

C-2085

Sub. Code

80922/81022

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

Second Semester

HUMAN RESOURCE MANAGEMENT

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

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What are the managerial and operative functions of human resource management?
2. What is human resource accounting?
3. Define training needs analysis.
4. Mention the biases that affect performance appraisals.
5. What are the objectives of industrial relations?
6. Give the different forms of industrial disputes.
7. What do you understand by counselling?
8. Why human resource audit is conducted in organizations?

9. Who is an expatriate for an organization?
10. How is human resource management different from international human resource management?

Part B (5 × 5 = 25)

Answer **all** the questions.

11. (a) Describe the historical background of human resource management.

Or

- (b) Discuss various methods of collecting job analysis data.

12. (a) Elucidate the steps involved in the training process.

Or

- (b) Describe the different methods of performance appraisal.

13. (a) Enumerate the role of various participants in industrial relations.

Or

- (b) Elaborate the duties and responsibilities of a trade union.

14. (a) Explain the goals and various fields of counseling.

Or

- (b) Define mentoring and describe the mentoring process.

15. (a) Explain the key issues in employee selection to internationalized firms.

Or

- (b) Discuss how language training helps employees to work in international assignments.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Discuss the role of human resource management in the present millennium.

Or

- (b) Elucidate the various methods of executive development.

17. (a) Elucidate the important ways of preventing industrial disputes.

Or

- (b) Narrate the phases in the design and implementation of human resource accounting system.

18. (a) Enumerate the factors that impacts expatriates' success in foreign assignment.

Or

- (b) Explain how knowledge management carried in organizations.

C-2086

Sub. Code

**80923/
81023**

M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

FINANCIAL MANAGEMENT

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

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Financial Management.
2. State the three key activities of the Financial Management.
3. What is meant by debentures?
4. Define Venture Capital.
5. Write short note on NOI approach.
6. How do you measure cost of equity shares?
7. How will you calculate working capital?
8. What is meant by trade credit?
9. Mention the list of capital budgeting techniques.
10. How will you compute IRR?

Part B

(5 × 5 = 25)

Answer the following questions.

11. (a) Briefly describe the three basic reasons why profit/EPS maximization fails to be consistent with wealth maximization.

Or

- (b) Discuss briefly various roles of a finance manager.

12. (a) Write a short note on the NI approach.

Or

- (b) The expected earnings of firm A and B are Rs.1,20,000 with a standard deviation of Rs.30,000. Firm A is non-levered, firm B is levered and has to pay annual interest charges of Rs.30,000. Which firm is more risky? Why?

13. (a) Differentiate lease and hire purchase.

Or

- (b) Explain the types of shares used in the mobilization of long-term capital.

14. (a) Explain the different sources of working capital finance.

Or

- (b) What is factoring? What functions does it perform?

15. (a) Excel industrial ltd. has asset of Rs.1,60,000 which have been financial with Rs.52,000 of debt, Rs.90,000 of equity and a general reserve of Rs.18,000. The firm's total profits after interest and taxes for the year ended 31st March 2000 were Rs.13,500. It pays 8% interest on borrowing funds and is in the 50% tax bracket. It has 900 equity share of Rs.100 each selling at market price Rs.120 per share. What is the weighted average cost of capital?

Or

- (b) Explain the factors affecting investment decisions.

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) "The profit maximization is not an operationally feasible criterion". Comment.

Or

- (b) Enumerate elements determining sources of finance.

17. (a) Elaborate the factors influencing the optimum capital structure.

Or

- (b) X ltd desired to purchase raw materials to fill up the business activity. You are required to advise them to prepare average amount of working capital which will be required in the 1st Year, you are given the following statement. Prepare working capital statement and assume 10% contingency.

Particulars	Amount for year
1. Average amount backed up for stocks:	
(i) Stock of finished goods	5,000
(ii) Stock of stores and materials	8,000
2. Average credit given:	
(i) Inland sales, 6 weeks credit	3,12,000
(ii) Export sales. 1.5 weeks credit	78,000
3. Average time lag in payment of wages and outstanding:	
(i) Wages 1.5 weeks	2,60,000
(ii) Stocks and Materials 1.5 months	48,000
(iii) Rent and royalties 6 months	10,000
(iv) Clerical staff 0.5 months	62,000
(v) Manager 0.5 months salary	4,800
(vi) Miscellaneous expenses	48,000
4. Payment in Advances:	
Sundry expenses (paid for the quarter in advance)	8,000

18. (a) How would you assess the working capital requirements for a seasonal industry? Illustrate with example.

Or

- (b) From the following information calculate Operating leverage, financial leverage and combined leverage. Sales Rs.10,00,000. variable cost 40% on sales, fixed cost Rs.2,00,000. Debt of Rs.10,00,000 @ 10%, 12% preference shares for Rs.10,00,000 and equity shares Rs.1,00,000. What happen the sales increase by 40%.

C-2087

Sub. Code

80924/81024

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

Second Semester

Logistics and Supply Chain Management

**RESEARCH METHODS FOR BUSINESS/ RESEARCH
METHODS FOR MANAGEMENT**

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

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term Research.
2. What is Research Problem?
3. What do you mean by Research Design?
4. Why sampling method is important?
5. What is primary data?
6. What is questionnaire?
7. What is the central tendencies?
8. Write the full form of ANOVA.
9. What is called review of literature in research report?
10. Mention any two types of research reports.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) “Well defined research problem is half solved” – Discuss.

Or

- (b) Enumerate the characteristics of good research.

12. (a) Write a short note on hypothesis and its importance in research.

Or

- (b) Discuss the observation technique in collecting data while conducting research.

13. (a) Discuss the limitations of sampling techniques.

Or

- (b) Enumerate Random sampling techniques in research.

14. (a) Explain Non-random sampling techniques in a research.

Or

- (b) Discuss importance of tabulation in a report writing.

15. (a) Write a short note on different types of report writing w.r.t technical report and Executive summary.

Or

- (b) Explain the concept of Likert scaling techniques with its salient features.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Draw and explain the research process.

Or

- (b) Enumerate various types research.

17. (a) Draft a questionnaire to ascertain customer preference in buying FMCG products.

Or

- (b) (i) The following table gives the number of accidents that took place in an industry during various days of the week. Test whether the accidents are uniformly distributed over the week

Day	Mon	Tue	Wed	Thu	Fri	Sat
No of accidents	14	18	12	11	15	14

- (ii) On the basis of information given below about the treatment of 200 patients suffering from a disease, state whether the new treatment is comparatively superior to the conventional treatment.

	Favourable	Not Favourable	Total
New	60	30	90
Conventional	40	70	110

18. (a) (i) Find the correlation coefficient between x and y .

x	5	6	7	8	9
y	10	10	8	5	5

- (ii) Calculate the correlation coefficient for the following data

x	2	4	6	8	10	12	14
y	4	2	5	10	4	11	12

Or

- (b) Bring out the important contents in management research report writing.

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80927/81027

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

Second Semester

**Common for Logistics & Supply Chain
Management/Integrated Shipping & Logistics**

SHIPPING AND PORT MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define International Trade.
2. State the importance of ports.
3. Define Containerization.
4. List the factors that cause ports to change.
5. Define inter modal connections.
6. List out the container handling equipment.
7. Who is a stakeholder in this business?
8. What is a terminal?
9. List various environmental issues effecting ports.
10. State the importance of infrastructure in port management.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the functions of intermediaries in shipping.

