C–2029	Sub. Code
	31015

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Industry Integrated

ORGANISATIONAL BEHAVIOUR

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Define organizational behaviour.

2. State the two scopes of organisational behaviour.

3. What do you mean by personality?

4. What is humanistic theory?

5. What is mean by organisational behaviour modification?

6. What is the concept of motivation?

7. What is formation of attitude?

8. What is transactional analysis?

9. Write any two steps for improving communication.

10. What are the types of leadership?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss about the purpose of organizational behaviour.

Or

(b) Explain the importance of personality in organizational behaviour.

12. (a) Explain the nature of organizational behaviour.

Or

(b) Evaluate the contribution of trait theories of personality to the study of organizational behaviour.

13. (a) Discuss the factors relating to attitude and behaviour with an organization.

Or

(b) Explain the process of learning.

14. (a) Explain the nature of motivation in entrepreneurship.

Or

(b) Discuss the steps in behaviour modification.

15. (a) State the main barriers in communication.

Or

(b) Discuss the importance of communication.

C–2029

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) Discuss the scope and development of organizational behaviour.

Or

(b) Explain the individual differences and why are they important to managers.

17. (a) Discuss about the types of teams.

Or

(b) Explain the limitations and criticisms of motivation theories.

18. (a) Discuss about the function of leadership.

Or

(b) Distinguish between Authority and power.

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3 **C–2029**

C–2030	Sub. Code 31016

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

First Semester

Industry Integrated

QUANTITATIVE TECHNIQUES

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. Define Integer programming.

2. State the types of LPP.

3. What do you mean by Network model?

4. What is VAM method?

5. What is Maximal flow?

6. What is Scheduling?

7. What is Simplex method?

8. What is Crashing?

9. Define short path problem.

10. What is Monte-carlo simulation?

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

Answer **all** questions.

11. (a)   Discuss the limitations of Quantitative Techniques.

Or

(b)   Explain the assumptions for linear programming problems.

12. (a) Explain Vogel's approximation method by obtaining initial feasible solution of the following transportation problem.

	D1	D2	D3	D4	SUPPLY
O1	2	3	11	7	6
O2	1	0	6	1	1
O3	5	8	15	9	10
DEMAND	7	5	3	2	

Or

(b) Discuss the assumptions of the Queuing model.

13. (a) Explain the following decision rules:

(i) Laplace Decision Rule

(ii) HURWICZ Decision Rule

Or

(b) Explain the Characteristics of Project.

14. (a) Discuss about the Steps in PERT and CPM technology.

Or

(b) Explain the basic Terminology of Queuing theory.

15. (a) Explain the Importance of Decision making.

Or

(b) Discuss the Steps in Simulation process.

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

Answer **all** the questions.

16. (a) A company makes two products (X and Y) using two machines (A and B). Each unit of X that is produced requires 50 minutes processing time on machine A and 30 minutes processing time on machine B. Each unit of Y that is produced requires 24 minutes processing time on machine A and 33 minutes processing time on machine B.

2

At the start of the current week there are 30 units of X and 90 units of Y in stock. Available processing time on machine A is forecast to be 40 hours and on machine B is forecast to be 35 hours. The demand for X in the current week is forecast to be 75 units and for Y is forecast to be 95 units. Company policy is to maximize the combined sum of the units of X and the units of Y in stock at the end of the week. Formulate the problem of deciding how much of each product to make in the current week as a linear program. Solve this linear program graphically.

Or

(b) Determine the initial basic feasible solution to the T.P. Using row minima method.

	A	B	C	AVA
I	50	30	220	1
II	90	45	170	3
III	250	200	50	4
REG	4	2	2	

17. (a) Given below are the different time estimates for activities of a project: Time estimates (in weeks)

Activity	to	tm	tp
1-2	3	5	13
1-3	1	2	15
2-4	6	7	8
3-4	2	5	14
2-6	2	4	12
4-5	4	6	8
4-6	5	9	13
5-7	1	2	3
6-7	1	4	7

3

C–2030

(i) Draw the project diagram.

(ii) Determine the expected project length.

(iii) Calculate the standard deviation and variance of the project length.

Or

(b) Explain the Procedure of CPM in detail.

18. (a) Discuss about the Applications and Problems of Queuing theory.

Or

(b) An organization is manufacturing two products A and B. The profit per tonne of the two products is Rs. 100 and 160 respectively. Both the products require processing on three types of machines. The following table indicates the available machine hours per week and the time required on each machine for one tonne of A and B.

Machine	Product A	Product B	Hours available per week
Machine 1	2	1	300
Machine 2	3	4	500
Machine 3	4	7	800
Profit	Rs. 100	Rs. 160	

Formulation of the linear programming model is required to maximize total profit.

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4

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

Second Semester

Industry Integrated

BUSINESS RESEARCH METHODS

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1.   Write types of research design.

2.   What is meant by scaling?

3.   What is an ungrouped frequency distribution?

4.   What are the two types hypothesis?

5.   What is the relationship between variance and mean?

6.   What is correlation coefficient?

7.   Write the objective of discriminant analysis.

8.   What is a transformed logit model?

9.   How MDS can be used to measure?

10.   Is conjoint analysis is qualitative or quantitative?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Differentiate between questionnaire and schedule.

