

**C-5094**

**Sub. Code**

**30121**

**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Second Semester**

**Business Analytics**

**MARKETING MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The exchange value of a good service in terms of money in marketing is
  - (a) Cost
  - (b) Price
  - (c) Commission
  - (d) Utility
2. Challenge in marketing services is
  - (a) Intangibility
  - (b) Inequitability
  - (c) Uncomparability
  - (d) Unmarketability
3. Segmentation of 'Body Spray' is
  - (a) Demographic
  - (b) Georgraphic Segmentation
  - (c) Niche
  - (d) Psychographic
4. Marketing research is important \_\_\_\_\_ the products.
  - (a) Before producing
  - (b) After sales
  - (c) During usage of
  - (d) All the time

5. Price of the product can be maximum at \_\_\_\_\_ stage of PLC.  
(a) Introduction (b) Growth  
(c) Maturity (d) Decline
6. Risky pricing strategy is  
(a) Price discounts (b) Differential Pricing  
(c) High-Low Pricing (d) Daily Pricing
7. Preferred promotion in marketing banking services is  
(a) Personal Selling (b) Public Relation  
(c) TV Advertising (d) Sales force promotion
8. Point of Purchase Ads are also known as  
(a) Instore Ads (b) Green Ads  
(c) Instant Ads (d) Visual Ads
9. Selling directly to consumers involves \_\_\_\_\_ distribution.  
(a) One Channel (b) Zero Channel  
(c) Two channel (d) Multi Channel
10. Distribution mainly focus on \_\_\_\_\_ the products in right market.  
(a) Transporting (b) Moving  
(c) Promoting (d) Placing

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss the methods in building customer relationships.

Or

- (b) Describe the steps in industrial buying process.

12. (a) Differentiate segmentation and targeting.

Or

- (b) How the segmentation for cosmetic products can be done?

13. (a) What is the benefit of using Perceptual Mapping in positioning a brand?

Or

- (b) Discuss the importance of Physical Evidence in marketing Hotels services.

14. (a) Visual or Verbal identify, which one is more important in branding? Why?

Or

- (b) How to measure advertising effectiveness of a TV ad on Sugar Free Biscuits?

15. (a) Differentiate the retailing of products through retailers and wholesalers.

Or

- (b) Explain the five forces of competition with examples.

**Part C**

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain the steps in designing 'Customer Driven Marketing Strategy' to market FMCG products.

Or

- (b) Describe the factors influencing the consumer buying decision in choosing a Laptop.

17. (a) Discuss on the effective brand positioning strategies for marketing 'Energy Drinks'.

Or

- (b) Suggest the methods to conduct marketing research to identify the opportunities in marketing 'Ayurvedic Chocolates' among urban women.

18. (a) Explain the importance of packaging and labelling in marketing 'Packed-Ready to Eat items'.

Or

- (b) Discuss the steps in ideation and new product development process.

19. (a) Recommend effective sales promotion strategies for the 'Electric - Two Wheeler company' to appeal rural customers.

Or

- (b) Explain the factors to be considered in budgeting for promotion of Sports Shoes.

20. (a) Discuss the different types of retail formats existing in India for marketing and distributing 'Pain Palms'.

Or

- (b) Explain the changing consumer purchasing and consumption behavior of soft drinks in India. Suggest ways to handle the changes by the marketers in India.

**C-5095**

**Sub. Code**

**30122**

**M.B.A. DEGREE EXAMINATION, APRIL 2025.**

**Second Semester**

**Business Analytics**

**HUMAN RESOURCE MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ is one of the main advantages of implementing E-HRM in an organization.
  - (a) Increased paperwork
  - (b) Enhanced decision-making with real-time data access
  - (c) Reduced need for employee training
  - (d) Limited accessibility for remote employees
2. Basic managerial functions of HRM area.
  - (a) Planning, organising, staffing only
  - (b) Planning, organising and co-ordinating only
  - (c) Planning, organising, directing and controlling
  - (d) None of the above
3. TQM's major emphasis is on \_\_\_\_\_.
  - (a) Product quality
  - (b) Company profitability
  - (c) Customer delight
  - (d) Employee training