Or

- (b) Write brief notes on various types of ships.

12. (a) Explain the importance of cargo routes in shipping.

Or

- (b) Explain the impact of ports on a country's economy.

13. (a) Write a short notes on terminal operations.

Or

- (b) Explain why it is so important to focus on road infrastructure in shipping.

14. (a) Explain the concept of Hinterland and its importance in shipping with suitable examples.

Or

- (b) State the process of identifying customer needs to be competitive in the business.

15. (a) Explain about the health and safety issues in ports.

Or

- (b) Write a short note on environmental issues suitable examples.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Performing trade has become easy with the connectivity. Explain with suitable examples.

Or

- (b) Economy and business move parallel to each other. State the importance of shipping business in the growth of economy.

17. (a) To assess any process performance indicators plays an important role. Explain.

Or

- (b) Port development improves the economic status of the country. Explain with suitable examples.

18. (a) Why coastal movement of cargo is so important for a country? Provide suitable examples.

Or

- (b) What are the various infrastructural requirements for smooth functioning of ports?

C-2089

Sub. Code

80936

M.B.A. DEGREE EXAMINATION, APRIL 2024

Third Semester

Logistics And Supply Chain Management

RETAIL SUPPLY CHAIN MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Distinguish between supply chain and value chain.
2. What are speciality stores?
3. List down the factors influencing demand for a product.
4. What is inventory turnover?
5. What are functional products?
6. “Diversification strategies are helpful in minimizing risks in retail marketing” – elucidate.
7. List down the benefits of supply chain collaboration.
8. What is RFID?
9. Name the costs associated with retail supply chain.
10. State the hidden benefits of retail returns.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Emphasise the importance of customer segmentation in retailing.

Or

- (b) Bring out the advantages and drawbacks of departmental stores.

12. (a) Identify the reasons behind the emerging popularity of e-tailing firms in India.

Or

- (b) What are the supply chain risks in retailing?

13. (a) Emphasise the need for product innovation in retailing.

Or

- (b) Point out the market penetration strategies to be adopted by a retailer.

14. (a) Brief the role of DMAIC in supply chain management.

Or

- (b) What is core competency? Examine its significance in supply chain management.

15. (a) What are the steps to be taken for minimizing supply chain costs?

Or

- (b) What are the points to be considered while formulating retail return policy?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the various CSR practices adopted by the Indian retail industry.

Or

- (b) Bring out the impact of globalization on the Indian retail sector.

17. (a) Explain the various stages of retail product life cycle.

Or

- (b) Enumerate the different bases of market segmentation in retailing.

18. (a) Describe the various approaches to retail supply chain process improvement.

Or

- (b) As a retailer how would you manage returns and exchanges?
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C-2090

Sub. Code

80937

M.B.A. DEGREE EXAMINATION, APRIL 2024

Third Semester

Logistics and Supply Chain Management

EXIM PROCEDURE AND DOCUMENTATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is export licence?
2. What do you mean by liberalisation of trade?
3. What is a consular invoice?
4. What is an export declaration?
5. What is excise duty?
6. Define marine insurance.
7. What is EDI system?
8. Define Warehousing under customs Act 1962.
9. What are Special Economic Zones?
10. State any two benefits of EPCG Scheme?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the meaning and features of export marketing.

Or

- (b) Write a short note on Registration cum Membership Number.

12. (a) Describe the advantages of Aligned Documentation System.

Or

- (b) What is a Bill of Lading and describe the purposes it Selves?

13. (a) Explain the procedure involved in shipment stage of export.

Or

- (b) What are the roles and responsibilities of customs clearance agent?

14. (a) Explain pre-import stage of import procedure.

Or

- (b) Discuss the importance of a warehouse for an importer.

15. (a) What is EPCG scheme? State its benefits.

Or

- (b) Write a short note on Sales Tax Exemption.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the different preliminary steps to be taken in respect of establishment of a business firm.

Or

- (b) Explain the main commercial and Regulatory Documents when goods are sent by sea under C.I.F contract?

17. (a) Describe the different methods of financing exports.

Or

- (b) Discuss the role of a clearing and Forwarding Agent in the successful execution of an export contract.

18. (a) Explain the procedure for customs clearance of import consignments.

Or

- (b) What is duty drawback? Describe the procedure for claiming duty drawback.
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C-2564

Sub. Code

80911

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Logistics and Supply Chain Management

MANAGEMENT CONCEPTS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The Era of Scientific Management is
 - (a) Early 1800s
 - (b) 1880-1930
 - (c) 1895-1945
 - (d) 1950 onwards

2. This function of Management related to placing the right person at the at the right job is
 - (a) Organising
 - (b) Planning
 - (c) Staffing
 - (d) Controlling

3. _____ is the function of management relating to laying down the foundation for carrying out the other functions of management successfully.
 - (a) Planning
 - (b) Staffing
 - (c) Organising
 - (d) Controlling

4. Which one of the following is a single-use plan?
(a) Strategy (b) Rule
(c) Method (d) Budget
5. _____ denotes concentration of authority at the top level.
(a) Decentralisation (b) Centralisation
(c) Coordination (d) Delegation
6. Formal organisation mainly differ from informal organisation in the aspect of _____.
(a) Production process
(b) Financial procedure
(c) Structuring
(d) Purchasing
7. _____ is the process of exchanging information and understanding between two or more persons.
(a) Directing (b) Leadership
(c) Communication (d) Motivation
8. _____ leaders tend to have complete control over the decision-making process.
(a) Autocratic (b) Democratic
(c) Laissez-faire (d) Transactional
9. Which one of the following is not a feature of controlling?
(a) Continuous process
(b) Action-oriented
(c) Keeping employees busy
(d) Pervasive function

10. _____ is NOT a modern technique of management control.
- (a) Breakeven analysis
 - (b) PERT
 - (c) CPM
 - (d) Responsibility accounting

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the contributions of Peter F. Drucker.

Or

- (b) Explain the various school of management.

12. (a) State the purpose of planning.

Or

- (b) Write in brief about planning premises.

13. (a) Write a note on span of control.

Or

- (b) Explain the conflict arising out of line and staff organization.

14. (a) Describe the nature of staffing.

Or

- (b) List down the qualities of good leader.

15. (a) Discuss the importance of effective control system.

Or

- (b) Write a note on need for co-ordination.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Elaborate the contributions of F.W. Taylor.

Or

- (b) Narrate on the emergence of modern management thoughts.

17. (a) Discuss the limitation and obstacles in planning.

Or

- (b) Describe the guidelines for setting effective objectives.

18. (a) Explain the various types of departmentation.

Or

- (b) Elaborately explain on committee and its types.

19. (a) Write an essay on the elements of communication.

Or

- (b) Explain in details about barriers of communication.

20. (a) Describe the various control techniques.

Or

- (b) Critically analyze the problems faced in co-ordination.