Or

(b) Discuss the advantages and disadvantages of primary data collection.

12. (a) Explain the nature and functions of a hypothesis in a research process.

Or

(b) What are the major differences between descriptive and exploratory research designs?

13. (a) How would you differentiate between complex random sampling Designs?

Or

(b) Compare correlation with regression.

14. (a) Indicate parametric and non-parametric statistics' use in different types of research.

Or

(b) Brief the statistical technique which are commonly used in educational research.

15. (a) Differentiate between bibliography and footnotes or references.

Or

(b) Brief the components of research report.

2 C–2031

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Ms. Cheritha, as the advertising manager for chemical topics magazine, is charged with the responsibility for selling advertising space in the magazine. The magazine deals primarily with chemical processing technology and is distributed solely by subscription. Major advertisers in the magazine are the producers of chemical processing equipment since the magazine is primarily directed at engineers and other technical people concerned with the design of chemical processing units. Since the size and composition of the target audience for chemical topics are key concerns for prospective advertisers, Ms. Cheritha is interested in collecting more detailed data on leadership. While she presently has total circulation figures, she feels that these understate the potential exposure of an advertisement in chemical topics. In particular, she feels that for every subscriber to chemical topics. there are several others in the firm to whom chemical topics are routed for their perusal. She wishes to determine how large this 'secondary' audience is and also wishes to develop more detailed data on readers such as degree of technical training, level in the administrative hierarchy, and so on. since feels that these detail s would be quite helpful in influencing potential clients to commit their advertising dollars to chemical topics.

Questions :

(i) What kind of research design is in order to answer Ms. Cheritha's question? Why?

(ii) Outline the procedure you would follow in attacking these questions.

Or

(b) Point out the mechanics of report writing.

3 C–2031

17. (a) A leading software services company has lived to as a researcher. The task before you is to assess the need for software products that will be accepted readily in the market. The company has not looked at software products and has no idea of the industry demand.

Questions :

Prepare a research proposal to identify the industrial segment and the type of software products that the company can consider manufacturing. The proposal should include the research design- time line and limitations.

Or

(b) Define the term technology and discuss the significance of technology in modern research.

18. (a) "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reasons in support of your answer.

Or

(b) Discuss the need for signifying the scope for future research.

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4

C–2032		Sub. Code
		31022

M.B.A. (Industry Integrated) DEGREE EXAMINATION, APRIL 2024.

Second Semester

CORPORATE FINANCE

(2017 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　$(10 \times 2 = 20)$

Answer **ALL** questions.

1.　Define capital rationing.

2.　What is arithmetic average?

3.　Give meaning for debt.

4.　Write about discounted cash flow.

5.　Define project risk.

6.　What is equity?

7.　What is stock?

8.　Give the meaning for perfect market.

9.　What are marketable securities?

10.　Define money market.

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

Answer **all** questions.

11. (a) Explain the kinds of capital investment.

Or

(b) A project costs Rs 10,00,000 and yields annual cash inflow of Rs. 2,00,000 for 10 years. Calculate its payback period.

12. (a) Illustrate the types of bond.

Or

(b) Explain the method of leasing.

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

Or

(b) Enumerate the cost of retained earnings and how it is ascertained?

14. (a) Explain the advantages and disadvantages of dividend policy.

Or

(b) Describe the relationship between dividend policy and value of the firm.

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

Or

(b) The economic order quantity for on item is 800 units. The unit cost is Rs. 6 and inventory carrying charges 25% per annum If the cost of one procurement is Rs. 150, determine the annual demand for the item.

C–2032

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain how the portfolio risk is calculated and measured.

Or

(b) Explain Markowitz theory.

17. (a) Enumerate the steps in valuation of common stock.

Or

(b) Explain various methods of computing cost of debt capital.

18. (a) X company earns Rs. 5 per share is capitalized at a rate of 10% and has a rate of return on investment of 18%.

According to Walters formulae what should be the price per share at 25% dividend pay-out ratio? Is this the optimum pay-out ratio according to Walter? If not what will be the optimum pay-out ratio and the price of share at this pay-out.

Or

(b) Explain various factors influencing working capital.

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C–2033		Sub. Code
		31023

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

Second Semester

Industry Integrated

GLOBAL BUSINESS ENVIRONMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Demand and supply.

2.   What is balance of payment?

3.   Write about note on international politics of trade.

4.   What is foreign AID?

5.   Define interest rates.

6.   What is Asian Financial crisis?

7.   Define Development Strategies.

8.   What is Economic inequality?

9.   Write about notes on migration and development.

10. Define global financial crisis.

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

Answer **all** questions.

11. (a) Briefly explain the supply and demand.

Or

(b) Write short notes on the law of one price and barriers of trade**.**

12. (a) Write short notes on balance of payment.

Or

(b) Briefly explain about Foreign AID.

13. (a) Write short notes on migration and development.

Or

(b) Write short notes on comparative Vs Absolute advantage.

14. (a) Briefly explain international politics of trade.

Or

(b) Write short notes on Balance of payments.

15. (a) Briefly explain world Bank.

Or

(b) Write short notes on IMF.

C–2033

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail the International policies.

Or

(b) Elaborate the Foreign Investment in detail.

17. (a) Explain about the frontiers in the global economy.

