (b) Write a note on delegation of authority.
14. (a) Mention the elements of staffing in brief.
- Or
- (b) State the merits of proper staffing.
15. (a) Explain the standards used in control process.
- Or
- (b) Describe the various types of coordination.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Discuss the development of management thoughts.

Or

- (b) Describe the contributions of Henry Fayol.

17. (a) Explain various types of planning with suitable examples.

Or

- (b) Elaborate the methods of planning.

18. (a) Discuss the factors affecting span of control.

Or

- (b) Write an essay Formal and Informal organization.

19. (a) Explain the process of staffing in detail.

Or

- (b) Discuss about the various types of leadership.

20. (a) Explain the process of control.

Or

- (b) Describe the approaches to achieve effective co-ordination.

C-1319

Sub. Code

80912

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

First Semester

Logistics and Supply Chain Management

CORPORATE COMMUNICATION

(2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. What is the primary purpose of communication?
 - (a) To express emotions
 - (b) To exchange information and ideas
 - (c) To persuade others
 - (d) To entertain
2. Which communication channel allows for immediate feedback?
 - (a) Written communication
 - (b) Verbal communication
 - (c) Non-verbal communication
 - (d) Email communication
3. Which of the following is a key stakeholder in corporate communication?
 - (a) Competitors
 - (b) Customers
 - (c) Vendors
 - (d) Government agencies
4. Which communication tool is commonly used in internal corporate communication?
 - (a) Press release
 - (b) Annual report
 - (c) Intranet
 - (d) Social media

5. What is a fundamental objective of corporate communication in brand promotion?
- (a) To establish brand identity and image
 - (b) To reduce operational costs
 - (c) To enhance employee satisfaction
 - (d) To negotiate with suppliers
6. What does the acronym 'USP' stand for in the context of brand promotion?
- (a) Unique Selling Proposition
 - (b) Universal Sales Promotion
 - (c) Ultimate Service Positioning
 - (d) Unmatched Sales Potential
7. What is the purpose of an executive summary in a report?
- (a) To provide a detailed analysis of the topic
 - (b) To summarize the key points for quick understanding
 - (c) To list the references used in the report
 - (d) To offer recommendations and suggestions
8. What should be the tone of a formal report?
- (a) Informal and conversational
 - (b) Professional and objective
 - (c) Casual and humorous
 - (d) Emotional and dramatic
9. In a business presentation, what does "body language" refer to?
- (a) The main content of the presentation
 - (b) The gestures, facial expressions, and posture of the presenter
 - (c) The formal structure of the presentation
 - (d) The presentation slides and visuals

10. What is the purpose of using visuals (e.g., charts, graphs) in a business presentation?
- (a) To impress the audience with design skills
 - (b) To enhance the presenter's appearance
 - (c) To clarify and support key points in the presentation
 - (d) To distract the audience from the presenter's speech

Section B (5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the role of effective communication in fostering a positive organizational culture.
- Or
- (b) Discuss the importance of verbal communication in business.
12. (a) Describe the key elements of an effective employee communication strategy within an organization.
- Or
- (b) Discuss the differences between behavioral interviews and situational interviews.
13. (a) Define and explain the concept of an agenda in corporate communications.
- Or
- (b) Describe the structure and format of well-organized meeting minutes in corporate communication
14. (a) Discuss the role of executive summaries in business reports.
- Or
- (b) Discuss the purpose and content of feasibility reports in business communication.
15. (a) Discuss the role of clarity and conciseness in written communication within a corporate environment.
- Or
- (b) Describe the importance of non-verbal cues in oral communication.

Section C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Describe the role and significance of a formal communication network in enhancing organizational communication within a corporate context.

Or

- (b) Describe the impact of leadership communication on work teams within a corporate setting.

17. (a) Discuss the importance of effective time management in personal and professional life.

Or

- (b) Examine the challenges and strategies associated with communicating change to employees within an organization.

18. (a) Discuss the role of financial reports and statements in financial communication.

Or

- (b) Explain the key components and structure of a well-prepared circular in a corporate communication context.

19. (a) Discuss the strategies for adapting writing style and tone to different target audiences in corporate communication.

Or

- (b) Discuss the importance of clarity as a fundamental principle of effective writing.

20. (a) Compare and contrast the key elements of effective written and oral presentations.

Or

- (b) Describe the role of confidence and self-assurance in an employment interview.