C-2565

Sub. Code

80912

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Logistics and Supply Chain Management

CORPORATE COMMUNICATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. In communication what does the acronym “IMC” stand for?
 - (a) Integrated Marketing Communication
 - (b) Internal Media Communication
 - (c) Interactive Message Communication
 - (d) Interpersonal Media Connection

2. Which communication style involves a balance between assertiveness and cooperation?
 - (a) Passive
 - (b) Aggressive
 - (c) Assertive
 - (d) Passive-aggressive

3. What does the acronym 'CSR' stand for in corporate communication?
 - (a) Corporate Success and Responsibility
 - (b) Corporate Sustainability and Responsibility
 - (c) Corporate Strategy and Relations
 - (d) Corporate Stakeholder Relations

4. Which communication channel is most effective for crisis communication in a corporate setting?
 - (a) Email
 - (b) Press conference
 - (c) Social media
 - (d) Internal memos

5. Which communication strategy involves associating a brand with specific emotions, values, or lifestyle?
 - (a) Emotional branding
 - (b) Transactional branding
 - (c) Rational branding
 - (d) Informative branding

6. Which element of the marketing mix is most directly impacted by corporate communication in brand promotion?
 - (a) Product
 - (b) Price
 - (c) Place
 - (d) Promotion

7. Which of the following is an essential element of a well-structured report?
 - (a) Appendices
 - (b) Table of contents
 - (c) Synonyms
 - (d) Subjective opinions

8. What is the primary audience for a report?
- (a) The report writer
 - (b) The report editor
 - (c) The general public
 - (d) The intended readers or stakeholders
9. What is the ideal duration for a typical business presentation?
- (a) 15-20 minutes (b) 30-45 minutes
 - (c) 1-2 hours (d) 3-4 hours
10. What is a key element of an effective business presentation?
- (a) Using complex jargon and technical terms
 - (b) Speaking quickly to cover more content
 - (c) Tailoring the message to the audience
 - (d) Avoiding eye contact with the audience

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain non-verbal communication and its significance in interpersonal interactions.

Or

- (b) Outline the steps involved in planning, conducting, and following up on a productive corporate meeting.

12. (a) Describe the components of a well-structured corporate communication plan.

Or

- (b) Discuss the relationship between internal and external corporate communication.

13. (a) Discuss the importance of integrating corporate communication strategies in brand promotion.

Or

- (b) Examine the challenges and ethical considerations in corporate communication for brand promotion.

14. (a) Describe the role of conclusions and recommendations in a business report.

Or

- (b) Describe the key elements that should be included in an effective executive summary and how it serves as a useful tool for decision-makers.

15. (a) Discuss the role of audience analysis in business presentations.

Or

- (b) Explain the use of technology and multimedia in business presentations.

Section C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Describe the etiquette and best practices for conducting effective business meetings.

Or

- (b) Examine the different types of conflicts that may arise within a corporate setting.

17. (a) Examine the impact of procrastination on time management.

Or

- (b) Discuss the purpose and structure of behavioral interviews, focusing on how they assess candidates' past behavior to predict their future performance.

18. (a) Discuss the importance of accuracy and timeliness in minutes preparation.

Or

- (b) Examine the key elements of a successful financial communication strategy.

19. (a) Provide tips on writing an impactful executive summary.

Or

- (b) Discuss the role of visuals (charts, graphs, tables) in enhancing the readability and comprehension of a business report.

20. (a) Examine the strategies for handling questions and engaging the audience during a business presentation.

Or

- (b) Describe how digital tools, multimedia, and interactive elements can enhance audience engagement and comprehension.
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C-2566

Sub. Code

80913

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Logistics and Supply Chain Management

ACCOUNTING FOR MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. Accounting provides data or information on
 - (a) Income and cost for the managers
 - (b) Financial conditions of the institutions
 - (c) Company's tax liability for a particular year
 - (d) All the above

2. Accounting policies refer to specific accounting
 - (a) Principles
 - (b) Methods of applying those principles
 - (c) Both (a) and (b)
 - (d) None of the above

3. A ledger is called a book of
 - (a) Primary entry (b) Final entry
 - (c) Original entry (d) None of the above

4. From which of the following is a ledger account prepared
- (a) Transactions
 - (b) Journal
 - (c) Events
 - (d) None of the above
5. Which of the following is/are included in the financial statements of a business enterprise?
- (a) Balance sheet
 - (b) Profit and loss account
 - (c) Cash flow statement
 - (d) All of the above
6. Which of the below formula is correct?
- (a) $\text{Assets} = \text{Liabilities} + \text{Shareholders' funds}$
 - (b) $\text{Assets} = \text{Total finds}$
 - (c) $\text{Assets} = \text{Funds of outsiders}$
 - (d) None of the above
7. Which one of the following is not a financial budget?
- (a) Cash budget
 - (b) Capital budget
 - (c) Budgeted funds flow statement
 - (d) Sales budget
8. Long term budgets are prepared for
- (a) Capital expenditure
 - (b) Research and development
 - (c) Long term finances
 - (d) All of the above

9. If the total cost of 1000 units is Rs.60,000 and that of 1001 units is Rs.60,400, then the increase of Rs.400 in the total cost is _____
- (a) Prime cost
 - (b) All variable overheads
 - (c) Marginal cost
 - (d) None of the above
10. Which of the following statements are true about marginal costing?
- (a) In marginal costing, fixed costs are treated as product costs
 - (b) Marginal costing is not an independent system of costing
 - (c) The elements of cost in marginal costing are divided into fixed and variable components
 - (d) Both (b) and (c)

Section B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the different roles of accounting?

Or

- (b) Define in what way accounting is the source of information.

12. (a) Post the following in the ledgers of Rajaram :

2019 March

		Rs.
1	Sold goods for cash	1,000
2	Bought goods to Mohan on credit	1,500
3	Bought goods from Kumar	3,000
4	Sold goods on credit to Mani	4,000
5	Received cash from Mani	2,500

Or

(b) Why is depreciation on the income statement different from the depreciation on the balance sheet?

13. (a) Calculate Absolute Liquid Ratio:

Cash in hand = 25,000,

Cash at bank = 50,000,

Marketable securities = 1,50,000

Current liabilities = 2,50,000.

Or

(b) What are the importance of financial analysis.

14. (a) From the following particulars, prepare a production budget of a company for the year ended 30 June 2020 :

Product	Sales (units as per sales budgets)	1 July 2019	30 June 2020
A	1,50,000	14,000	15,000
B	1,00,000	5,000	14,500
C	70,000	8,000	8,000

Or

(b) Describe the objectives of budgetary control.

15. (a) Describe the installation of cost accounting system.

Or

(b) What are the features of marginal costing?

Section C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Describe the nature of accounting in details.

Or

(b) Discuss the concepts and conventions of accounting.

17. (a) From the following balances of Mr. Agarwal, you are required to prepare trading and profit and loss account for the year ended 31st Dec, 2020 and a balance sheet as on that date after making necessary adjustments.

Particulars	Amount	Particulars	Amount
	(Rs.)		(Rs.)
Purchases	1,20,500	Capital	52,000
Stock on 1.1.2020	21,500	Sales	1,86,000
Salaries	14,000	Sundry creditors	10,900
Rent and Rates	3,000		
Insurance	800		
General expenses	3,100		
Wages	25,000		
Machinery	31,000		
Sundry debtors	20,000		
Cash at bank	3,000		
Drawings	7,000		
	<u>2,48,900</u>		<u>2,48,900</u>

Adjustments :

- (i) Salaries for the month December still unpaid
Rs.1,600
- (ii) Insurance prepaid to them extent of Rs.250
- (iii) Depreciation on machinery by 10%
- (iv) Closing stock was valued at Rs.26,000

Or

- (b) Distinguish between fixed and current assets. Give two examples for each.