Or

(b) Discuss about the trade and development in detail.

18. (a) Explain the winners and losers between countries.

Or

(b) Explain the Global Financial Crisis.

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C–2033

C–2034		Sub. Code
		31024

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

Second Semester

Industry Integrated

HUMAN RESOURCE MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   Define HRM.

2.   What do you mean by careers in HRM?

3.   What is Job Description?

4.   What do you mean by Job Enrichment?

5.   What is Internal Recruitment?

6.   Define Marti Rating.

7.   What is the meaning of Performance Appraisal?

8.   Define Self-Managed Teams.

9.   What do you mean by Human Resource Development?

10. What is Training?

Answer **all** the questions.

11. (a) Explain the main Challenges of HRM.

    Or

    (b) Discuss the Feature of HRM.

12. (a) Explain the different steps in Human Resource Planning.

    Or

    (b) Explain the most difficult part of HR Planning.

13. (a) Explain the term Selection. Elaborate on the Process of Recruitment and Selection.

    Or

    (b) State the Importance of Internal and External Recruiting.

14. (a) Elaborate the Function of Performance Appraisal.

    Or

    (b) Briefly explain the criteria for a good Appraisal System.

15. (a) Elaborate the different Method of Training.

    Or

    (b) Briefly explain Process and Scope of Human Resource Development.

C–2034

Answer **all** the questions.

16. (a) Briefly discuss the Evolution of HRM.

Or

(b) Explain the Function of HRM.

17. (a) Briefly explain the Characteristics and Importance of HRP.

Or

(b) Briefly explain the Nature and Scope of HRP.

18. (a) Define Recruitment. Explain the Nature and Process of International Recruitment.

Or

(b) Explain the Feature and Importance of Recruitment.

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C–2035	Sub. Code
	31026

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

Second Semester

Industry Integrated

OPERATIONS MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is operations management?

2.   Write-Plant layout.

3.   What is EOQ?

4.   What is lead time?

5.   Write about Batch production.

6.   What is inventory status file?

7.   What you mean by Pareto chart?

8.   Write about ISO standards.

9.   What is loading in production?

10.   What you mean by job-shop production?

Answer **all** questions.

11. (a) Elaborate the techniques of forecasting.

    Or

    (b) Explain the various types of layouts.

12. (a) From the following information calculate the economic order quantity.

    Annual consumption-600, Ordering cost-12 per order, Carrying cost-20%,

    Selling price per unit-20.

    Or

    (b) Elaborate-Kanban System.

13. (a) Discuss the importance of material requirement planning.

    Or

    (b) Explain the need for scheduling in production management.

14. (a) Write short note on:
    (i) check sheet
    (ii) cause and effect diagram.

    Or

    (b) What are the major components of quality assurance system?

C–2035

15. (a) Discuss the inputs and outputs of material requirement planning.

Or

(b) Discuss the techniques of selective inventory control.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the techniques used for forecasting in operations management.

Or

(b) What is manufacturing? Explain the concepts of manufacturing.

17. (a) What is an inventory control system? Differentiate perpetual inventory system and periodic inventory system.

Or

(b) Explain the principles of total quality management.

18. (a) Describe the factors involved in service capacity planning.

Or

(b) Explain the ISO quality management principles.

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C–2035

M.B.A. DEGREE EXAMINATION, APRIL 2024

Third Semester

Industry Integrated

STRATEGIC MANAGEMENT

(2017 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　　(10 × 2 = 20)

Answer **all** questions.

1.　What the types of business environment?

2.　Write a short note on business definition.

3.　List down the five forces of Porter's model.

4.　What are the generic building blocks of competitive advantage?

5.　Define the concept of vertical integrations.

6.　Write a short note on functional level strategies.

7.　Point out the challenges in implementing change.

8.　What are strategic control systems?

9.　State any three major issues faced by non–profit organisations.

10.　Why innovation is important for organisations?

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

Answer **all** questions.

11. (a) Write in brief about the strategic management process.

Or

(b) Describe about organisational appraisal.

12. (a) Discuss in detail about strategic groups.

Or

(b) Explain the concept of competitive advantage.

13. (a) Write in detail about business level strategy.

Or

(b) Explain the gap analysis in detail.

14. (a) Describe the sources of power.

Or

(b) What are the techniques of strategic evaluation?

15. (a) Explain the concept of corporate social responsibility.

Or

(b) Why organisations need to form new business modles.

C–2036

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about strategy formulation and its stages.

Or

(b) Explain the PEST analysis with suitable illustration.

17. (a) Describe the GE 9 cell model.

Or

(b) Briefly explain the concept and types of corporate strategy. Also, differentiate between business strategy and corporate strategy.

18. (a) Explain the process of designing organisational structure.

Or

(b) Narrate in brief about balanced scorecard and its process.

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C–2039	Sub. Code
	31033

M.B.A. DEGREE EXAMINATION, APRIL 2024

Third Semester

Industry Integrated

PROJECT MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. Define project.

2. Who is a Project manager?

3. Define Project Screening.

4. What is Preferability Study?

5. Define Project appraisal.

6. What is Market appraisal?

7. Define Time trade cost.

8. What is Time estimation?

9. Expand CPM.

10. Define Project Execution.

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

Answer **all** questions.