C-1320

Sub. Code

80913

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

Logistics and Supply Chain Management

ACCOUNTING FOR MANAGEMENT

(2023 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Accounting Policies is based on.
 - (a) Materially
 - (b) Prudence
 - (c) Substance over Form
 - (d) All of these

2. Who is the profounder of Double Entry System?
 - (a) Henry Fayol
 - (b) Lucas Pacilio
 - (c) Henry Ford
 - (d) Adam Smith

3. Accounts that have credit balance are closed by using the statement.
- (a) By balance b/d
 - (b) By balance c/d
 - (c) To balance b/d
 - (d) To balance c/d
4. Which of the following is not a current asset?
- (a) Supplies
 - (b) Land
 - (c) Accounts Receivable
 - (d) Prepaid Insurance
5. Comparative financial analysis process shows the comparison between the items of which statement?
- (a) Balance sheet
 - (b) Profit and loss statement
 - (c) Both (a) and (b)
 - (d) None of the above
6. _____ is also known as vertical analysis.
- (a) Fluctuation analysis
 - (b) Static analysis
 - (c) Horizontal analysis
 - (d) None of the above
7. Which one of the following is a financial budget?
- (a) Cash budget
 - (b) Working capital budget
 - (c) Capital budget
 - (d) All of the above

- (iii) Rs.2,646 received from Anand in full settlement of Rs.2,700
- (iv) Bought furniture for Rs.5,000 from ABC Ltd.
- (v) Goods worth Rs.1,000 found defective were returned to Raj & co.

Or

- (b) What is the difference between a trial balance and a balance sheet?

13. (a) From the following balance sheet of Kannan ltd., prepare a comparative balance sheet and comment on the financial position of the concern.

Balance sheet of kannan ltd.					
Liabilities	2020	2021	Assets	2020	2021
Equity shares	2,20,000	2,50,000	Buildings	1,40,000	1,70,000
Debentures	1,00,000	1,20,000	Machinery	1,20,000	1,50,000
Reserves and surplus	60,000	80,000	Furniture	60,000	40,000
	40,000	25,000	Sundry debtors	40,000	60,000
Sundry creditors	35,000	40,000	Marketing		
Bills payable			Securities	55,000	30,000
Outstanding	20,000		- Stock	40,000	55,000
Misc.exp			Cash balance	20,000	10,000
	<u>4,75,000</u>	<u>5,15,000</u>		<u>4,75,000</u>	<u>5,15,000</u>

Or

- (b) What are the objectives of financial statement analysis?

14. (a) From the expenses budgeted for production of 1.000 units in a factory is furnished below:

Particulars	Per Unit Rs.
Material Cost	700
Labour Cost	250

Particulars	Per Unit Rs.
Variable overheads	200
Selling expenses (20% fixed)	130
Administrative expenses (Rs.2,00,000)	200
Total Cost	1,480

Prepare a budget for production of 600 units and 800 units assuming administrative expenses are rigid for all level of production.

Or

- (b) What are the merits and limitations of budgetary control?

15. (a) The following is obtained from a company for 2022:

Sales = Rs.1,00,000, Variable cost = Rs.60,000, Fixed costs = Rs.30,000 Find the P/V ratio. Break-even point and margin of safety.

Or

- (b) What are the components of total cost?

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Describe the principles of accounting. Explain the advantages and limitations of accounting.

Or

- (b) Role of accountant in today's environment and how they help management.

17. (a) The following balances are extracted from the books of Vigneshwaran. You are required to prepare the Trial Balance as on 31.03.2019

Particulars	Rs.	Particulars	Rs.
Purchases	20,000	Miscellaneous income	400
Purchase returns	800	Bills payable	7,000
Sales	30,000	Bills receivables	11,000
Sales returns	1,000	Cash in hand	1,800
Capital	30,000	Sundry creditors	4,000
Interest (Dr)	400	Discount earned	800
Wages	7,000	Sundry debtors	15,000
Rent	800	Commission	1,000
Telephone charges	1,000	Plant and Machinery	8,000
		Cash at bank	6,000

Or

- (b) Distinguish between provision for doubtful debts and provision for discount on debtors.
18. (a) Discuss the various techniques of financial statement analysis.

Or

- (b) The following are the ratios relating to the trading activities of Neela Traders Ltd.:

Receivables turnover = 90 days (360 days year),
 Inventory = 3 times, payables turnover = 3 months,
 Gross profit ratio = 25%, Gross profit for the year amounted to Rs.18,000, Closing inventory of the year is Rs.2,000 above the opening inventory.

Bills receivable amount to Rs.2,500 and bills payable to Rs.1,000.

Ascertain:

- (i) Sales,
- (ii) Debtors,
- (iii) Closing inventory, and
- (iv) Sundry creditors.