18. (a) Discuss the comparative financial statements. What information is required to prepare a comparative balance sheet?

Or

- (b) From the following data relating to the purchase of a firm, prepare trend percentages and trend ratios.

Year	2017	2018	2019	2020	2021	2022
Purchase Rs. (‘00,000’)	1,672	1,789	1,873	1,923	2,123	1,463

19. (a) Explain the different classifications of budgets.

Or

- (b) Using the following information, prepare a flexible budget for the production of 80% and 100% activity.

Production at 50% Capacity	5,000 Units
Raw Materials	Rs.80 per unit
Direct Labor	Rs.50 per unit
Direct Expenses	Rs.15 per unit
Factory Expenses	Rs.50,000 (50) (Fixed)
Administration Expenses	Rs.60,000 (Variable)

20. (a) The following data relate to the manufacture of a product during the month of

January :

Raw materials consumed Rs.80,000

Direct wages Rs.48,000

Machine hours worked 8,000

Machine hour rate Rs.4

Office overhead 10% of works cost

Selling overhead Rs.1.50 per unit

Units produced 4,000

Units sold 3,600 at Rs.50 each

Prepare a cost and show

(i) cost per unit,

(ii) profit for the period.

Or

- (b) "Costs may be classified according to their nature and a number of characteristics." Discuss this statement while.
-

C-2567

Sub. Code

80914

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Logistics and Supply Chain Management

INDUSTRIAL ECONOMICS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. In _____, raw materials are turned into finished goods through one or more process.
 - (a) Analytical Industries
 - (b) Synthetic Industries
 - (c) Assembling Industries
 - (d) Continuous Industry

2. _____ consists of construction and service industry.
 - (a) Primary Industries
 - (b) Secondary Industries
 - (c) Group of firms
 - (d) Tertiary Industry

3. The first comprehensive effort at developing a theory of location was made by _____.
- (a) Alfred Weber (b) Sergeant Florence
(c) August Losch (d) Robinson
4. Different types of _____ like cheap land, relief in local taxes etc are provided by local industry to tempt the prospective promoters to establish the units in their areas.
- (a) Gills (b) Incentives
(c) Payment (d) Commission
5. Workers in the organised sector consists of _____.
- (a) all services under the government
(b) local bodies and big factories
(c) factories employing 10 workers or more power or 20 workers or more without power
(d) All of the above
6. Trade unions help
- (a) the labourers to express their dissatisfaction
(b) the managers to be aware of workers problem
(c) both are correct
(d) none is correct

7. Tool to regulate private sector industries
- (a) OCTEI
 - (b) GDP
 - (c) Industrial licensing
 - (d) MRTP Act
8. A stock exchange acts a regulator of the _____.
- (a) Stock market
 - (b) District Industries centre
 - (c) Capital market
 - (d) SEBI
9. _____ would also include the loans and advances made by foreign companies to Indian companies.
- (a) SEZ
 - (b) MNC
 - (c) FDI
 - (d) IBM
10. Wal-Mart has taken entry into the Indian market via alliance with _____.
- (a) IBM
 - (b) Swaraj Mazda
 - (c) Mahindra Renault
 - (d) Bharti Group

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Distinguish between firm and industry.
Or
(b) Explain the Synthetic Industries With suitable references.
12. (a) Briefly explain the economic and infra-structural factors.
Or
(b) Write short note on Rawstron's principles.
13. (a) Explain the Features of Industrial Labour.
Or
(b) What is the responsibility of the state and labour laws?
14. (a) What should be done with the sick industries, they should be locked out or revamped?
Or
(b) Liberalisation of the 19th century is often called-The First Era of Globalisation. Why?
15. (a) How will you use the resources of foreign countries to maximum advantage and what steps will you take to penetrate the market?
Or
(b) Critically analyse the FDI policies of the Indian Government before 1991.

Part C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Explain in brief about Industrial efficiency, its concepts and measurements.

Or

- (b) Distinguish between Sole proprietorship and Partnership private sector concerns and its merits and demerits.

17. (a) Explain the Weber's pure theory of location and summarize the criticisms on various grounds.

Or

- (b) Discuss in brief about the Split location and its merits and demerits.

18. (a) Discuss in detail about the regulation at work and social security in the organised sector.

Or

- (b) Explain the role of Labour welfare in Unorganised sectors and its responsibilities among labours in these concerns, with suitable examples.

19. (a) "Industrial Licensing is a very effective tool used by the government to regulate the private sector". Comment.

Or

- (b) Critically analyse the Industrial Policy of 1948. Do you think soon after independence, government did a good job by framing an industrial policy like that?

20. (a) “A nation may have comparative advantage over others because of certain factors of production.” Comment in context of the Indian market.

Or

- (b) “Multinational corporations have become too powerful in absolute terms as well as relative to governments.” Substantiate.
-

C-2568

Sub. Code

80915

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Logistics and Supply Chain Management

ORGANISATIONAL BEHAVIOUR

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. In present context, challenges for OB are
 - (a) Employee expectation
 - (b) Workforce diversity
 - (c) Globalization
 - (d) All of the above

2. Which among the following field NOT related to OB directly?
 - (a) Anthropology (b) Sociology
 - (c) Economics (d) Social psychology

3. Psychological process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment is definition of
 - (a) Attitude (b) thinking
 - (c) Perception (d) Personality

4. An individual's personality is determined by all the following except:
- (a) Perceptual process
 - (b) Heredity
 - (c) Situational factors
 - (d) Environment
5. The attitude based on Beliefs, opinion, Knowledge, or information about the particular event which the employee possesses is under _____ component of Attitude.
- (a) Behavioral (b) Cognitive
 - (c) Affective (d) Positive
6. Which is not a method used for changing the attitude of Employee?
- (a) use of fear
 - (b) Providing new information
 - (c) Performance appraisal
 - (d) Giving Feedback
7. What is brainstorming?
- (a) A process for generating ideas
 - (b) A technique that tends to restrict independent thinking
 - (c) A technique used to build group cohesiveness
 - (d) A process used mainly when group members cannot agree on a solution
8. Groups created by managerial decision in order to accomplish stated goals of the organization are called
- (a) formal groups (b) informal groups
 - (c) task groups (d) interest groups

9. Transformational change is often carried out:
- (a) by middle managers
 - (b) top down
 - (c) bottom up
 - (d) after extensive consultation.
10. What are the two types of change management?
- (a) Real change and superficial change
 - (b) incremental change and circular change
 - (c) Radical change and transformational change
 - (d) incremental change and transformational change

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Write the historical overview of organizational behavior.

Or

- (b) Explain the Bank wiring room experiment.

12. (a) Describe the perceptual process.

Or

- (b) Explain reinforcement and punishment.

13. (a) Write a note on changing attitude.

Or

- (b) Explain various types of values.

14. (a) Describe the reasons for group formation.

Or

- (b) State the causes of stress.

15. (a) Describe the change process.

