M.B.A. DEGREE EXAMINATION, APRIL 2024

Third Semester

BUSINESS LAW AND ETHICS

(Common for M.B.A. Business Analytics/M.B.A. DM and E-Commerce)

(2016 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1. Define Offer.

2. What do you mean by consent?

3. State the salient features of a Negotiable Instrument.

4. What is trademark?

5. What do you mean by business ethics?

6. What are the types of Values?

7. What is Code of Conduct?

8. Distinguish between power and politics.

9. Identify any two unethical marketing practices.

10. What is insider trading?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the legal rules as to offer?

Or

(b) How does indemnity differ from guarantee?

12. (a) Explain the objectives of the Consumer Protection Act 1986.

Or

(b) Identify the problems of consumers in banking services.

13. (a) Explain the factors influencing the business ethics.

Or

(b) Bring out the impact of religion on ethics.

14. (a) What are the difficulties in ethical decision making?

Or

(b) Explain the Theory of Natural Law.

15. (a) Point out the privacy issues to be addressed in HRM ethics.

Or

(b) Emphasize the need for disclosure in financial statements.

2

C–1983

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the rights of an unpaid seller.

Or

(b) Describe the remedies for breach of contract.

17. (a) 'Many business firms today adopt ethics as a strategy' – Elaborate.

Or

(b) Bring out the Contribution of Karl Marx towards ethics and values.

18. (a) Explain the role of the government of India in enforcing ethical behavior.

Or

(b) Examine the present status of legal framework of ethics for global businesses.

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C–1983

C–1984	Sub. Code 30141

M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Business Analysis

MULTIVARIATE DATA ANALYSIS – II

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Why is K means better?

2. What is a cluster analysis in statistics?

3. What is a multidimensional scaling analysis?

4. How do you do multidimensional scaling in SPSS?

5. What is a MANOVA used for?

6. Is MANOVA a parametric test?

7. What are SEM factors?

8. How does SEM model work?

9. Can you do SEM without latent variables?

10. What is chi-square test in SEM?

Answer **all** questions.

11. (a) What is the main goal of clustering?

    Or

    (b) What are the limitations of cluster analysis?

12. (a) What are the steps of multidimensional scaling?

    Or

    (b) Is multidimensional scaling machine learning?

13. (a) Explain the different type of test is MANOVA.

    Or

    (b) What are the assumptions of MANOVA?

14. (a) What is structural equation modeling example?

    Or

    (b) What does goodness of fit mean in SEM?

15. (a) Is Multicollinearity a problem in SEM?

    Or

    (b) What are the assumptions of SEM?

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

Answer **all** questions.

16. (a) What are the advantages and disadvantages of cluster sampling?

    Or

    (b) Discuss the good measures of clustering.

17. (a) Briefly explain the ANOVA and MANOVA and its difference.

    Or

    (b) Is there a non-parametric test for MANOVA? Discuss.

18. (a) Detail explains the steps in structural equation modeling.

    Or

    (b) Why is SEM better than path analysis? Explain.

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C–1984

C–1985	Sub. Code
	30142

M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Business Analysis

PREDICTIVE MODELING USING SAS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is a linear Perception?

2.   How To Treat Outliers?

3.   Contrast amongst Linear and Logistic Regression.

4.   What do you mean by SAP security?

5.   Define observation and performance window.

6.   How to handle missing values?

7.   What is multicollinearity?

8.   How VIF is calculated?

9.   What is the full form of SAS?

10.   What is the difference between SAS and Python?

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

Answer **all** questions.

11. (a) Clarify what is "roles" in SAP security.

Or

(b) Clarify what is SOD in SAP Security.

12. (a) What are role templates used for?

Or

(b) Is it conceivable to change the role template? How?

13. (a) What is the user type for a background jobs user?

Or

(b) Clarify Important Model Performance Statistics.

14. (a) Distinguish between Factor Analysis and PCA.

Or

(b) Clarify what is PFCG_Time_Dependency.

15. (a) What are the effective measures in a Predictive Modeling project?

Or

(b) What are the applications of Predictive Modeling?

2 $\boxed{\textbf{C--1985}}$

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What is P-value and How it is used for variable Selection?

Or

(b) Clarify the problem statement of your project. What are the financial impacts of it?

17. (a) State the difference between derived role and single role.

Or

(b) Clarify what is authorization object class and authorization object.

18. (a) Mention the two tables authorization objects need in order to be maintained.

Or

(b) How can you lock all the users simultaneously in SAP?

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3 **C–1985**

C–1986		Sub. Code
		30143

M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Business Analytics

ANALYTICS WITH R

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. What is R?