4. Relative worth of a job is known by  
(a) Job design (b) Job specification  
(c) Job evaluation (d) Job change
5. The process of familiarizing the new employees to the organisation rules and regulations is known as  
(a) Placement (b) Induction  
(c) Recruitment (d) Selection
6. OJT commonly stands for  
(a) On the job training  
(b) On the job technique  
(c) On the job technology  
(d) Offshore job training
7. Which of the following is considered the first wage incentive plan in modern industrial era?  
(a) Halsey plan  
(b) Taylor's differential piece-rate plan  
(c) Barth plan  
(d) Gantt Task plan
8. 'Wages' can be best defined as \_\_\_\_\_.  
(a) Fixed regular payments, typically paid on a monthly basis, irrespective of hours worked  
(b) Non-monetary benefits provided to employees  
(c) Bonuses paid to employees for exceptional performance  
(d) Compensation paid to employees based on the number of hours worked or quantity of output
9. What is meant by the term MNC?  
(a) Multi National Corporation  
(b) Multi National Career  
(c) Multi National Committee  
(d) Multi National Co-operation

10. What is meant by 'reverse culture shock'?
- (a) Disillusionment of expatriate workers on arrival to their foreign assignment.
  - (b) Disillusionment of expatriate workers during their foreign assignment.
  - (c) Disillusionment of expatriate workers before taking a foreign assignment
  - (d) Disillusionment of expatriate workers on return to their home country after a foreign assignment

**Part B** (5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss the functions of HRM.
- Or
- (b) Define e-HRM. State its benefits.
12. (a) List the requisites for successful Human resource planning.
- Or
- (b) What are the barriers to effective selection?
13. (a) Define induction. State the purpose of orientation.
- Or
- (b) Discuss the legal issues associated with performance appraisal.
14. (a) Write in brief about agency theory.
- Or
- (b) Enumerate the types of employee benefits.

15. (a) Explain how inter-country differences affect HRM.

Or

- (b) Describe the concept of repatriation.

**Part C**

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Describe the evolution of HRM in India.

Or

- (b) Discuss about the changing demographics of workforce.

17. (a) Explain the concept of HR planning and factors affecting HRP.

Or

- (b) Illustrate the process of selection.

18. (a) Describe the various On-the-job training methods.

Or

- (b) Brief the objectives and problems of traditional appraisal.

19. (a) Explain the various types of incentive schemes.

Or

- (b) Examine the principles and significant benefits of fringe benefits.

20. (a) Describe how to handle cultural differences.

Or

- (b) Write in detail about training international employees.



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<b>Sub. Code</b>
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<b>30123</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Second Semester**

**Business Analytics**

**FINANCIAL MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary objective of financial management?
  - (a) Maximizing profits
  - (b) Minimizing expenses
  - (c) Maximizing shareholder wealth
  - (d) Ensuring financial transparency
2. Which of the following best describes the scope of financial management?
  - (a) Only involves managing a company's investments
  - (b) Includes investment decisions, financing decisions, and dividend decisions
  - (c) Focuses solely on budgeting and forecasting
  - (d) Primarily deals with managing a company's cash flow

3. Which formula is commonly used to estimate the cost of equity using the Capital Asset Pricing Model (CAPM)?
- (a)  $\text{Cost of Equity} = \text{Risk-Free Rate} + \text{Beta} * (\text{Market Return} - \text{Risk-Free Rate})$
  - (b)  $\text{Cost of Equity} = \text{Dividend} / \text{Market Price} + \text{Growth Rate}$
  - (c)  $\text{Cost of Equity} = (\text{Net Income} / \text{Equity})$
  - (d)  $\text{Cost of Equity} = \text{Total Assets} / \text{Equity}$
4. What does the Weighted Average Cost of Capital (WACC) represent?
- (a) The average interest rate on all debt
  - (b) The overall cost of capital for the firm, weighted by the proportion of each capital component
  - (c) The highest cost of any single capital component
  - (d) The unweighted average cost of all capital components
5. Capital Budgeting Decisions are
- (a) Reversible                      (b) Irreversible
  - (c) Unimportant                  (d) All of the above
6. A sound Capital Budgeting technique is based on:
- (a) Cash Flows
  - (b) Accounting Profit
  - (c) Interest Rate on Borrowings
  - (d) Last Dividend Paid