Or

(b) What do you mean by OD interventions?

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Write an essay on Hawthorne studies.

Or

(b) Discuss the challenges and opportunities for OB.

17. (a) Describe any four theories of learning.

Or

(b) Discuss about the determinants of personality.

18. (a) Explain the content theories of motivation.

Or

(b) Write in detail about process theories of motivation.

19. (a) Explain the steps involved in group formation and various types of groups.

Or

(b) Describe the various measures to manage stress.

20. (a) Discuss the resistances to change in detail.

Or

(b) Explain the measures to overcome resistance to change.

C-2569

Sub. Code

80916

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Logistics and Supply Chain Management

MARKETING MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. Which stage of the product life cycle involves a rapid increase in sales and profits?
(a) Introduction (b) Growth
(c) Maturity (d) Decline

2. What is the process of dividing a market into distinct groups of buyers who have different needs, characteristics, or behaviors called?
(a) Market segmentation
(b) Market targeting
(c) Market positioning
(d) Market analysis

3. Which of the following is NOT one of the 4Ps of the marketing mix?
(a) Place (b) Promotion
(c) Performance (d) Product

4. The marketing mix consists of:
- (a) 4 elements
 - (b) 5 elements
 - (c) 6 elements
 - (d) 7 elements
5. What is market segmentation?
- (a) Targeting multiple markets simultaneously
 - (b) Dividing the market into distinct groups based on similar characteristics
 - (c) Focusing on a single market segment
 - (d) Combining all market segments into one
6. Which of the following is NOT a common basis for market segmentation?
- (a) Geographic
 - (b) Demographic
 - (c) Psychographic
 - (d) Competitive
7. What is buyer behavior?
- (a) The process of selling products to customers
 - (b) The actions and decisions of individuals and organizations in the process of buying and using products
 - (c) The process of marketing a product to potential customers
 - (d) The advertising and promotional activities carried out by a company
8. Which type of problem recognition occurs when there is a significant difference between the desired state and the actual state?
- (a) Routine problem recognition
 - (b) Limited problem recognition
 - (c) Extensive problem recognition
 - (d) Impulse problem recognition

9. What is marketing research?
- (a) The process of selling products to customers
 - (b) The process of analyzing financial data for a company
 - (c) The systematic gathering, recording, and analysis of data to aid in marketing decision-making
 - (d) The process of developing advertising and promotional strategies
10. Which type of marketing research involves collecting data for a specific research problem or objective?
- (a) Exploratory research
 - (b) Descriptive research
 - (c) Causal research
 - (d) Applied research

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the Objectives of Modern Marketing.
- Or
- (b) Describe the Concepts and Definitions of Marketing.
12. (a) Illustrate the Designing of Marketing systems.
- Or
- (b) Explain the Sources of Information.
13. (a) Describe the Bases of Segmentation.
- Or
- (b) Illustrate the Factors of Product Mix.
14. (a) Explain the Customer Acquisition.
- Or
- (b) Explain the Customer Defection

15. (a) Describe the Product Research.

Or

(b) Describe the Advertising Research.

Section C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Explain the Importance and Difficulties in Marketing Planning.

Or

(b) Describe the Process of Marketing Planning.

17. (a) Illustrate the Components of Marketing systems.

Or

(b) Distinguish between Market information system and Marketing Information System.

18. (a) Describe the Product Life Cycle in detail.

Or

(b) Explain the Dimensions of Product Mix.

19. (a) Illustrate the Buyer Behaviour Model.

Or

(b) Enumerate how to build and Measures the Customer Satisfaction.

20. (a) Describe the Marketing Research and process.

Or

(b) Elaborate the Applications of Marketing Research.

C-2570

Sub. Code

80917

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Logistics and Supply Chain Management

BUSINESS ENVIRONMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Environmental studies is defined as the branch that deals with the :
 - (a) Design, study, and discovery of new materials
 - (b) The study of humanities, social, biological, and physical sciences
 - (c) Incorporate the information and physical sciences
 - (d) Approach about the natural world and the impact of humans on its integrity

2. Profit is the only objective of all business firms
 - (a) True
 - (b) False
 - (c) Partly True
 - (d) Partly False

3. _____ is a type of external environment.
 - (a) Operating
 - (b) General
 - (c) Remote
 - (d) All of the above

4. _____ means the flexibility and adaptability of law and other legal rule governing the business.
- (a) Political Environment
 - (b) Legal Environment
 - (c) Technological Environment
 - (d) Both (a) and (b)
5. Which of the following is an element of Political environment?
- (a) Legislature (b) Judiciary
 - (c) Executive (d) All of the Above
6. Governments policy towards industries is called as _____.
- (a) economic policy (b) industrial policy
 - (c) monetary policy (d) work policy
7. Ackerman's model is one of the _____ responsibility models.
- (a) social (b) cultural
 - (c) environmental (d) management
8. Fiscal policy refers to the policy of government regarding taxation, public expenditure and _____.
- (a) Public debt (b) Budgets
 - (c) Policies (d) Deposits
9. In India liberalization and privatization began from _____.
- (a) 1991 (b) 1971
 - (c) 1981 (d) 1947

10. New policy has four new components namely liberalization, privatization _____ and stabilization.
- (a) globalization (b) domestication
(c) democracy (d) economization

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the advantages of technological environment?

Or

- (b) Explain the opportunities and threats of industries.

12. (a) Discuss the importance of culture.

Or

- (b) Explain the difference between traditional and foreign culture.

13. (a) What are the merits and demerits of industrial policies?

Or

- (b) Explain the supportive and regulative functions of a government.

14. (a) Discuss the role of financial institutions.

Or

- (b) Discuss the EXIM policy.

15. (a) Enumerate the banking policy.

Or

(b) Illustrate about the reforms in capital market.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Illustrate the significance, merits and demerits of business environment.

Or

(b) Discuss the threats and opportunities of globalization.

17. (a) Discuss about the joint Hindu family system.

Or

(b) Explain the nature and significance of culture. Enumerate its types.

18. (a) Discuss the industrial policies and promotion schemes.

Or

(b) Enumerate the political environment in detail.

19. (a) Explain the social structure and its features.

Or

(b) Evaluate the FDI and foreign collaboration.

20. (a) Discuss the policy changes for liberalization.

Or

(b) Discuss the salient features and functions of WTO.

C-2571

Sub. Code

80921

M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Logistics and Supply Chain Management

**PRODUCTION AND MATERIALS HANDLING IN
LOGISTICS**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Production Planning is essential for _____
 - (a) Inventory Management
 - (b) Quality Management
 - (c) System Management
 - (d) All of the above
2. _____ is one of the most important factor required for production Activities.
 - (a) Money
 - (b) Man power
 - (c) Time
 - (d) Customer
3. Which of the following affect the choice of plant location decision?
 - (a) Proximity to markets
 - (b) Supply of materials
 - (c) (a) and (b)
 - (d) None of these

4. In which layout the production time per unit is generally maximum?
- (a) Process (b) Group
(c) Product (d) All of these
5. The following factors must be considered while selecting the work for method study.
- (a) Economic consideration
(b) Technical consideration
(c) Human reactions
(d) All of the above
6. The work measurement method of cost estimation is also called
- (a) Price engineering method
(b) Industrial engineering method
(c) Measuring engineering method
(d) Unit engineering method
7. Material handling consists of movement of material from
- (a) One machine to another
(b) One shop to another shop
(c) Stores to shop
(d) All of the above
8. Cranes are used for
- (a) Lifting and lowering
(b) Vertical transportation
(c) Both (a) and (b)
(d) None of the above

9. A _____ Is the mechanism in the shape of a cylinder or drum, over which rope or chain is wound.
- (a) Conveyor (b) Pulley
(c) Winch (d) Rotor
10. _____ conveyors may be in the form of side discharge conveyors
- (a) Feeder (b) Spreading
(c) Radial (d) Discharge

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Name various types of production systems and chief characteristics features of each system.