2. How to installing R?

3. Define: Multivariate Analyses.

4. Write Note on: Nonparametric Tests.

5. What do you mean by Linear Regression.

6. Write note on : Density Estimation.

7. Define survival Analysis.

8. What is Longitudinal Data II?

9. Define Meta Analysis.

10. Define Cluster Analysis.

Answer **all** questions.

11. (a) Explain the Basic Data Manipulation.

Or

(b) Explain the role in Organizing an Analysis?

12. (a) Explain the Nonparametric Procedures?

Or

(b) Difference between Parametric and Nonparametric Analogs.

13. (a) Contrast amongst Linear and Logistic Regression?

Or

(b) Clarify Important General Linear Model.

14. (a) How kNN is different from K-Me Answer: clustering?

Or

(b) What are the assumptions required for linear regression?

15. (a) Discuss about clustering in detail? Elaborate k means algorithm.

Or

(b) How will you dame your number of clusters in K-Me.

C–1986

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

Answer **all** questions.

16. (a) Write the steps to create a calculator application with R objects?

Or

(b) State the residuals impact in linear model.

17. (a) Differentiate between univariate, bivariate and multivariate analysis?

Or

(b) What is the difference between ANOVA and t-test?

18. (a) Describe the limitations of the perception model. How to create and evaluate a data model. Describe with one case study.

Or

(b) Write a R script to implement.

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C–1986

C–1987	Sub. Code
	30144

M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Business Analytics

BIG DATA ANALYTICS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. List out the best practices of Big Data Analytics.

2. What is MapReduce?

3. What is YARN?

4. What are the characteristics of big data?

5. What is Real Time Analytics Platform (RTAP)?

6. Define NO SQL Database.

7. Define Key Value Stores.

8. Define Document Stores.

9. Define Tabular Stores.

10. What is Hbase?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the main features of a big data in detail.

Or

(b) List the main characteristics of Big Data.

12. (a) Explain in detail about HDFS.

Or

(b) Briefly discuss abut MapReduce and YARN.

13. (a) Explain in detail about Naive Bayes Classification.

Or

(b) How evaluation is performed on decision trees?

14. (a) What is the Purpose of Apriori Algorithm?

Or

(b) What is Association rule?

15. (a) Explain the Data streaming concept in detail.

Or

(b) What is Streaming Data Architecture?

C–1987

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

Answer **all** questions.

16. (a) Explain about the basics of Recommendation Systems.

Or

(b) Explain content-based filtering in detail.

17. (a) Explain about Collaborative Filtering in detail.

Or

(b) Explain in detail about Apriori Algorithm.

18. (a) Explain Association Rules in detail.

Or

(b) Explain with a neat diagram about Stream data model and its Architecture.

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3 **C–1987**

C–2483	Sub. Code
	30121

M.B.A. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Business Analytics

MARKETING MANAGEMENT

(2023 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Section A　　　　　　　　(10 × 1 = 10)

Answer **All** questions.

1. Which one of the following is not a function of marketing?

    (a) Pricing　　　　　(b) Distribution

    (c) Production　　　(d) Promotion

2. Personal factor

    (a) Lifestyle　　　　(b) Culture

    (c) Reference groups　(d) Perception

3. The process of combining two or more segments with similar needs and preferences is called as market _____

    (a) Positioning　　　(b) Aggregation

    (c) Targeting　　　　(d) Differentiation

4. What is a focus group?

    (a) A group of people who are focused on buying products

    (b) A group of people who provide feedback on products and services

    (c) A type of advertising campaign

    (d) A type of marketing segmentation

5. _____ is an example for a speciality product.

   (a) Milk

   (b) Jeans from a popular brand

   (c) Soap

   (d) Office supplies

6. What is the primary focus of marketing efforts during the introduction stage of the Product Life Cycle?

   (a) Building brand loyalty

   (b) Expanding distribution channels

   (c) Educating consumers about the product

   (d) Maximizing profits

7. What does the visual identity of a brand primarily consist of?

   (a) Logo, colors, typography

   (b) Slogan, packaging, pricing

   (c) Sales promotions advertisements, events

   (d) Customer service, product quality, brand reputation

8. Which of the following is NOT a step in the personal selling process?

   (a) Prospecting and qualifying

   (b) Making the sales presentation

   (c) Setting advertising budgets

   (d) Following up

9. Which of the following is a function of marketing channels?

   (a) Setting advertising budgets

   (b) Conducting market research

   (c) Facilitating the exchange of goods and services

   (d) Creating promotional materials

C–2483

10. Which of the following is a challenge of direct marketing?

(a) Difficulty in measuring the effectiveness of campaigns

(b) Limited reach compared to traditional advertising

(c) Inability to target specific audiences

(d) High cost of implementation compared to other marketing methods

Section B (5 × 5 = 25)

Answer **All** questions.