7. Which capital structure theory posits that firms balance the tax benefits of debt with the bankruptcy costs of debt?
- (a) Pecking Order Theory
  - (b) Agency Theory
  - (c) Trade-off Theory
  - (d) Modigliani-Miller Theorem
8. What is a dividend policy?
- (a) A policy that determines the market value of a company's shares
  - (b) A company's approach to distributing profits to shareholders in the form of dividends
  - (c) A method for calculating a company's revenue
  - (d) A strategy for increasing the company's debt
9. What is working capital?
- (a) The total assets of a company
  - (b) The difference between current assets and current liabilities
  - (c) The long-term debt of a company
  - (d) The equity capital of a company
10. Which of the following best describes the primary objective of working capital management?
- (a) Maximizing long-term investments
  - (b) Ensuring a company's profitability
  - (c) Managing short-term assets and liabilities to ensure liquidity
  - (d) Reducing the company's tax liability

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the significance of time value of money?

Or

- (b) Distinguish between wealth maximization and profit maximisation. Explain briefly the various types of financial management decisions.

12. (a) Kumar ltd. expects an annual EBIT OD Rs.2,00,000. The company has Rs.5,00,000 in 10% debentures. The equity capitalization rate is 12.5%. The company prospects to issue additional equity shares of Rs.1,50,000 and use the proceeds for redemption of debentures of Rs.1,50,000. Calculate the value of the firm and the overall cost of capital.

Or

- (b) Explain the various sources of long term financing.

13. (a) Define capital budgeting. Discuss the importance of capital budgeting.

Or

- (b) State the features of bond.

14. (a) What are the different types of leverages? Explain their importance.

Or

- (b) Critically examine the Net income and Net operating income approach to capital structure.

15. (a) What are the motives for holding cash?

Or

- (b) Explain various factors influencing working capital.

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Discuss the different decisions of financial management.

Or

- (b) Discuss the functional areas of financial management.

17. (a) Explain the advantages and disadvantages of equity share capital, preference share capital, and debentures.

Or

- (b) A company issues Rs.10,00,000, 10% redeemable debentures at a discount of 5%. The costs of floatation amount to Rs.30,000. The debentures are redeemable after 5 years. Calculate before-tax and after-tax cost of debt assuming a tax rate of 50%.

18. (a) Project X involves an initial outlay of Rs.32,400. Its working life is expected to be three years. The cash streams generated by the same are expected to be as follows.

Year	Cash inflow Rs.
1	16,000
2	14,000
3	12,000

What is the IRR?

Or

- (b) Discuss the various methods of evaluating capital budgeting proposals.
19. (a) What is MM Approach? State its assumptions and criticism of MM Hypothesis.

Or

- (b) Calculate degree of operating leverage, financial leverage and combined leverage from the following data:

Sales-1,00,000 units @ Rs.2 per unit-Rs.2 lakhs

Variable cost per unit @ Re.0.70 Fixed costs-Rs.1,00,000

Interest charges-Rs.3,668.

20. (a) Explain the determinants of Working Capital for firms.

Or

- (b) From the following information, you are required to forecast the working capital requirements :

Projected annual sales – Rs. 130 lakhs

Percentage of N/P on cost of sales - 25%

Average credit period allowed to debtors - 8 weeks

Average credit period allowed by creditors - 4 weeks

Average stock carrying (in terms of sales requirements) - 8 weeks

Add 10% to compute figures to allow for contingencies.