Or

- (b) Discuss the nature and scope of Production management.

12. (a) Discuss the need for selecting a suitable location.

Or

- (b) What are the problems of plant location? Explain.

13. (a) What is meant by work content? Distinguish between the concept of basic work content and excess work content.

Or

- (b) Explain the following terms with reference to work sampling.

- (i) Need of confidence level
(ii) Determination of sample size

14. (a) Define material handling. What is its importance?

Or

- (b) Explain the assessment of handling problems for mechanization.

15. (a) Discuss the basic principle of conveyor.

Or

(b) What are the various materials used for manufacturing of belts?

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Production management is process of planning , Organising and controlling the activities of production functions. Explain.

Or

(b) Briefly explain the various types of plant layout.

17. (a) Explain the factors influencing plant location.

Or

(b) Define plant layout. Explain factors and types.

18. (a) What is meant by productivity? Elaborate the three ways to increase the productivity.

Or

(b) What is meant by interference allowance? Review the factors influencing interference allowance.

19. (a) Briefly explain the types of material handling.

Or

(b) Briefly explain the selection of suitable machines.

20. (a) How fast will the conveyor need to be? How much load will it need to accommodate?

Or

(b) List down the various problems that you face in belt conveyors.

C-2572

Sub. Code

80922

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

Second Semester

Logistics and Supply Chain Management

HUMAN RESOURCE MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which among the following is an operative function of HRM?
 - (a) Planning
 - (b) Organizing
 - (c) Compensation and welfare
 - (d) Directing

2. Which of the following is a method of collection of information for job analysis?
 - (a) Ratio analysis
 - (b) Questionnaire method
 - (c) Optimisation models
 - (d) Trend analysis

3. _____ is an individual analysis method used in training needs assessment.
 - (a) Exit interviews
 - (b) MBO
 - (c) Quality circles
 - (d) Work sampling

4. Which among the following is NOT a modern method of performance appraisal?
 - (a) Confidential reports
 - (b) BARS
 - (c) Assessment centre
 - (d) Balance scorecard

5. Which legislation in India is primarily concerned with industrial relations and disputes?
 - (a) Companies Act (b) Industrial Disputes Act
 - (c) Labor Welfare Act (d) Trade Union Act

6. Which party s responsible for making proposals during collective bargaining?
 - (a) Only the employer
 - (b) Only the union
 - (c) Both the employer and the union
 - (d) The government mediator

7. Which approach is commonly used in employee counseling to help individuals explore their thoughts and feelings?
 - (a) Cognitive-behavioral therapy
 - (b) Authoritarian counseling
 - (c) Psychoanalytic counselling
 - (d) Transactional analysis

8. Rational-Emotive Therapy (RET) is a psychotherapeutic approach developed by
 - (a) Sigmund Freud
 - (b) Eric Berne
 - (c) Elton Mayo
 - (d) Albert Ellis

9. Which dimension of culture, as identified by Hofstede, refers to the extent to which a society accepts that power in institutions and organizations is distributed unequally?
- (a) Individualism vs. Collectivism
 - (b) Masculinity vs. Femininity
 - (c) Power Distance
 - (d) Uncertainty Avoidance
10. _____ is a method to conduct situational test in the selection process.
- (a) Skill test
 - (b) Projective test
 - (c) Psychomotor test
 - (d) In basket

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the importance of human factor.
- Or
- (b) Write brief about Job description and Job specification.
12. (a) Discuss the problems with performance appraisal.
- Or
- (b) Explain the benefits of training.
13. (a) Describe the features of industrial relations.
- Or
- (b) Write a brief note on collective bargaining.
14. (a) Explain the Rational emotive theory.
- Or
- (b) Discuss the various personnel records.

15. (a) Describe the effects of globalisation.

Or

(b) Explain the terms:

(i) Expatriates

(ii) Host country national

(iii) Culture shock.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Elucidate the history of personnel and human resource management.

Or

(b) Write a detailed note on concept and key elements of Human resource accounting.

17. (a) Explain the modern methods of performance appraisal.

Or

(b) Describe the off-the-job training methods.

18. (a) Discuss about various trade unions in India.

Or

(b) Explain the grievance redressal mechanism.

19. (a) Write an essay on employee counselling.

Or

(b) Explain about HR information system in detail.

20. (a) Illustrate the international compensation practices.

Or

(b) Explain the cultural training and its significance in current business trend.

C-2573

Sub. Code

80923

M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Logistics and Supply Chain Management

FINANCIAL MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. Finance function involves:
 - (a) Procurement of finance only
 - (b) Expenditure of funds only
 - (c) Safe custody of funds
 - (d) Procurement and effective utilization of funds
2. The objective of wealth maximization takes into consideration:
 - (a) Risk related to uncertainty of returns
 - (b) Timing of expected returns
 - (c) Amount of returns expected
 - (d) All of the above

3. Which of the following cost of capital require tax adjustment?
- (a) Cost of Equity Shares
 - (b) Cost of Preference Shares
 - (c) Cost of Debentures
 - (d) Cost of Retained Earnings
4. Which is the most expensive source of funds?
- (a) New Equity Shares
 - (b) New Preference Shares
 - (c) New Debts
 - (d) Retained Earning
5. Net Operating Income Approach, which one of the lowing is constant?
- (a) Cost of Equity (b) Cost of Debt
 - (c) WACC and kd (d) Ke and Kd
6. NOI Approach advocates that the degree of debt financing is:
- (a) Relevant (b) May be relevant
 - (c) Irrelevant (d) May be irrelevant
7. Working Capital Turnover measures the relationship of Working Capital with:
- (a) Fixed Assets (b) Sales
 - (c) Purchases (d) Stock
8. External sources of finance do not include:
- (a) Overdrafts (b) Debentures
 - (c) Leasing (d) Retained Earnings

9. Which of the following is not incorporated in capital budgeting?
- (a) Tax effect
 - (b) Time Rate of cash discount
 - (c) Value of Money
 - (d) Required rate of return
 - (e) Rate of cash discount
10. Capital budgeting decisions are based on:
- (a) Incremental profit
 - (b) Incremental cash flows
 - (c) Incremental assets
 - (d) Incremental capital

Section B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is financial management? Explain the significance of financial management.

Or

- (b) What is financial forecasting? Describe the elements of financial forecasting.

12. (a) State the advantages and disadvantages of equity shares.

Or

- (b) State the merits and demerits of debentures.

13. (a) What are the factors which influence the size of receivables?

Or

- (b) What are the advantages of working capital?

14. (a) Explain the net income and net operating income approach to capital structure.