11. (a) Point out the importance of designing a customer driven marketing strategy.

Or

(b) Identify the factors affecting business buying decisions.

12. (a) What are the possible sources of consumer insights in the process of product development?

Or

(b) Define marketing research. Explain its types.

13. (a) Enumerate the attributes of effective product packaging.

Or

(b) Summarise the characteristics of a service

14. (a) "Setting the total promotion budget is a complicated task for a marketer" — Elucidate.

Or

(b) Explain the cultural barriers in marketing communication.

15. (a) What is corporate retailing? How does it help a marketer in the distribution channel?

Or

(b) Explore the benefits and drawbacks of distribution through E–commerce platform.

C–2483

Section C (5 × 8 = 40)

Answer **All** questions.

16. (a) Describe the components of an Integrated Marketing Program.

Or

(b) Summarise the important trends in the changing landscape of marketing.

17. (a) What is target marketing? Explain the target marketing strategies commonly adopted by MNCs in India.

Or

(b) "Small businesses never invest in market research" do you agree? Justify your views.

18. (a) Elaborate the classification of services.

Or

(b) Discuss the different stages of a product life cycle.

19. (a) Describe the criteria to be adopted for evaluation of advertising efficiency.

Or

(b) Identify the challenges involved in managing the sales force.

20. (a) Identify the public and ethical issues in direct marketing.

Or

(b) Explore the various factors affecting consumer behavior.

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C–2483

M.B.A. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Business Analytics

HUMAN RESOURCE MANAGEMENT

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Section A   (10 × 1 = 10)

Answer **all** questions.

1. Human Resource Management emphasises

    (a) Development of People

    (b) Punishment of People

    (c) Adoption of People

    (d) None of these

2. Human Resource Management is the amalgam of _____

    (a) Job Analysis, Recruitment and Selection

    (b) Social Behaviour and Business Ethics

    (c) Organizational Behaviour, personal management and industrial relations

    (d) Employer and Employees

3. Companies can go online to hire candidates with online applications and resume to reduce massive paper waste. This particular activity of an organization can be an example of which of the following?

   (a) Recruitment & Selection

   (b) Training & Development

   (c) Onboarding Process

   (d) Performance Appraisal

4. Which of these is the purpose of recruitment?

   (a) Make sure that there is match between cost and benefit

   (b) Help increase the success rate of the selection process by reducing the number of visbly underqualified or over qualified job applicants

   (c) Help the firm create more culturally diverse work-force

   (d) None of the above

5. Orientation programme is meant for _____

   (a) Executives   (b) Supervisors

   (c) New Recruits   (d) Interns

6. On the Job Training not includes _____

   (a) Coaching   (b) Conference

   (c) Understudy   (d) Lectures

7. Wages are paid to the _____

   (a) Employee   (b) Labor

   (c) Manager   (d) Board of Director

8. Which year the Minimum Wages Act was enacted?

   (a) 1948   (b) 1949

   (c) 1958   (d) 1979

C–2484

9. A major difference between International HRM and Domestic HRM is the _____

(a) Increased complexities such as currency fluctuations, foreign HR Policies and Practices and differing Labour Laws

(b) Number of employees covered by HR Policies

(c) Ease in which employees adjust to jew cultures

(d) Development of effective cross–border management styles

10. The key question to be asked when developing an international HRM policy is _____

(a) Who is going to coordinate the HRM functions?

(b) What type of organization is desired?

(c) How can cross-border training be designed?

(d) When should the HR manager begin developing HR policies?

Section B (5 × 5 = 25)

Answer **All** questions.

11. (a) Explain the organisational set up of the HR department in a firm.

Or

(b) Identify the HRM related challenges in Mergers and Acquisitions.

12. (a) Point out the barriers to HRP.

Or

(b) How is job analysis related to TQM?

13. (a) Bring out the requisites of an effective training programme.

Or

(b) 'Project Training and Development act as a source of competitive advantage' -Elucidate.

3

C–2484

14. (a) Explain the internal factors affecting remuneration.

Or

(b) Enumerate the prerequisites of an effective incentive scheme.

15. (a) How do intercountry differences affect HRM?

Or

(b) What are the points to be considered while formulating a compensation plan for overseas employees?

Section C (5 × 8 = 40)

Answer **All** questions.

16. (a) Discuss the role of HRM in an IT company.

Or

(b) 'HR professional acts as a change agent' — Elucidate.