11. (a) Explain the Role of a Project Manager.

Or

(b) Discuss the Nature of Project management.

12. (a) Write down the check lists for feasibility report.

Or

(b) Discuss the authority and orientation problems in a project setting.

13. (a) What aspects are considered in technical appraisal? Explain.

Or

(b) Explain the importance of Socio-economic appraisal.

14. (a) Explain the five stages of appraisal in the UNIDO method.

Or

(b) Explain Advantages of feasibility study.

15. (a) Briefly Discuss the Importance of Project control.

Or

(b) Enumerate the types of Project Audit.

C–2039

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain the Project life cycle and its importance.

Or

(b) Enumerate the Planning Commission guidelines for Project formulation.

17. (a) Discuss the Essentials of a project methodology.

Or

(b) Elucidate the Process of Project planning process.

18. (a) Difference between Project time monitoring and Cost monitoring.

Or

(b) Briefly explain the Pert and its importance.

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3   **C–2039**

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

Third Semester

Industry Integrated

BUSINESS ANALYSIS AND IT CONSULTING

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. What do you mean by business analysis?

2. Define "Re–Design".

3. What are the Requirements?

4. What do you mean by Stakeholder Analysis?

5. Define "Elicitation".

6. What do you mean "Requirements Elicitation"?

7. Define "Contracting".

8. Any two advantages in Diagnosis?

9. Define "management".

10. What do you mean by risk management?

Answer **all** the questions.

11. (a) Explain the Business Process Analysis.

Or

(b) Explain the Enterprise and Industry Analysis.

12. (a) Explain the Functional and non Functional Requirements.

Or

(b) Explain the Importance of Requirements for IT Project.

13. (a) Explain the Elicitation Task and merits or demerits.

Or

(b) Explain the Confirm Elicitation Results.

14. (a) State is the disadvantages of Portfolio consulting services.

Or

(b) Briefly explains the scope of effective implementation and taking action.

15. (a) Explain the Conflict Management.

Or

(b) Briefly explain Transferring experience to the client.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly discuss various types Process of Business Analysis.

Or

(b) Explain the Types of Requirement.

17. (a) Difference between Requirements Elicitation and Requirements Collaboration.

Or

(b) Elaborate the nature and benefits of Root cause analysis.

18. (a) Difference between Quality Management System and Risk Management System.

Or

(b) Explain the Advantages and Disadvantages of Total Quality Management System.

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C–2041

C–2042	Sub. Code 31039B

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

Third Semester

Industry Integrated

DATA MINING AND BUSINESS INTELLIGENCE

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. State the purpose of data mining.

2. Mention some data mining software.

3. What is web structure mining?

4. What is web usage mining?

5. What are the two main types of data cubes used in OLAP?

6. Write a note on OLAP software.

7. What does the IT Act, 2008 say about data protection and privacy?

8. List out the basic principles to protect information privacy.

9. Give some examples of commercial data mining system.

10. What is intrusion detection?

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

Answer **all** questions.

11. (a) Narrate the future of data mining in India.

Or

(b) Explain the data mining techniques and state how they are applied in real-world scenarios.

12. (a) Explain the significance of association rule mining. How does it work?

Or

(b) Explain the web content mining process and state its role in extracting valuable information from web pages.

13. (a) What is OLAP? And explain its main characteristics.

Or

(b) What is a data cube in the context of OLAP? Explain with some examples of applications where data cubes are commonly used.

14. (a) Explain why information privacy is important in the digital age.

Or

(b) Illustrate the pitfalls of data mining.

C–2042

15. (a) Discuss the role of data mining in analysing biological data. And suggest how to choose data mining system.

Or

(b) Explain in detail the contribution of data mining to retail industry and financial data analysis.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the need for data mining and explain its application.

Or

(b) Explain the scope of data mining and describe the guidelines for successful data mining.

17. (a) Explain the key functionalities of data mining and state their significance in extracting valuable insights from large datasets.

Or

(b) Explain the concept of OLAP multidimensional view and data cuber. Highlight its significance in data analysis.

18. (a) Describe the uses and misuses of data mining.

Or

(b) Elaborate the social impact of data mining and discuss the trends in data mining.

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C–2042

C–2043	Sub. Code
	31041

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

Fourth Semester

Industry Integrated

ENTREPRENEURSHIP

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. Who is an Intrapreneur?

2. What do you mean by "Innovation"?

3. Write a note an Cultural factors.

4. Define the term Motivation.

5. What do you mean by Project Appraisal?

6. What is BEP analysis?

7. Write a note on :DIC.

8. What is Seed Capital Loan?

9. What is Women Entrepreneur?

10. What is Incentive?

Answer **all** questions.

11. (a) Distinguish between Fabian Entrepreneur and Drone Entrepreneur.

Or

(b) Who is an Intrapreneur? Bring out his characteristic features?

12. (a) Explain the Entrepreneurial Promotion.

Or

(b) Emphasize the Signification of Motivation.

13. (a) How will you ascertain the financial soundness of a Project?

Or

(b) State the general information to be given in project report.

14. (a) Write a note on SICO.

Or

(b) Explain the technical service provided by the SISI.

15. (a) State the Objectives of providing Incentives .