19. (a) S. K. Brothers wish to approach the bankers for temporary overdraft facility for the period from October 2020 to December 2020. During the period of this period of these three months, the firm will be manufacturing mostly for stock. You are required to prepare a cash budget for the above period.

Month	Sales (Rs.)	Purchase (Rs.)	Wages (Rs.)
August	3,60,000	2,49,000	24,000
September	3,84,000	2,88,000	28,000
October	2,16,000	4,86,000	22,000
November	3,48,000	4,92,000	20,000
December	2,52,000	5,36,000	30,000

Or

- (b) Discuss the essentials of a good budgetary control system.
20. (a) Compare and distinguish marginal costing with Absorption costing. Discuss.

Or

(b) From the following information prepare a cost sheet for the month of January.

Stock of raw materials on 1st January 25,000

Stock of raw materials on 31st January 26,200

Purchase of raw materials 21,900

Carriage on purchases 1,100

Sale of finished goods 72,300

Direct wages 17,200

Non-productive wages 800

Direct expenses 1,200

Factory overheads 8,300

Administrative overheads 3,200

Selling overheads 4,200

C-1321

Sub. Code

80914

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

First Semester

Logistics and Supply Chain Management

INDUSTRIAL ECONOMICS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. _____ Industries are under which different materials or components are brought together and after proper assembling finished products are obtained.
(a) Analytical (b) Synthetic
(c) Assembling (d) Continuous
2. "Technical efficiency" and "Factor price efficiency" are called as _____.
(a) Economic Efficiency
(b) Industrial Efficiency
(c) Productive Efficiency
(d) Organisational Efficiency
3. _____ measures the degree of geographical concentration of a given industry.
(a) Co-efficient of localization
(b) Split location
(c) Agglomeration
(d) Transportation

4. Government through its _____ and _____ methods greatly influence the location decision in recent times.
- (a) Persuasive, compulsive
 - (b) Permissive, excessive
 - (c) Offers, concession on bills
 - (d) Advertising, census
5. The workers in the unorganised sector consists of _____.
- (a) casual and contract workers
 - (b) workers in the cottage and village industries
 - (c) the self-employed
 - (d) all of the above
6. The only weapon the workers have in combating the might of the employer in is organised way
- (a) attacking the employer
 - (b) breaking the machine
 - (c) withdrawal from the work
 - (d) none of the above
7. New Industrial Policy allowed a _____ FDI in the hospitality sector also.
- (a) 50%
 - (b) 49%
 - (c) 51%
 - (d) 52%
8. All the companies listed under a stock exchange have to compulsorily offer their _____ to public.
- (a) Securities
 - (b) Stocks
 - (c) Shares
 - (d) Assets
9. Companies like IBM and HP have opened their call centre in India only to exploit the cost benefits because _____ is costly in their own country.
- (a) Labour
 - (b) Technological needs
 - (c) Tax
 - (d) Location

10. One of the major reasons for setting up SEZs is to facilitate _____ of a country.
- (a) Export
 - (b) Import
 - (c) Export and Import
 - (d) Investment

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) List out the classification of industry.
- Or
- (b) What do you mean by Assembling Industries?
12. (a) Explain the economic theory of location.
- Or
- (b) What is the central place theory?
13. (a) What are the linkages between organised and unorganised sectors?
- Or
- (b) Explain the forms of labour unrest.
14. (a) Critically analyse the MRTP Act.
- Or
- (b) Critically analyse the role of SEBI in regulating proceedings of stock exchanges.
15. (a) Write a short note on history of MNCs in Indian market.
- Or
- (b) List the factors that led to the exit of Coca Cola from India.

Part C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Draw the organization pattern of the firms on the basis of their ownership figure and explain it.

Or

- (b) Define Public sector and Joint sector companies and list out the comparison among these sectors.

17. (a) Discuss in brief about the Factors that influencing the location with proper references.

Or

- (b) Discuss the Recent Trends in the Location of Industries.

18. (a) What is Labour welfare and its contribution towards women workers in organised sectors, explain in brief with suitable references?

Or

- (b) Explain the major problems of the industrial labour working both in the organised and unorganised sectors.

19. (a) Did the Industrial Policy of 1991, do any wrong by allowing EDI in India as it was a danger to domestic industries? Justify your answer.

Or

- (b) "The role of industrial policy is more important in a planned economy like India." Discuss in brief with references.

20. (a) Suppose you are the MD of an Indian electronics company. Your company wants to expand its market to foreign territory. Considering the fierce competition in the industry, which five countries would you like to expand to and why?