17. (a) Describe the HR Planning process.

Or

(b) Elaborate the barriers to effective selection of employees.

18. (a) Examine the nature of training and development.

Or

(b) Explore the legal issues associated with performance appraisal.

19. (a) Evaluate the reinforcement and expectancy theories of remuneration.

Or

(b) Explain the different types of incentive schemes.

20. (a) Point out the strategies to be adopted for handling cultural differences in international HRM.

Or

(b) Suggest any five measures to be adopted for improving international labour relations.

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4

C–2484

M.B.A. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Business Analytics

FINANCIAL MANAGEMENT

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1.   The concept of financial management is

 (a)   Profit maximization

 (b)   Organization of funds

 (c)   All features of obtaining and using financial resources for company operations

 (d)   Effective Management of every company

2.   Time value of money indicates that

 (a)   A unit of money obtained today is worth more than a unit of money obtained in future

 (b)   A unit of money obtained today is worth less than a unit of money obtained in future

 (c)   There is no difference in the value of money obtained today and tomorrow

 (d)   None of the above

3. The cost of equity share or debt is known as ——————.

   (a) The specific cost of capital

   (b) The related cost of capital

   (c) The burden on the shareholder

   (d) None of the above

4. Retained earnings are:

   (a) Not important at the time of determining dividends

   (b) Also known as cumulative earnings of the company after paying the dividends

   (c) Indication of a company's liquidity position

   (d) Similar to cash in a bank

5. Which of the following principles is not considered within capital budgeting for a company?

   (a) Post-tax principle

   (b) Accrual principle

   (c) Cash flows principle

   (d) None of the above

6. The annual coupon payment of a bond divided by its market price is called the:

   (a) Coupon rate   (b) Current yield

   (c) Yield to maturity (d) Bid-ask spread

7. Which of these is not a part of Capital Structure?

   (a) Equity Shares

   (b) Debentures

   (c) Short-term borrowings

   (d) Bonds

C–2485

8.   ———— is the ratio of net operating income before fixed charges to net operating income after fixed charges.
   (a)   Financial Leverage
   (b)   Operating Leverage
   (c)   Operation Leverage
   (d)   Fiscal Leverage

9.   ———— refers to the funds, which an organisation must possess to finance its day-to-day operations.
   (a)   Retained earnings (b)   Fixed capital
   (c)   Working Capital   (d)   All of the above

10.   ———— may be defined as that quantity of purchase which minimizes material order cost and material carrying cost.
   (a)   Basic Ordering Quantity
   (b)   Constant Ordering Quantity
   (c)   Economic Order Quantity
   (d)   Any of the above

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

Answer **all** questions.

11.   (a)   Write a note on profit maximization. Why maximizing wealth a better goal than maximizing profit?

Or

   (b)   Mr. X has received Rs. 2,000 per year for 5 years. Calculate the present value of the annuity assuming that he can earn interest on his investment at 10% P.a. (Annuity Discount Factor is 3.791).

12.   (a)   What is cost of capital? Explain the rationale behind the use of weighted average cost of capital

Or

3   C–2485

(b) You are given risk free return and expected market return in respect of a number of projects as follows:

Project	Risk free return	Expected market return (%)	β (%)
1	5.00	7.50	1.00
2	7.00	10.00	1.50

What is required to return on equity in each project under the Capital Asset Pricing model? What generalizations you make?

13. (a) Write a short note on
    (i) Pay-back period
    (ii) Net Present Value
    (iii) Internal Rate of Return.

Or

(b) Determine the pay-back period for a project which requires a cash outlay Rs. 10,000 and generations cash inflows of Rs. 2,000, Rs. 4,000, Rs. 3,000 and Rs. 2,000 in the first, second, third and fourth year respectively.

14. (a) Discuss in detail the Pecking order theory.

Or

(b) A simplified income statement of Saradha Ltd. is given below Calculate and interpret the degree of operating leverage, degree of operating leverage, degree of operating leverage. Income statement of Saradha Ltd. for the year ended 31st March 2022

	Rs.
Sales	10,500
Variable Cost	7,670
Fixed Cost	750
EBIT	2,080
Interest	1,100
Tax (30%)	294
Net Income	686

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15. (a) Explain the objectives and facts of cash management.

Or

(b) From the following in information, calculate minimum stock level, maximum stock level:
   (i)   Maximum Consumption   200 units per da
   (ii) Minimum Consumption   150 units per day
   (iii) Normal Consumption   160 units per day
   (iv) Re- order period   10-15 days
   (v)   Re- order quantity   1,600 units
   (vi) Normal re-order period   12 days

Part C $(5 \times 8 = 40)$

Answer **all** questions.