Or

(b) State the effect o Sickness in Industries.

C–2043

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the role of Entrepreneurs in the Economic development of a Country.

Or

(b) Explain the Evaluation of entrepreneur.

17. (a) Explain in detail the concept of BEP Analysis and its importance for an Enterprise.

Or

(b) Discuss the Problems of Women Entrepreneurs.

18. (a) Explain the Incentives offered to Encourage Export.

Or

(b) Discuss the Entrepreneurial Guidance Bureau.

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3 **C–2043**

C–2044	Sub. Code 31042A

M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Industry Integrated

SALES AND DISTRIBUTION MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is sales Management?

2. What is the example of sales and distribution?

3. What you mean by personal selling?

4. What is sales negotiation?

5. Define budgeting.

6. What is sales territory design?

7. What is rural Marketing?

8. What is distribution Management?

9. Define Marketing channels.

10. What is channel design in channel management?

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

Answer **all** questions.

11. (a) What are the five basic channels of distribution?

         Or

    (b) Discuss about the five types of sales management?

12. (a) How do you handle closing objections?

         Or

    (b) Describe the approaches of personal selling.

13. (a) State the important elements of the design of sales
         territories?

         Or

    (b) Explain the four steps in the sales management
         process.

14. (a) Describe the role of distribution function in
         marketing?

         Or

    (b) Explain the four main channels of distribution.

15. (a) What is the difference between channel
         management and channel design?

         Or

    (b) Explain the types of Marketing channel.

         2   **C–2044**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss about the functions of sales management.

Or

(b) Explain the five most common objections.

17. (a) Explain the nine techniques of prospecting.

Or

(b) Explain the stages of marketing management process.

18. (a) Explain the types of marketing channel.

Or

(b) Elaborate the types of rural channel.

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C–2044

M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Industry Integrated

TALENT ACQUISITION AND MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What do you mean by talent management?

2.   Short notes on "work force analysis"?

3.   What do you mean by Competencies?

4.   What do you mean by performance appraisal?

5.   What do you by formulating coaching?

6.   Define "talent management"?

7.   Expansion – ECR?

8.   What is the 'handcuff'?

9.   Define "hurconomics"?

10.   What is social media in talent management?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What is talent management? Explain the Overview.

Or

(b) Write the talent management strategies.

12. (a) Describe the need competency assessment.

Or

(b) Explain the performance appraisal and objective.

13. (a) Using the talent management process.

Or

(b) Explain the training and development approaches.

14. (a) Explain the global engagement drivers.

Or

(b) Explain the objectives of brand management.

15. (a) Explain the nature social media.

Or

(b) Evaluation of talent management.

2 C–2054

Answer **all** questions.

16. (a) What is talent management? And explain the Talent management strategy?

Or

(b) Explain the career planning and succession.

17. (a) Explain the organisation approach to talent management.

Or

(b) Simply the Best? Who to keep and why the most capable aren't always the best of retain.

18. (a) Explain Talent management evaluation and action.

Or

(b) Explain the Social Media, Advantages and Disadvantages.

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M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Industry Integrated

E–BUSINESS

(2017 onwards)

Duration : 3Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is E-Business?

2.   What are the main three objectives of E- Commerce?

3.   Write any two merits of E- Commerce.

4.   What do you mean by B2C business model?

5.   What is Hardware in E-Commerce?

6.   Write any two types of E- Commerce Website

7.   What is B28 Payment system?

8.   Expand EFT.

9.   What is Consumer Online?

10.   Define Branding strategies.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss electronic commerce organisational applications.

Or

(b) Explain the advantages and disadvantages of E- Commerce.

12. (a) Explain the concept of E-Commerce in modern Era.

Or

(b) Distinguish between B2B and B2C in E- Commerce Website.

13. (a) State the factor which influence the Success of an E- Commerce website.

Or

(b) State the main objectives of E- Commerce website.

14. (a) Explain the process of payment system in E- Commerce.

Or

(b) Difference between B2B and B2C Payment System.

15. (a) State the merits and demerits of Internet Audience.

Or

(b) State the objectives of Branding Strategy.

C–2055

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain about the History of E- Commerce.

Or

(b) Describe about the impact of Internet and Web change business in Electronic Commerce.

17. (a) Briefly Explain about the Components of E- Commerce tools.

Or

(b) Enumerate the difference types of Payment system in E- Commerce.

18. (a) Explain about the features of payment method in B2B E-Commerce.

Or

(b) Briefly explain about the Components or Branding Strategy.

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C–2056	Sub. Code
	31042D

M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Industry Integrated

MERGER, ACQUISITION AND CORPORATE RESTRUCTURING

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is the meaning of Merger?

2. What do you mean by Corporate Governance?

3. What are the limitations of financial Data?

4. What are the components of cash flows?

5. What are taxable transactions?

6. Define privately held companies.

7. What are the alternatives of tax structure?

8. Define LBO.

9. What is leveraged transactions?

10. What is the meaning of liquidation?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the characteristics of Corporate Governance.

Or

(b) Explain the impact of takeover defences on shareholder value.

12. (a) Explain the implementation of post-closing integration.

Or

(b) What are the stages of screening Process?

13. (a) Explain Model Building Process.

Or

(b) Explain different approaches of valuation.