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**C-5097**

**Sub. Code**

**30124**

**M.B.A. DEGREE EXAMINATION, APRIL 2025.**

**Second Semester**

**Business Analytics**

**PROJECT MANAGEMENT AND BUDGETING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Maximum time taken for the completion in project management cycle is for
  - (a) Conceptualization
  - (b) Planning
  - (c) Estimation
  - (d) Execution
2. Risk usually \_\_\_\_\_ as the project progresses.
  - (a) increases
  - (b) decreases
  - (c) remains same
  - (d) becomes negligible
3. First stage of project management model is
  - (a) Understanding
  - (b) Defining
  - (c) Controlling
  - (d) Planning
4. The \_\_\_\_\_ process is about understanding the knowledge, skills and abilities required to manage a task and matching team members who can do that work effectively.
  - (a) Benchmarking
  - (b) Expediting
  - (c) Delegating
  - (d) Training



5. Nontraditional procurement method of project financing is  
 (a) BOT (b) BOO  
 (c) BOLT (d) PPP
6. Project kick-off phase is \_\_\_\_\_ phase of the project life cycle.  
 (a) initiation (b) planning  
 (c) execution (d) changing
7. \_\_\_\_\_ aims to continuously improve products by using quantitative methods.  
 (a) SPC (b) TQM  
 (c) JIT (d) POM
8. Quality assurance in project management focuses on  
 (a) Product (b) Process  
 (c) Raw materials (d) Profit
9. Critical path refers to \_\_\_\_\_ sequence of tasks that must be completed on time.  
 (a) shortest (b) longest  
 (c) cheapest (d) fastest
10. \_\_\_\_\_ monitoring ensures the project aligning with regular audits and meet legal requirements of the project.  
 (a) complete (b) compliance  
 (c) result (d) context

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Describe the life cycle stages in project management.

Or

- (b) Discuss the process of project formulation.

12. (a) What do you mean by project environment? What is the need for analysis environment?

Or

- (b) How organization structure affects the project environment and process?

13. (a) What do you meant by budget uncertainty?

Or

- (b) Discuss the steps in creating a Quality Plan for the project.

14. (a) Explain the framework for building a team.

Or

- (b) What are the challenges in building High-Performance Project team?

15. (a) Illustrate the purpose of cost estimating and project budgeting.

Or

- (b) Explain the factors influencing the project scheduling and controlling.

**Part C**

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Explain the different methods of project selection.

Or

- (b) Discuss the roles Project Manager in Project selection and management.

17. (a) How the conflicts arise in project organization? How it can be resolved?

Or

- (b) Explain the roles of stakeholders in project management and role of project manager in leading stakeholders.

18. (a) Discuss the various steps in project control cycle and different phases of project audit.

Or

- (b) Explain the methods for project evaluation and how a project is audited?

19. (a) Elaborate the roles of data collection and report in project execution and completion.

Or

- (b) Discuss the motivation techniques can be adopted by the project manager for ensuring the high performance of the team in the project.

20. (a) Explain the monitoring, controlling, and closing process in project management in a global business environment.

Or

- (b) Enumerate the challenges in closing the procurements and managing the project across geographical borders.
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**C-5098**

**Sub. Code**

**30125**

**M.B.A. DEGREE EXAMINATION, APRIL 2025.**

**Second Semester**

**Business Analytics**

**FUNDAMENTALS OF DIGITAL MARKETING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Setting clear campaign objectives helps in \_\_\_\_\_.
  - (a) Reducing ad frequency
  - (b) Defining specific and measurable goals
  - (c) Increasing ad blockers usage
  - (d) Simplifying ad creative design
2. Behavioral targeting in digital display advertising focuses on \_\_\_\_\_.
  - (a) The user's recent online behavior
  - (b) The user's geographic location
  - (c) The user's demographic information
  - (d) The user's offline activities

3. Which strategy is effective for distributing content through media channels?
- (a) Using a mix of owned, earned, and paid media
  - (b) Relying only on owned media
  - (c) Ignoring social media platforms
  - (d) Avoiding influencer partnerships
4. \_\_\_\_\_ technique can be used to generate innovative content ideas.
- (a) Avoiding trend analysis
  - (b) Ignoring customer feedback
  - (c) Competitor analysis
  - (d) Relying solely on past content
5. Consumer-generated content is the \_\_\_\_\_.
- (a) Content created by professional marketers
  - (b) Content created and shared by users or customers about a brand
  - (c) Content developed exclusively by the company's employees
  - (d) Content designed for internal corporate communication
6. Which of the following best describes DIY advertising?
- (a) Advertising campaigns created by professional agencies
  - (b) Marketing efforts created by consumers or small businesses without professional assistance
  - (c) National TV commercials
  - (d) Print advertisements designed by large corporations