16. (a) Define financial management and explain the role of financial management.

Or

(b) Calculate the present value of the following cash flows assuming a discount rate of 10%.

Year	Cash Flows
	Rs.
1	5,000
2	10,000
3	10,000
4	3,000
5	2,000

17. (a) Describe the various sources of long-term finance.

Or

5   **C–2485**

(b) The following information is available for two companies:

	A. ltd	B. ltd
	Rs.	Rs.
Fixed Assets	2,00,000	8,00,000
Current Assets	8,00,000	2,00,000
Total Assets	10,00,000	10,00,000
Earnings Before Interest and Tax	1,00,000	1,00,000

You are required to compare the sensitivity of earnings of the two companies for a 25% change in the level of their current Assets.

18. (a) Explain the significance and procedure of capital budgeting.

Or

(b) A company is considering investment in a project that costs Rs. 2,00,000. The project has an expected life of 5 years and zero solvage value. The company uses straight line method of depreciation. The company's tax rate is 40%. The estimated earnings before tax from the project are as follows:

Year	Earnings before depreciation and tax	Present value factor at 10%
1	70,000	0.909
2	80,000	0.826
3	1,20,000	0.751
4	90,000	0.683
5	60,000	0.621

You are required to calculate the net present value at 10% and advise the company.

C–2485

19. (a) What is meant by Capital Structure? What are the major determinants of capital structure?

Or

(b) The following is the capital structure if Saras Ltd. As on 31.12.2023:

	Rs.
Equity shares-20,000 shares of Rs.100 each	20,00,000
10% preference shares of Rs. 100 each	8,00,000
12% Debenture	12,00,000
	40,00,000

The market price of the company's share is Rs. 110 and it is expected that a dividend of Rs.10 per share would be declared after 1 year. The dividend growth rate is 6%.

(i) If the company is in the 50% tax bracket, compute the weighted average cost of capital.

(ii) Assuming that in order to finance an expansion plan, the company intends to borrow a fund of Rs. 20 lakhs bearing 14% rate of interest, what will be the company's revised weighted average cost of capital? This financing decision is expected to increase dividend from Rs. 10 and Rs. 12 per share. However, the market price of equity share is expected to decline from Rs. 110 to 105 per share.

C–2485

20. (a) Define inventory. Explain the nature of inventories and state the reasons for holding inventories.

Or

(b) From the following information you are required to estimate the net working capital:

	Cost per unit
	Rs.
Raw material	400
Direct labour	150
Overheads (excluding depreciation)	300
Total cost	850

Additional Information:

Selling price   Rs.1,000 per unit

Output   52,000 units per annum

Raw material in stock   average 4 weeks

Work-in-Progress:

(assume 50% completion stage

with full material consumption)   average 2 weeks

Finished goods in stock   average 4 weeks

Credit allowed by suppliers   average 4 weeks

Credit allowed to Debtors   average 8 weeks

Cash at bank is expected to be   Rs.50,000

Assume that production is sustained at an even pace during the 52 weeks of the year. All sales are on credit basis. State any other assumption that you might have made while computing.

_____

8   **C–2485**

M.B.A. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Business Analytics

PROJECT MANAGEMENT AND BUDGETING

(2023 onwards)

Duration : 3 Hours　　　　　　　Maximum : 75 Marks

Part A　　　　　　$(10 \times 1 = 10)$

Answer **all** questions.

1. A gantt chart is a tool used for
   (a) Identifying project risks
   (b) Scheduling project tasks
   (c) Estimating project costs
   (d) Managing project communication

2. Project managers are responsible for managing ——————— of the project.
   (a) Cost of the project
   (b) Scope, budget and deadlines
   (c) Team member's social media activities
   (d) Employee performance reviews

3. In a matrix organization, project team members report to
   (a) The project manager only
   (b) Their functional manager only
   (c) The project manager and their functional manager
   (d) Committee overseeing the project

4. A key benefit of PPPs for Government is
   (a) Increased Government bureaucracy
   (b) Reduced Government accountability
   (c) Access to private sector expertise and financing
   (d) Slower project completion times

5. An effective project vision statement should be
   (a) Written in complex jargon
   (b) Focused on the technical aspects of the project
   (c) Kept confidential and not shared with the project team
   (d) Easily understood by all stakeholder

6. What is the potential disadvantage of using the BOLT model?
   (a) Increased public oversight and control over the project
   (b) Faster project completion times due to private sector
   (c) Potential for higher user fees or charges
   (d) Reduced risk for the public sector in terms of financing and construction