Or

- (b) Apex Ltd., is expecting an annual EBIT of Rs.1 lakh. The company has Rs.4 lakhs in 10% debentures. The cost of equity capital or capitalization rate is 12.5%. You are required to calculate the total value of the firm and also state the overall cost of capital under Net income Approach.

15. (a) What are objectives of a capital expenditure?

Or

- (b) A project costs Rs.50,000 and is expected to generate cash flows of Rs.15,000 per year for the next 5 years. Calculate the IRR of the project.

Section C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Discuss the key decision of financial management.

Or

- (b) Discuss the relationship of financial management with others areas of management.

17. (a) Explain the sources from which a large sized industrial enterprise can raise capital for its long requirements.

Or

- (b) Compare equity shares, preference shares and debentures.

18. (a) The following information relate to two companies:

Company	Sales (Rs.)	Variable cost (Rs.)	Fixed cost (Rs.)	Interest (Rs.)
P Ltd.	5,00,000	2,00,000	1,50,000	50,000
Q Ltd.	10,00,000	3,00,000	4,00,000	1,00,000

You are required to calculate the various leverages and comment upon it.

Or

- (b) Explain the significance of cost of capital.

19. (a) Explain various factors influencing working capital.

Or

- (b) Discuss the different sources of working capital.

20. (a) Discuss the factors affecting capital investment decision.

Or

- (b) From the following information suggest which of the two projects should be accepted on the basis of net present value method.

	Project A (Rs.)	Project B (Rs.)
Initial outlay	10,000	20,000
Cash inflows after taxes and before depreciation		
Year 1	8,000	8,000
2	7,000	9,000
3	Nil	7,000
4	Nil	6,000
Service life	2 years	4 years
Required rate of return	10%	10%

C-2574

Sub. Code

80924

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

Second Semester

Logistics and Supply Chain Management

RESEARCH METHODS FOR BUSINESS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. Research is _____.
 - (a) Searching again and again
 - (b) Finding a solution to any problem
 - (c) Working scientifically to search for the truth of any problem
 - (d) None of the above

2. What is the name of the conceptual framework in which the research is carried out?
 - (a) Research hypothesis
 - (b) Synopsis of Research
 - (c) Research paradigm
 - (d) Research design

3. Review of literature means.
 - (a) Documentation of referenced material
 - (b) Overview of the previously published works on specific topic
 - (c) Formation of a theoretical framework
 - (d) Elucidating and testing hypothesis
4. What are the main purposes of data analysis?
 - (a) Description
 - (b) Construction of Measurement Scale
 - (c) Generating empirical relationships
 - (d) Explanation and prediction
5. Which of the following is not a data collection method?
 - (a) Observation (b) Schedules
 - (c) Interview (d) Research question
6. Find out an example for probability sampling?
 - (a) Convenience or accidental Sampling
 - (b) Purposive of judgmental sampling
 - (c) Quota sampling
 - (d) Stratified random sampling
7. A planned and systematic attempt to study a specific problem that requires a solution is known as?
 - (a) Problem formulation
 - (b) Hypothesis formation
 - (c) Cross-sectional design
 - (d) Research

8. Which of the following is a final stage of a research?
- (a) Preparation of the report
 - (b) Analysis of Data
 - (c) Hypothesis Testing
 - (d) Generalization and Interpretation
9. What is the major attribute of Correlation Analysis?
- (a) Association among variables
 - (b) Difference among variables
 - (c) Regression among variables
 - (d) Variations among variables
10. What is the appropriate statistical test to test the association between two categorical variables in a research study?
- (a) T-test
 - (b) ANOVA
 - (c) Regression Analysis
 - (d) Chi-square test

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a note on business research. Discuss briefly the objectives of research.

Or

- (b) Explain the characteristics of a good Research.

12. (a) Give your understanding of a good research design. Explain its types.

Or

- (b) Distinguish between:
- (i) Null Hypothesis and Alternative Hypothesis.
 - (ii) Type I Error and Type II Error.
13. (a) What are the guiding considerations in the construction of a questionnaire? Explain.

Or

- (b) Why tabulation is considered essential in a research study? Narrate the characteristics of a good table.
14. (a) Calculate the AM for the following data:
- | | | | | | |
|--------------------|---|----|----|----|----|
| Age in years : | 8 | 10 | 12 | 15 | 18 |
| Number of worker : | 5 | 7 | 12 | 6 | 10 |

Or

- (b) The arithmetic mean of daily wages of two manufacturing concerning A Ltd. and B Ltd. is Rs. 5 and Rs. 7 respectively. Determine the average daily wages of both concerns if the number of workers employed were 2,000 and 4,000 respectively.
15. (a) What are the different forms in which a research work may be reported? Describe.

Or

- (b) Discuss the techniques of writing reports.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Describe the different steps involved in a Research Process.

Or

- (b) Describe the different types of Research.

17. (a) Define Hypothesis. Explain the characteristics of a good research hypothesis. Point out the important limitations of test of hypothesis.

Or

- (b) Write a note on sample design. Explain in detail the sampling methods.

18. (a) Distinguish between questionnaire and Schedule. Examine the important aspects of a questionnaire.

Or

- (b) Describe the different methods of scale construction, pointing out the merits and demerits of each.

19. (a) Calculate the coefficient of correlation between x and y for the following data:

X : 10 12 13 16 17 20 25

Y : 19 22 26 27 29 33 37

Or

- (b) A sample of 200 people with a particular disease was selected out of these, 100 were given a drug and the others were not given any drug. The results are as follows:

	Number of People		
	Drug	No Drug	Total
Cured	65	55	120
Not cured	35	45	80
Total	100	100	200

Test whether the drug is effective or not.

20. (a) Explain the significance of a research report and narrate the various steps involved in writing such a report.

Or

- (b) Discuss the style and composition of the report in detail.
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C-2575

Sub. Code

80925

M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Logistics and Supply Chain Management

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which is a key part of the supply chain and primarily aims to control the movement and storage of materials within a warehouse?
 - (a) warehouse management system
 - (b) management information system
 - (c) technical information system
 - (d) none of these

2. _____ is a set of activities that an organization carries out to create value for its customers.
 - (a) value chain (b) margin
 - (c) logistics (d) transportation

3. _____ is the best option for time sensitive cargo.
 - (a) airfreight (b) maritime transport
 - (c) road transport (d) none of the above

4. Multiple carriers during a single journeys known as _____.
- (a) multimodal transportation
 - (b) intermodal transportation
 - (c) single transportation
 - (d) long transportation
5. In physical distribution decisions, total logistics cost includes
- (a) order processing, transportation
 - (b) material handling and warehousing
 - (c) transportation
 - (d) all of the above
6. A warehouse that emphasizes speed and efficient product flow to hold goods for short periods of time and move them out as soon as possible is a _____ warehouse.
- (a) storage warehouse
 - (b) freight forwarder
 - (c) distribution centre
 - (d) an inventory expediting centre
7. Lead time and order cycle time are the same as _____.
- (a) Customer service time
 - (b) supply chain flow
 - (c) logistical clock age
 - (d) replenishment time
8. The total logistics cost factors need to be balanced against the
- (a) supply chain managers total experience
 - (b) total expected transportation needs
 - (c) customer service factors
 - (d) lead time expectations

9. Poor SCM practices can _____ an otherwise excellent marketing strategy.
- (a) seriously damage
 - (b) make SWOT analysis difficult for
 - (c) keep people employed on
 - (d) repair
10. The major drivers of supply chain performance consists of three logistical drivers and _____.
- (a) two cross functional drivers
 - (b) three cross-functional drivers
 - (c) three multiple drivers
 - (d) none of the these

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write the importance of logistics and supply chain management.
- Or
- (b) Discuss about the make Vs buy approach.
12. (a) Discuss the nuances in decision making under risk.
- Or
- (b) Write a short note on distribution network design.
13. (a) Write a short note on Inventory.
- Or
- (b) Discuss about the functions of warehousing.
14. (a) Discuss about the purpose of 3PL and 4PL.
- Or
- (b) Discuss about the vehicle routing and scheduling.