14. (a) Write a short note on Reverse merger.

Or

(b) Briefly explain the conditions of Merger of a company.

15. (a) Explain the meaning and characteristics leveraged ESOP.

Or

(b) Briefly explain legal forms of business alliances.

2 **C–2056**

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

Answer **all** questions.

16. (a) Briefly discuss about business alliances as an alternative to merger and acquisitions.

Or

(b) Explain the implications of merger and acquisitions for shareholders, bond holders and society.

17. (a) Briefly explain relative valuation model.

Or

(b) Explain the procedure of post-closing evaluation of business alliances.

18. (a) Elaborate the scope and the features of financial reporting of business combinations.

Or

(b) State the process of valuing privately held business.

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3   **C–2056**

M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Industry Integrated

SUPPLY CHAIN MANAGEMENT

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. What is supply chain Management?

2. What is supply chain management process?

3. Define Logistics.

4. What is freight Management?

5. What is distribution strategy?

6. Define supplier.

7. What is SCOR Model?

8. Define Warehousing?

9. What is Supply chain Strategy?

10. What is Documentation in logistics?

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

Answer **all** questions.

11. (a)   State the importance of supply chain Management.

Or

(b)   Describe the types of supply chain models.

12. (a)   Explain the Functions of Logistics.

Or

(b)   Explain the modes of Transportation.

13. (a)   Explain the types of purchasing Strategies.

Or

(b)   What are the steps of procurement process?

14. (a)   Explain the elements of collaborative planning.

Or

(b)   Explain the SCOR Model.

15. (a)   Elaborate the role of IT in supply chain.

Or

(b)   Explain the 3PL Implementation.

2   **C–2057**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the overview of Supply chain models.

Or

(b) Briefly explain the Route planning.

17. (a) Enumerate the benefit of Warehouse Management System.

Or

(b) Briefly explain the CPFR.

18. (a) Enumerate the 3PL Logistics.

Or

(b) Briefly explain the supply chain process.

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C–2057

C–2058		Sub. Code
		31043A

M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Industry Integrated

SERVICES MARKETING

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Define Services.

2. Define the term Service Economy.

3. What is Gap Analysis?

4. Define Managing Service Quality.

5. What is meant by Service Encounter Triad?

6. Define Service Design.

7. What is Queuing Systems?

8. Define Managing Capacity.

9. Define Service Capes.

10. What is Pricing?

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

Answer **all** the questions.

11. (a) Discuss the Nature of Service Marketing.

Or

(b) Explain the Importance of Service Marketing Triangle.

12. (a) Explain the Characteristics of Managing Service Quality.

Or

(b) Explain the roles of Information in Services.

13. (a) Explain the Need of Service Blueprinting.

Or

(b) Discuss the Process of New Service Development.

14. (a) State the Features of Queuing Systems.

Or

(b) Explain the Features of Service recovery.

15. (a) Discuss the Types of Pricing.

Or

(b) Explain the Importance of Globalization of Services.

C–2058

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain about the Service Marketing.

Or

(b) Explain the Classifications of Services.

17. (a) Enumerate the Characteristics and role of Information Services.

Or

(b) Briefly explain the Design elements and employees role in Services.

18. (a) Explain the Strategies of Managing capacity and Demand.

Or

(b) Explain the steps in STP in Services.

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M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Industry Integrated

MARKETING COMMUNICATION STRATEGY

(2017 onwards)

Duration : 3 Hours — Maximum : 75 Marks

Part A — (10 × 2 = 20)

Answer **all** questions.

1. Define marketing communication.

2. Expand IMC and write any two objectives?

3. What do you mean by communication process?

4. Define message.

5. What do you understand by broadcast media?

6. What is development?

7. Define personal selling.

8. Give a short note on sales promotion.

9. What is advertising?

10. What do you mean by promotion?

Answer **all** the questions.

11. (a) Explain the role of IMC in the marketing process.

Or

(b) Elaborate the main objective of marketing communication.

12. (a) Explain the types of communication process.

Or

(b) Discuss the objective of integrated marketing communication programs.

13. (a) State the objective of print media.

Or

(b) Explain the importance of support media.

14. (a) Elaborate the main objective sales promotion.

Or

(b) State the monitoring and evaluation in marketing plan.

15. (a) Write about steps in marketing communication.

Or

(b) Explain elements of marketing communication.

C–2059

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

Answer **all** questions.

16. (a) Briefly Explain the most important role of advertising.

Or

(b) Describe the Elements of an Integrated Marketing Plan.

17. (a) Discuss the types of budgeting for the promotional program.

Or

(b) Explain about the merits and demerits of broadcast media.

18. (a) Briefly Explain the measuring the effective of the promotional program.

Or

(b) Difference between national international advertising.

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3   C–2059

C–2060	Sub. Code
	31043C

M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Industry Integrated

MARKETING ANALYTICS

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   State any three importance of Marketing Analytics.

2.   Define Marketing Metrics.

3.   What is retention?

4.   What do you mean by Market breakeven point?

5.   State the meaning of Segmentation.

6.   What is penetration pricing?

7.   What are the features of diagnostic analysis?

8.   Give the meaning of Al analytics.

9.   What is Campaign Tracking?

10. Define the term Design of Experiment.

Answer **all** questions.