7. Quality control during project execution involves
   (a) Focusing on meeting dealings
   (b) Rushing to complete tasks
   (c) Identifying and correcting defects in project outputs
   (d) Analyzing the financial success of the project

8. A project manager can foster a more collaborative team environment by
   (a) Micro managing every aspect of the project and individual tasks
   (b) Conducting frequent review meetings
   (c) Encouraging open communication and valuing team members' contribution
   (d) Creating competitive tendency among the team members

C–2486

9. Who is responsible for approving the project closure?
   (a) Project manager (b) Project team
   (c) Project sponsor (d) All of the above

10. How can time overrun be minimized in a project?
   (a) By extending project timelines
   (b) By allocating fewer resources
   (c) By effective project monitoring and control
   (d) By ignoring project visits

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What is a project? What are the points to be considered while defining the scope of the project?

Or

   (b) Give an account of the history of project management.

12. (a) Examine the impact of organizational culture on the success of a project.

Or

   (b) Enumerate the role of the project sponsor as the key stakeholder of a project.

13. (a) What are the essentials of an ideal vision document for a project?

Or

   (b) Identify the steps involved in creating project resource plan.

14. (a) A project team is always developed, not acquired – Elucidate.

Or

   (b) How does collaborative problem solving help in successful project implementation?

3 **C–2486**

15. (a) What are the cost control measures to be adopted in a project?

Or

(b) Point out the challenges involved in managing overseas project?

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Examine the role of a project manager in the different stages.

Or

(b) 'Project Management calls for certain critical skills which may boost the career prospects of a project manager' – Elucidate.

17. (a) Examine the challenges faced by a leader of an Infrastructural project.

Or

(b) Define the concept of PPP. Narrate the features of a successful PPP model.

18. (a) Describe the project planning process.

Or

(b) Summarise the merits and demerits of BOT model.

19. (a) Bring out the qualities of a good team leader.

Or

(b) Examine the various methods to be adopted for proper information distribution to various stakeholders of a project.

20. (a) Emphasise the need for establishing a scientific mechanism for project monitoring.

Or

(b) Explain the tasks associated with closing a project in a global business environment.

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M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Business Analytics

FUNDAMENTALS OF DIGITAL MARKETING

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a format of digital display advertising that typically appears at the top or bottom of a website?

   (a) Banner ad

   (b) Interstitial ad

   (c) Native ad

   (d) Video ad

2. What is the main advantage of using animated ads in digital advertising?

   (a) They are less expensive to produce

   (b) They are static and unchanging

   (c) They can attract more attention

   (d) They are easier to ignore

3. Which of the following is an example of a content marketing asset?

   (a) Product brochure

   (b) Promotional email

   (c) Blog post

   (d) Banner ad

4. Which of the following is NOT a method for generating traffic through social media?

   (a) Sharing engaging content

   (b) Posting at random times

   (c) Utilizing hashtags

   (d) Running social media ads

5. Which of the following is an example of a DIY content creation tool?

   (a) Adobe Photoshop   (b) Canva

   (c) Hootsuite   (d) Mailchimp

6. What is co-creation?

   (a) A process where companies create products without customer input

   (b) A process where companies collaborate with customers to create value

   (c) A process where companies outsource product development

   (d) A process where companies focus solely on internal innovation

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7. How does gamification contribute to user engagement?

    (a) By simplifying marketing campaigns

    (b) By integrating complex algorithms

    (c) By providing incentives for user participation

    (d) By reducing customer feedback

8. Which social media platform is known for its successful use of Fun Theory in marketing?

    (a) Facebook

    (b) Twitter

    (c) Instagram

    (d) TikTok

9. How will the concept of storytelling evolve in the future of media in digital marketing?

    (a) It will become less important

    (b) It will be replaced by shorter, more concise content

    (c) It will remain crucial in building brand narratives and connecting with audiences

    (d) It will only be relevant for certain industries

10. Which blogging platform is owned by Google?

    (a) WordPress

    (b) Joomla

    (c) Blogger

    (d) Medium

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Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the benefits of digital marketing with examples.

Or

(b) Explain the key challenges in digital display.

12. (a) What is known as Content marketing? List down its objectives.

Or

(b) What are the key principles of writing effective messages in the digital platform?

13. (a) What do you mean by Do-It-Yourself (DIY)? How does it help a digital marketer?

Or

(b) Explain the four building blocks of co-creation.

14. (a) Discuss the concept of Gamification with its objectives.

Or

(b) Discuss the merits of fun theory.

15. (a) Write a brief note on Search Engine Optimization (SEO).

Or

(b) Discuss the role of blogging platforms in digital marketing.