7. Which of the following is NOT one of the five elements of gamification in a branding strategy?
- (a) Points
  - (b) Badges
  - (c) Leaderboards
  - (d) Static content
8. Gamevertising involves \_\_\_\_\_.
- (a) Advertising within traditional print media
  - (b) Integrating advertisements within video games
  - (c) Radio ads during game broadcasts
  - (d) Television commercials during sporting events
9. Interpreting scenarios involves \_\_\_\_\_.
- (a) Ignoring unexpected outcomes
  - (b) Avoiding any changes to the strategy
  - (c) Focusing only on current trends
  - (d) Analyzing how different futures might impact the business
10. The Consumer/Creator archetype refers to \_\_\_\_\_.
- (a) Individuals who only consume media content
  - (b) Individuals who both consume and create media content
  - (c) Companies that create media content
  - (d) Traditional advertising agencies

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the primary benefits of digital display advertising for businesses.

Or

- (b) Explain the concept of ad display frequency in digital display advertising.

12. (a) Describe the methods used to generate traffic to a website through content marketing.

Or

- (b) Explain the process of identifying prospects for a content marketing campaign.

13. (a) Explain the concept of DIY advertising.

Or

- (b) Describe the four building blocks of cocreation.

14. (a) Explain the five elements of gamification.

Or

- (b) Discuss the effectiveness of advergames as a marketing tool.

15. (a) Explain the concept of scenario planning.

Or

- (b) Elaborate on the future of media cycle.

**Part C**

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Describe the process of tracking a digital display advertising campaign.

Or

- (b) Discuss the legal and ethical considerations in digital display advertising.
17. (a) Discuss the strategies for promoting content on social media to increase visibility and engagement.

Or

- (b) Explain the steps involved in the content creation process.
18. (a) Explain the significance of four building blocks of co-creation in fostering collaborative innovation.

Or

- (b) Discuss the consumer generated content on brand perception.
19. (a) Discuss the principles of gamevertising and how it differs from traditional advertising methods.

Or

- (b) Explain the key principles of gamification in marketing.



20. (a) Analyse the challenges and opportunities associated with intellectual property distribution across different channels.

Or

- (b) Discuss the forces of globalization and their impact on media consumption, fragmentation and the development of new revenue models.
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**C-5099**

**Sub. Code**

**30126**

**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Second Semester**

**Business Analytics**

**FUNDAMENTALS OF BUSINESS ANALYTICS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The objective of B.I. is
  - (a) To support decision-making and complex problem solving
  - (b) To support information gathering
  - (c) To support data collection
  - (d) To support data analysis
2. Decision making process is of \_\_\_\_\_ phase.
  - (a) Three
  - (b) Five
  - (c) Two
  - (d) Six
3. Which of following is not phase of decision making process?
  - (a) Design
  - (b) Analysis
  - (c) Intelligence
  - (d) Choice

4. In SQL the cross-tabs are created using
- (a) Slice
  - (b) Dice
  - (c) Pivot
  - (d) All of the mentioned
5. What do data warehouses support?
- (a) OLAP
  - (b) OLTP
  - (c) OLAP and OLTP
  - (d) Operational databases
6. How many grouping is possible in this rollup?
- (a) 8
  - (b) 4
  - (c) 2
  - (d) 1
7. What is KDD in data mining?
- (a) Knowledge Discovery database
  - (b) Knowledge Discovery Data
  - (c) Knowledge Data definition
  - (d) Knowledge data house
8. In data mining, how many categories of functions are included?
- (a) 5
  - (b) 4
  - (c) 2
  - (d) 3
9. How many types of BI users are there?
- (a) 2
  - (b) 3
  - (c) 4
  - (d) 5
10. KPI Stands for?
- (a) Key Performance Indicators
  - (b) Key Performance Identifier
  - (c) Key Processes Identifier
  - (d) Key Processes Indicators

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss the business view of information technology applications.