11. (a) State the importance of Marketing Metrics?

Or

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

12. (a) Distinguish between Acquisition and Retention spending?

Or

(b) Write a note on:

(i) Profit

(ii) Target Volume

(iii) Recency?

13. (a) What are the merits of Cannibalization rate?

Or

(b) What are the utilities of Brand?

14. (a) Explain the types of Clustering for Sales Analytics?

Or

(b) What are the approaches followed by Sales analytics?

15. (a) Discuss the Advantages of Marketing campaign management?

Or

(b) What are the applications in Campaign management?

C–2060

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

Answer **all** questions.

16. (a) Highlight the importance of undertaking market share analysis?

Or

(b) Explain the concept of Marketing analytics?

17. (a) Discuss about the Customer profitability analysis?

Or

(b) Write a note on:

(i) Margin

(ii) Retention spending

(iii) Average variable cost

18. (a) Outline the types of Clustering in Sales analytics?

Or

(b) What are the Steps towards a successful marketing campaign management?

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C–2060

C–2061	Sub. Code
	31043D

M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Industry Integrated

RURAL MARKETING

(2017 onwards)

Duration : 3 Hours　　　　　　　Maximum : 75 Marks

Part A　　　　　(10 × 2 = 20)

Answer **all** questions.

1.　Mention the nature of rural markets.

2.　What is NCAER?

3.　Enumerate the classification of rural consumers.

4.　What is meant by seasonal demand?

5.　What is meant by multi variable segmentation?

6.　What is concentrated strategy?

7.　What is Product Line?

8.　What is brand sponsoring?

9.　What is push pull strategy?

10.　Write short note on distribution Channel.

Answer **all** questions.

11. (a) Explain the main features of rural markets.

    Or

    (b) Explain the roadblocks faced by companies in marketing their products in the rural markets.

12. (a) Study of rural market is necessary for designing rural marketing strategy. Explain.

    Or

    (b) Is affordability important to rural consumer? Why?

13. (a) Explain the profiles of a rural consumer.

    Or

    (b) What are the emerging characteristics of a rural market?

14. (a) Distinguish between sales promotion and advertisement.

    Or

    (b) Explain the promotional strategies adopted by modern companies.

15. (a) How the rural initiatives introduced by government of India benefit the corporate?

    Or

    (b) Discuss the concept and process of supply chain management.

C–2061

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

Answer **all** questions.

16. (a) "The future of Indian corporates rests in rural India" Discuss.

           Or

    (b) Discuss the different types of discounts offered by sellers to influence the consumers. With reference.

17. (a) State a company of your choice and explain its product-mix decisions. How do you evaluate the effectiveness of product mix?

           Or

    (b) Describe the significance of product strategy in the current market environment.

18. (a) "Marketing approaches vary with degree of segmentation". Explain with examples.

           Or

    (b) What are the utilities of a rural marketing information system? Elaborate.

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3   **C–2061**

C–2062		Sub. Code
		31044A

M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Industry Integrated

FINANCIAL DERIVATIVES

(2017 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　(10 × 2 = 20)

Answer **all** the questions.

1. What are Derivatives?

2. Define Option Greeks.

3. What are the features of Currency Futures?

4. Write a short note on Currency Swap.

5. What do you mean by Commodity Future?

6. What is Index Swap?

7. Define Interest rate Forward.

8. Write a short note on Credit Derivatives.

9. What do you mean by Lookback Option?

10. What are Exotic Derivatives?

Part B (5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the mechanics of derivative market.

Or

(b) What are the various strategies on derivative trading?

12. (a) What is the difference between currency forward and currency future?

Or

(b) Explain the meaning and functions of Index options.

13. (a) Enumerate the features and importance of commodity Derivatives.

Or

(b) Briefly explain Interest rate future. What are its uses and types?

14. (a) Explain the regulatory framework of derivative market.

Or

(b) What are the various types of exotic derivatives?

15. (a) Write a short note on credit derivatives.

Or

(b) Discuss the various types of future contract.

2 **C–2062**

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain Black-Scholes Option Pricing Model.

Or

(b) Derivatives plays a significant role in Price Discover. Explain.

17. (a) What are the hedging strategies on index derivatives?

Or

(b) Explain the difference between systematic and unsystematic risk.

18. (a) Explain the feature and benefits of different types of forward contract.

Or

(b) Define future. Explain the future trading mechanism in India.

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3

C–2062

C–2063	Sub. Code
	31044 B

M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Industry Integrated

INTERNATIONAL FINANCE

(2017 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　(10 × 2 = 20)

Answer **all** the questions.

1. Define MNC.

2. What is Exchange rates?

3. What is Derivative Management?

4. Define Risk Management.

5. What is meant by International financing?

6. Define Euromarkets.

7. What is Capital Budgeting?

8. Define Foreign Direct Investment.

9. Define Financing foreign trade.

10. What is Current asset Management?

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

Answer **all** the questions.

11. (a) Explain the importance of International monetary system.

Or

(b) Write a short note on determination of Exchange rates.

12. (a) Explain the Characteristics of foreign exchange market.

Or

(b) Discuss the future currency and market options in foreign exchange risk management.

13. (a) Explain the types of foreign investments.

Or

(b) Write a short note on Euromarkets.