4

Part C   (5 × 8 = 40)

Answer **all** questions.

16. (a) Define Advertisement Campaign. Explain the process of advertisement planning in the context of digital marketing.

Or

(b) Discuss the way in which an advertisement campaign has to be tracked in digital marketing.

17. (a) Define Prospect Explain the ways of identification of prospects in digital platform.

Or

(b) Examine the need for content auditing in content marketing.

18. (a) Discuss the merits of consumer generated content in the digital platform, with examples.

Or

(b) Explain the stages involved in product development in digital landscape.

19. (a) Explain the elements of gamification in a branding strategy.

Or

(b) Write a note on :

(i) Advergaming

(ii) Fun theory.

C–2487

20. (a) Describe the impact of globalization on digital marketing. Give apt Indian examples.

Or

(b) Identify the reasons behind the gradual growth of digital advertising.

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M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Business Analytics

FUNDAMENTALS OF BUSINESS ANALYTICS

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Section A   (10 × 1 = 10)

Answer **all** the questions.

1. What is the primary purpose of using information technology (IT) in business?

   (a) To increase operational costs

   (b) To complicate business processes

   (c) To streamline operations and enhance efficiency

   (d) To limit accessibility to information

2. Which framework is commonly used for business excellence assessment and improvement?

   (a) Six Sigma

   (b) Lean Management

   (c) Baldrige Business Excellence Framework

   (d) Total Quality Management (TQM)

3. What type of data is characterized by discrete, binary information and is represented using bits and bytes?

    (a) Analog data   (b) Digital data

    (c) Hierarchical data   (d) Relational data

4. Which of the following statements is true regarding OLTP and OLAP systems?

    (a) OLTP systems are optimized for ad-hoc querying and decision support

    (b) OLAP systems are designed to handle high volumes of short, simple transactions

    (c) OLTP systems are used for strategic planning and long-term analysis

    (d) OLAP systems provide aggregated, historical data for reporting and analysis

5. What are the types of digital data?

    (a) Structured, unstructured and semi-structured

    (b) Analog, binary and hexadecimal

    (c) Hierarchical, relational and object-oriented

    (d) Textual, numerical and graphical

6. What distinguishes structured data from unstructured data?

    (a) Structured data is stored in a database, while unstructured data lacks any organization

    (b) Structured data conforms to a predefined format and schema, while unstructured data lacks a specific schema

    (c) Structured data consists of text documents, while unstructured data includes numerical values

    (d) Structured data is easy to analyze, while unstructured data requires complex algorithms for processing

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7. What is the primary purpose of a data warehouse?

    (a) To store real-time operational data

    (b) To integrate data from multiple sources for analysis and reporting

    (c) To perform online transaction processing (OLTP)

    (d) To manage structured data only

8. Which data modeling approach is associated with Ralph Kimball?

    (a) Entity-Relationship Modeling

    (b) Dimensional Modeling

    (c) Relational Modeling

    (d) Relational Modeling

9. What is the primary purpose of Key Performance Indicators (KPIs) in a performance measurement system?

    (a) To track operational activities in real-time

    (b) To provide historical data analysis

    (c) To measure progress towards organizational goals

    (d) To generate financial reports

10. What is the primary purpose of a Balanced Scorecard in performance management?

    (a) To focus solely on financial metrics and profitability

    (b) To provide a comprehensive view of organizational performance across multiple dimensions

    (c) To automate the generation of operational reports

    (d) To monitor employee productivity

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Answer **all** the questions.

11. (a) Discuss the key functions and core business processes within a business enterprise organization.

Or

(b) List of a few common core business functions.

12. (a) Explain the concept of structured, unstructured, and semi-structured data. Provide examples of each type and discuss their characteristics.

Or

(b) Discuss the role of OLAP tools in Business Intelligence (BI) architecture. Provide examples of popular OLAP tools and their features.

13. (a) What is DSS?

Or

(b) Define BI (Business Intelligence) and briefly explain its evolution over time.

14. (a) Describe the main components of a data warehouse architecture and their respective roles in the data integration process.

Or

(b) Compare and contrast Ralph Kimball's and Bill Inmon's approaches to data warehousing.

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15. (a) Explain the role of metrics in performance measurement systems, highlighting their significance in organizational decision-making.

Or

(b) Explain the concept of Enterprise Reporting and its significance in organizational decision-making processes.

Section C (5 × 8 = 40)

Answer **all** the questions.

16. (a) Explain the significance of the Baldrige Business Excellence Framework in organizational improvement.

Or

(b) Discuss the role of Information Technology (IT) in enabling a connected world and its impact on businesses.