Or

- (b) There is a thin line that differentiates a Global company and MNE. Discuss the difference and similarities using examples.

C-1322

Sub. Code

80915

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

Logistics and Supply Chain Management

ORGANISATIONAL BEHAVIOUR

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Hawthorne Studies is related to which stage of the organisational behaviour evolution
 - (a) Industrial revolution
 - (b) Scientific management
 - (c) Organizational behaviour
 - (d) Human relations movement

2. The term 'psychology' is derived from the word 'psyche' in _____ language, which means 'soul' or 'spirit'
 - (a) Latin
 - (b) French
 - (c) Greek
 - (d) None of these

3. _____ is the force of action of motivation.
 - (a) Behavior
 - (b) Stimulus
 - (c) Perception
 - (d) Attitude

4. _____ is our perception of one personality trait influences how we view a person's entire personality.
- (a) Perception (b) Halo effect
(c) Stereotyping (d) Individual Personality
5. Belief, opinion, knowledge, emotions feelings intention are the components of
- (a) OB (b) Job satisfaction
(c) Attitude (d) Personality
6. Shared organizational values are
- (a) unconscious, affective desires or wants that guide society's behavior
(b) influenced by international values
(c) different for the various components of a diverse work force
(d) a myth
7. Putting people into a convenient group on basis of some characteristics and make an assumption to perceive is called as
- (a) Stereotyping (b) Perception
(c) Perceiving (d) Group perception
8. Which of the following is a phenomenon in which group pressures for conformity deter the group from critically appraising unusual, minority, or unpopular views?
- (a) Group conformity
(b) Group shift
(c) Group think
(d) Compromise

9. A change agent is the individual who:
(a) supports change (b) opposes change
(c) initiates change (d) helps implement change
10. The three stages of the change process are
(a) unfreezing, adjustment and refreezing
(b) adjustment, unfreezing and refreezing
(c) adjustment, unfreezing and re-adjustment
(d) adjustment, re-adjustment and unfreezing

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the importance of Social psychology in OB.
Or
(b) Write a note on illumination experiment.
12. (a) State the determinants of personality.
Or
(b) Describe selective perception.
13. (a) Define attitude and explain its components.
Or
(b) What is meant by motivation? Explain its significance.
14. (a) Describe dynamics of group formation.
Or
(b) Distinguish the terms leader and manager.
15. (a) Explain the types of change.
Or
(b) Write a note on OD.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explain in detail about the contributions of Elton Mayo.

Or

- (b) Discuss the contribution OB by various fields.

17. (a) Discuss any three theories of personality.

Or

- (b) Define perception. Explain the importance of Social perception.

18. (a) Write an essay on functions of Attitude.

Or

- (b) Explain the formation and development of values.

19. (a) Narrate an essay on leadership styles.

Or

- (b) Explain the causes of stress and measures to overcome stressors.

20. (a) Elaborate the steps involved in change process.

Or

- (b) Write a detailed note on :

- (i) OD interventions
- (ii) Organizational culture.

C-1323

Sub. Code

80916

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

Logistics and Supply Chain Management

MARKETING MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. What is the marketing mix often referred to as?
 - (a) The 4 Ps
 - (b) The 3 Cs
 - (c) The 5 Es
 - (d) The 2 Ms
2. Which marketing strategy focuses on selling existing products to existing markets?
 - (a) Market development
 - (b) Product development
 - (c) Market penetration
 - (d) Diversification
3. In the marketing mix, what does "Product" refer to?
 - (a) The tangible or intangible offering to meet customer needs
 - (b) The process of getting the product to the consumer
 - (c) The price at which the product is sold to the consumer
 - (d) The various ways to promote the product

4. What is the primary goal of using the marketing mix in decision making?
 - (a) To meet customer needs and achieve organizational objectives
 - (b) To minimize costs associated with marketing
 - (c) To maximize profits through pricing strategies
 - (d) To solely focus on product development
5. A company tailors its products to meet the unique needs and preferences of a specific market segment in which type of segmentation?
 - (a) Targeted segmentation
 - (b) Niche segmentation
 - (c) Mass segmentation
 - (d) Behavioral segmentation
6. Which term refers to the number of product lines a company offers?
 - (a) Product width (b) Product length
 - (c) Product depth (d) Product consistency
7. A group of people with similar attitudes, values, and behaviors that influence a persons behavior is known as
 - (a) Social class (b) Reference group
 - (c) Culture (d) Social circle
8. Which stage of the consumer decision-making process involves evaluating alternatives and choosing the best option?
 - (a) Purchase decision
 - (b) Information search
 - (c) Evaluation of alternatives
 - (d) Problem recognition