14. (a) Explain the merits and demerits of foreign direct investment.

Or

(b) State the objectives of Capital budgeting for MNC's.

15. (a) Explain the importance of multinational financial system.

Or

(b) Explain the Characteristics of Short-term financing.

2   C–2063

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain about the International finance and Currency forecasting.

Or

(b) Explain the Steps in International economic linkage.

17. (a) Enumerate the features of swaps interest rate futures.

Or

(b) Briefly explain the cost of capital and foreign investments.

18. (a) Difference between International portfolio investment and Foreign Direct Investment.

Or

(b) Briefly explain about the multinational working capital Management.

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C–2063

C–2064	Sub. Code
	31044C

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

Fourth Semester

Industry Integrated

CORPORATE TAXATION

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Define direct tax.

2. What is mean by pervious year?

3. What is a professional firm?

4. Define the term business.

5. What do you mean by capital gain?

6. Define capital asset.

7. Define customs duty

8. What is special customs duty.

9. What is dual GST model?

10. What do you mean by indirect taxation?

Part B (5 × 5 = 25)

Answer **all** the questions.

11. (a) State which of the following incomes are exempt from tax:

   (i) Interest on gold deposit bonds.

   (ii) Interest on savings bank deposit A/c from Allahabad bank.

   (iii) Income from agricultural land situated in Dacca.

   (iv) Income of institute of chartered accountants.

   (v) Salary of member of parliament.

Or

   (b) Write a short notice on:

   (i) Assessee

   (ii) Income

   (iii) Casual income

   (iv) Pervious year

   (v) Assessment year.

12. (a) Explain clearly the deductions that are expressly allowed in computing the income from business under the Indian income tax act, 1961.

Or

   (b) Explain the various incomes that are taxable under the head income from business or profession.

2 | **C–2064**

13. (a) Mr. Raja purchased a piece of land in May, 2005 for Rs. 84,000 and sold the same in April, 2021 for Rs. 10,10,000 (brokerage Rs. 10,000). What will be the taxable capital gain in the hands of Mr. Raja?

Or

(b) What incomes are charged to tax under the head "Capital Gains"?

14. (a) Discuss the scope of customs duty.

Or

(b) Explain the type of tax is central excise duty.

15. (a) Explain the benefit of GST.

Or

(b) Discuss the objective of GST.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Distinguish between the gross total income and total income.

Or

(b) Mr. Kohli, a citizen of India, is an export manager of Arjun Overseas Limited, an Indian Company, since 1.5.2015. He has been regularly going to USA for export promotion. He spent the following days in U.S.A. for the last five years: Previous year ended No. of days spent in USA 31.3.2016 317 days 31.3.2017 150 days 31.3.2018 271 days 31.3.2019 311 days 31.3.2020 294 days Determine his residential status for assessment year 2020-2021 assuming that prior to 1.5.2015 he had never travelled abroad.

3

C–2064

17. (a) From the following, compute the taxable income under the head income from business, Profit before adjusting the following items is Rs.5,50,000.

Particulars	Amount
	Rs.
Administration expenses	10,000
Trade expense	5,000
Household expenses	3,000
Discount allowed	4,000
Income tax	400
Provision for Bad debts	2,000
Bad debts	3,000
Donation to P.M. National relief Fund	4,000

Or

(b) Briefly explain the types of customs import duties.

18. (a) Write short notes on:

(i) Electronic liability register.

(ii) Electronic credit register.

(iii) Electronic cash register.

Or

(b) Briefly explain the levy of GST.

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C–2064

C–2065	Sub. Code
	31045A

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

Fourth Semester

Industry Integrated

INDUSTRIAL RELATIONS AND LABOUR LAWS

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Industrial Relations?

2. Who is a workman according to the Trade Union Act?

3. Write a note on Grievance Settlement Authority.

4. Define 'award'.

5. Write a note on Composite Bargaining.

6. Define Quality of Work Life.

7. State the role of welfare officer.

8. Who is a dependant workman under the Workmen's Compensation Act.

9. Write a note on Retrenchment compensation as per payment of Wages Act.

10. Define the concept of consumer index.

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the developments in Industrial Relations from Before Independence and after?

Or

(b) Discuss the various approaches to Industrial relations.

12. (a) Discuss the unfair labour practices in India.

Or

(b) Write the nature and characteristics of social security.

13. (a) What do you understand by a trade union? Give meaning and justification of trade union?

Or

(b) Write short notes on Minimum wages, Fair wage and Living wage.

14. (a) What are the powers and duties of ESI corporation, The standing committee?

Or

(b) Write shot notes on:

    (i) Mode of payment of contribution under EPF

    (ii) Executive committee under EPF act.

2

C–2065

15. (a) What is the procedure for certification of Standing Order?

Or

(b) Write a note on amalgamation of trading union.

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) What are your suggestions to improve the industrial Relations?

Or

(b) "The role of judiciary in IR has been regressive". Give your view point.

17. (a) Discuss the women labour and Law.

Or

(b) Discuss the growth of collective bargaining in INDIA.

18. (a) Whom determines the money due from the employer under the employees provident funds and miscellaneous provisions act 1952?

Or

(b) State the rules as to undistributed amount due to employees under the minimum wages act 1948?

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C–2065