17. (a) Discuss the components of OLAP architecture in Business Intelligence (BI) systems and explain their roles.

Or

(b) Discuss the challenges and considerations involved in transitioning from an OLTP system to an OLAP system within an organization. Identify potential benefits of making this transition and strategies for mitigating implementation risks.

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18. (a) Discuss the role of BI in shaping the future of business decision-making.

   Or

   (b) Discuss the role of Business Intelligence (BI) in driving data-driven decision-making within organizations, citing specific examples of BI applications and their impact.

19. (a) Explain the process of data integration in a data warehouse environment.

   Or

   (b) Compare and contrast OLAP (Online Analytical Processing) and OLTP (Online Transactional Processing) databases in the context of data warehousing.

20. (a) Discuss the concept of a Performance Measurement System (PMS) in organizations, outlining its key components and functions.

   Or

   (b) Discuss the role of Enterprise Reporting in organizational performance management, highlighting its features and benefits.

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M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Business Analytics

CONSUMER BEHAVIOUR

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. In terms of consumer behaviour; culture, social class, and reference group influences have been related to purchase and —————.

    (a) Economic situations

    (b) Situational influences

    (c) Consumption decisions

    (d) Physiological influences

2. ————— refers to how an individual perceives a particular message.

    (a) Consumer behaviour

    (b) Consumer interest

    (c) Consumer attitude

    (d) Consumer interpretation.

3. Two of the most important psychological factors that impact consumer decision-making process are product ——————— and product involvement.

    (a) Marketing

    (b) Strategy

    (c) Price

    (d) Knowledge

4. Changes in consumer values have been recognized by many business firms that have expanded their emphasis on ——————— products.

    (a) Latest technology

    (b) Timesaving, convenience-oriented

    (c) Health related

    (d) Communication.

5. According to the buyer decision process, the first stage is characterized as being one of

    (a) Awareness

    (b) Information search

    (c) Need recognition

    (d) Demand formulation

6. Which of the following is a benefit of brand loyalty for a business?

    (a) Increased customer acquisition costs

    (b) Higher market competition

    (c) Reduced customer retention

    (d) Positive word-of-mouth referrals

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7. What is the relationship between customer satisfaction and brand loyalty?

    (a) There is no relationship between the two.

    (b) High customer satisfaction always leads to brand loyalty

    (c) Low customer satisfaction always leads to brand loyalty

    (d) Customer satisfaction can influence brand loyalty

8. What is the primary driver of customer loyalty?

    (a) Product quality

    (b) Price competitiveness

    (c) Customer service

    (d) Marketing promotions

9. What are common outcomes of strong customer loyalty?

    (a) Increased customer acquisition

    (b) Higher customer retention

    (c) Lower profit margins

    (d) Limited brand advocacy

10. What is a commonly used metric for measuring customer loyalty?

    (a) Net Promoter Score (NPS)

    (b) Social media likes.

    (c) Employee satisfaction

    (d) Marketing expenses.

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

Answer **all** questions.

11. (a) Explain the concepts scope and application of customer behavior.

Or

(b) What are the decision-making models in consumer behavior? Discuss.

12. (a) State the impact of values, lifestyles and psychographics on buying behavior.

Or

(b) Explain the reference group influence consumer behavior.

13. (a) What are the key drivers of customer loyalty? Discuss.

Or

(b) Define customer loyalty. Explain its significance.

14. (a) What is the difference between attitudinal loyalty and cognitive loyalty?

Or

(b) Write the short Notes:

(i) Behavioural loyalty

(ii) Customer Affinity

(iii) Customer Engagement

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15. (a) Describe the role of customer loyalty in banking and insurance industry.

Or

(b) Write briefly the influence of service quality on customer loyalty.

Part C   (5 × 8 = 40)

Answer **all** questions.

16. (a) Whatat are the difficulties in understanding the rural consumers? Explain the factors affecting rural consumer behaviour.

Or

(b) State the concept of consumer decision and explain the levels of consumer decision making.

17. (a) Describe the importance of Indian core values and cultural aspects of emerging markets.

Or

(b) Write a note on group influence on consumption. Discuss the benefits of celebrity endorsements.

18. (a) Explain the principles and benefits of customer loyalty.

Or

(b) Discuss the concept of customer loyalty and explain its relationship with customer satisfaction.

19. (a) Describe the characteristic features of behavioural loyalty.

Or

(b) Explain the role of customer loyalty outcomes in business decisions and state the significance of customer loyalty for marketers.

5

20. (a) Describe the customer loyalty measurement models.

Or

(b) Explain the importance of enhancing customer loyalty in retail industry.

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