9. What is a SWOT analysis in marketing research?
- (a) An analysis of market segments and targeting strategies
 - (b) An analysis of a product's features and benefits
 - (c) An analysis of a company's strengths, weaknesses, opportunities, and threats
 - (d) An analysis of a company's profit and loss statement
10. Which marketing trend involves using AI and machine learning to analyze and predict consumer behavior?
- (a) Programmatic advertising
 - (b) Augmented reality marketing
 - (c) Predictive analytics
 - (d) Video marketing

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the Importance of Marketing.
- Or
- (b) Explain the Function of Marketing.
12. (a) Describe the Elements of Marketing Mix.
- Or
- (b) Illustrate the Factors of Marketing Mix.
13. (a) Explain the Benefits of Market Segmentation.
- Or
- (b) Describe the Nature of Test Marketing.
14. (a) Illustrate the Customer Relationship Management.
- Or
- (b) Describe the Online Buyer Behaviour.

15. (a) Explain the Market Research Process.

Or

(b) Describe the Ethics in Marketing.

Section C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Distinguish Between Marketing Management vs Sales Management.

Or

(b) Describe the Elements of Marketing Planning in detail.

17. (a) Explain the Phases in Decision Making.

Or

(b) Illustrate the Types of Marketing Decisions.

18. (a) Describe the Product Mix Strategies.

Or

(b) Explain the Stages of Product Development.

19. (a) Distinguish Between Industrial and Individual buyer Behaviour.

Or

(b) Describe the Influencing factors for Industrial and Individual buyer Behaviour.

20. (a) Illustrate the Marketing Research in Internet Era.

Or

(b) Describe the Online Marketing Trends in detail.

C-1324

Sub. Code

80917

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

Logistics and Supply Chain Management

BUSINESS ENVIRONMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Business environments are encompassed as the climate or set of condition, Economics, social (or) institutional in which business _____ are conducted.
(a) Operations (b) Customs
(c) Rituals (d) Meetings
2. Business comprises all _____ seeking activities and enterprises that provides goods and services necessary to an economic system.
(a) Profit (b) Loss
(c) Production (d) None of these
3. Culture spreads from one place to another and such transmission is called as _____
(a) Difference (b) Reputation
(c) Adoption (d) Heritage
4. Which is the one not included in national culture
(a) Language (b) Internet
(c) Belief (d) Attitude

5. Corporate contribution to political parties are now been _____ in our country
- (a) Legalized (b) Customized
(c) Introduced (d) Authorized
6. Currently _____ is implemented by government in place of Five year plan.
- (a) Make in India (b) NITI aayog
(c) Skill India (d) PM aayog
7. Fiscal policy refers to the policy of government regarding taxation, public expenditure and
- (a) Public debt (b) Budgets
(c) Policies (d) Deposits
8. _____ is the process of analyzing the environment for the identification of the factors which have implication for the business.
- (a) Scanning (b) Assessment
(c) Evaluation (d) Information
9. _____ is the institution which provides a platform for trading of existing securities having long-term maturity.
- (a) SEBI (b) WTO
(c) Stock exchange (d) RBI
10. Liberalization means _____
- (a) Reducing number of reserved industries from 17 to 8
(b) Liberating the industry, trade and economy from unwanted restrictions
(c) Opening up of economy to the world by attaining international competitiveness
(d) Free determination of interest rates

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What do you understand business environment?
Discuss the various elements affecting business.
Or
(a) Explain the demographic and technological environment in business.
12. (a) Discuss the elements of culture.
Or
(b) Explain the impact of traditional values.
13. (a) What is the need for political systems?
Or
(b) Explain the government promotional schemes in the business.
14. (a) Discuss the tools of fiscal policy in India.
Or
(b) Discuss the role of banks in business capital.
15. (a) Enumerate the new economic policy.
Or
(b) Illustrate about the policy changes for liberalization.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) What is Business? Outline the different environmental factors that create a profound impact on business.
Or
(b) Discuss the opportunities and threats of industries.

17. (a) Discuss the impact of foreign culture.

Or

(b) Explain the resistance to change.

18. (a) Discuss the entrepreneurial regulative and control functions.

Or

(b) Enumerate industrial policies.

19. (a) Explain the monetary system in India.

Or

(b) Evaluate the impact of the foreign collaboration.

20. (a) Discuss Liberalization in India

Or

(b) Discuss the impact of reform measures.