15. (a) Explain the importance of global supply chain.

Or

(b) Discuss the modes of transportation in global logistics.

Part C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Discuss the perspective of sourcing strategy.

Or

(b) Discuss the drivers of strategy planning.

17. (a) Discuss about the value addition supply chain in detail.

Or

(b) Discuss about the framework for IT adoption.

18. (a) Explain the models of probabilistic inventory.

Or

(b) Discuss the importance of bullwhip effect.

19. (a) Discuss the strategies for transportation.

Or

(b) Write a short note on packaging as utilization.

20. (a) Discuss about the strategic issues in global logistics.

Or

(b) Discuss about the barriers to global logistics.

C-2576

Sub. Code

80926

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

Second Semester

Logistics and Supply Chain Management

APPLIED OPERATIONS RESEARCH

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following statement is not correct?
 - (a) A cone is called a convex cone if it is a convex set
 - (b) The smallest convex set containing y is called the convex hull of y
 - (c) A simple in n -dimension is a convex polyhedron having n vertices
 - (d) The supporting hyperplane need not be unique
2. Operating research came into existence
 - (a) in the year of 1940
 - (b) in the military context
 - (c) during world war I
 - (d) during world war II
3. The scientific method in operation research consists of
 - (a) Judgement phase
 - (b) Research phase
 - (c) Action phase
 - (d) All of the above

4. Dynamic programming deals with the
 - (a) Single stage decision making problems
 - (b) Sequential decision process
 - (c) Time independent decision making problems
 - (d) Problems which fix the levels of different variables so as to maximize profit or minimize cost

5. Multiple servers may be
 - (a) in parallel
 - (b) in series
 - (c) in combination of parallel and series
 - (d) all the above

6. Choose the correct statement
 - (a) a supporting hyperplane must be unique
 - (b) a simple in two dimensions is a triangle
 - (c) a function cannot be both convex and concave
 - (d) every strictly convex function may be concave

7. Operations research approach is
 - (a) multi disciplinary
 - (b) scientific
 - (c) intuitive
 - (d) collect essential data

8. If any value in XB column of final simplex table is negative, then the solution is
 - (a) infeasible
 - (b) bounded
 - (c) no solution
 - (d) feasible

9. Service mechanism in a queuing system is characterized by
 - (a) customers behaviour
 - (b) servers behaviour
 - (c) customer in the system
 - (d) server in the system

10. A mixed strategy game can be solved by
(a) Simplex method (b) Hungarian method
(c) Graphical method (d) Degeneracy

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the various objectives of OR.

Or

- (b) Discuss the various phases in solving an OR problem.

12. (a) Explain the areas of application of linear programming.

Or

- (b) What is linear programming? Discuss the application of linear programming to managerial decision making.

13. (a) Explain dual of the transportations problems.

Or

- (b) Describe the various in transportation problem.

14. (a) Explain the following in the context of dynamic programming.

(i) Principle of optimality

(ii) Stage

(iii) State

Or

- (b) Explain deterministic and probabilistic dynamic programming.

15. (a) Explain classification of queuing models.
Or
(b) Explain the operating characteristics of queuing system.

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the models in OR.
Or
(b) Types of mathematical modes in OR.
17. (a) Explain the essential of linear programming model.
Or
(b) Explain the linear programming problem, stating its uses and give its limitations.
18. (a) Can degeneracy occur in a transportation problem? Justify your answer.
Or
(b) Give three variations in transportation problems. How are these resolved?
19. (a) Explain the distinguishing characteristics of dynamic programming.
Or
(b) Explain dynamic programming and its applications.
20. (a) Explain the elements of a queuing system.
Or
(b) Explain assumptions and limitations of queuing model.

C-2577

Sub. Code

80927

M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Logistics and Supply Chain Management

SHIPPING AND PORT MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. Which among the following has the largest shipyard in India?
(a) Kolkata (b) Cochin
(c) Visakhapatnam (d) Mumbai
2. The Jawaharlal Nehru port is located at
(a) Paradip (b) Cochin
(c) Kolkata (d) Mumbai
3. In shipping vocabulary, flag pole is the place where-
(a) Post used to hoist flag
(b) Post used to load/unload the goods
(c) Front part of the ship
(d) One embark/ disembark the ship

4. Out of following, which port is handling highest number of containers in the world?
- (a) Shanghai (b) Hong Kong
(c) Antwerp (d) Los Angeles
5. Which of the following cargo will not move by air because of its negative impact on product price?
- (a) Flowers (b) Onions
(c) Medicines (d) Garments
6. Out of following which is tariff barrier?
- (a) Dumping (b) Import duty
(c) Embargo (d) Exchange control
7. In deciding modes of transportation, the important consideration is given to
- (a) Value-to volume ratio
(b) Perishability
(c) Cost of transportation
(d) All above factors
8. You have a shipment of heavy and bulky, semi-finished, out of gauge cargo. Which of the following container you will use?
- (a) Tank container (b) Flat rack container
(c) General purpose (d) 20' high cube
9. Incoterms are devised by _____.
- (a) World customs council
(b) International chamber of commerce
(c) World bank
(d) United nations

10. For shipment of perishable products which type of container you will prefer?

- (a) Reefer containers
- (b) General purpose
- (c) Open top type
- (d) None of the above

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss the overall perspective of shipping as a function.

Or

(b) Describe the importance of Inca Terms.

12. (a) Discuss the key features of cargo and trade routes.

Or

(b) Explain the economic impact of ports.

13. (a) Explain the interface of Rail and Road infrastructure.

Or

(b) Discuss the importance of inter modal connections.

14. (a) Discuss the concept of Hinterland.

Or

(b) Discuss the role of marketing of port services.

15. (a) Explain the infrastructure in ports and terminal.

Or

(b) Discuss the port security issues in detail.

Section C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Discuss the principles and practices of shipping.

Or

- (b) Describe the roles and functions of Intermediaries.

17. (a) Discuss the economic impact of ports on regional economy.

Or

- (b) Discuss the organization structure in ports.

18. (a) Discuss the factors affecting terminal productivity.

Or

- (b) Explain the importance of cargo and container handling equipment.

19. (a) Discuss the port development to tap the potential of coastal shipping cabotage law.

Or

- (b) Write the practices affecting coastal movement of cargo.

20. (a) Write the comparative analysis coastal shipping Vs inland movement.

Or

- (b) Discuss about the International ships and port facility code.