Or

- (b) Write the functions of business enterprise organization.

12. (a) Discuss the types of digital data.

Or

- (b) Write the difference between semi-structured and structured data.

13. (a) Write a short note on BI.

Or

- (b) Write in detail the role of DSS.

14. (a) Discuss the need for Data warehouse.

Or

- (b) Write a short note on Data Integration Technologies.

15. (a) Discuss the role of metrics.

Or

- (b) Explain KPI usage in Companies.

**Part C**

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Write the characteristics of Internet-ready IT applications.

Or

- (b) Analyse the information users and their requirements.

17. (a) Explore the functions of OLTP.

Or

- (b) Discuss leveraging ERP data using Analytics.

18. (a) Discuss the importance of EIS.

Or

- (b) Analyse the role of BI component framework.

19. (a) Write a short note on Data Quality and Data Profiling.

Or

- (b) Evaluate the significance of data modelling techniques.

20. (a) Describe the importance of the balance scorecard.

Or

- (b) Discuss the enterprise reporting characteristics in OLAP.

<b>C-5100</b>
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<b>Sub. Code</b>
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<b>30127</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Second Semester**

**Business Analytics**

**CONSUMER BEHAVIOUR**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What could 'Changing Consumer Trends' typically include?
  - (a) Static consumer preferences
  - (b) Consistent buying patterns over decades
  - (c) Shifts in consumer preferences and behaviour
  - (d) Traditional marketing strategies
2. What aspect of consumer behaviour would 'Rural Consumer Behaviour' focus on?
  - (a) Consumer patterns in urban environments
  - (b) Consumer activities in rural settings
  - (c) Business buying behaviour in cities
  - (d) International consumer trends

3. What does the concept of culture in consumer behaviour primarily involve?
- (a) Economic factors
  - (b) Psychological factors
  - (c) Societal values and norms
  - (d) Political influences
4. In the context of psychographics, what impacts consumer buying behaviour?
- (a) Only personal income
  - (b) Values and lifestyles
  - (c) Political stability
  - (d) Technological advancement
5. What aspect is closely linked with customer loyalty in the field of marketing?
- (a) Product development
  - (b) Brand Loyalty
  - (c) Pricing strategies
  - (d) Advertising techniques
6. Which of the following outcomes is often associated with high customer loyalty?
- (a) Increased sales
  - (b) Customer retention
  - (c) Reduced supply costs
  - (d) Lower operational costs

7. Which type of loyalty is characterized by a customer's repeated purchases?
- (a) Habitual loyalty
  - (b) Emotional loyalty
  - (c) Conditional loyalty
  - (d) Structural loyalty
8. What is a major outcome of effective customer loyalty strategies on business operations?
- (a) Enhanced supplier relationships
  - (b) Increased operational efficiency
  - (c) Direct impact on executive hiring
  - (d) Streamlined product development
9. What is often the primary focus when discussing customer loyalty programs?
- (a) Improving customer service
  - (b) Measuring and applying customer loyalty
  - (c) Developing new marketing strategies
  - (d) Enhancing product development
10. How does service quality typically impact customer loyalty in business?
- (a) By reducing operational costs
  - (b) By increasing customer churn
  - (c) By influencing overall customer loyalty
  - (d) By boosting production efficiency



**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the concept of consumer and customer as used in consumer behaviour studies.

Or

- (b) Describe any two different models in consumer behaviour.

12. (a) Describe the concept of culture and its importance in influencing consumer behaviour.

Or

- (b) How do reference groups affect consumer decisions? Provide two examples.

13. (a) Describe the Loyalty Ladder and its role in understanding customer behaviour.

Or

- (b) Identify and describe three benefits of high customer loyalty to a business.

14. (a) Describe the key characteristics of behavioural loyalty and explain how it differs from attitudinal loyalty.

Or

- (b) How do customer loyalty outcomes influence business decisions within a company?

15. (a) Describe the importance of measuring customer loyalty in the retail industry.

Or

- (b) Describe any two common models used to measure customer loyalty.

**Part C**

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain the 'Levels of Consumer Decision Making' and how each level affects the decision-making process.

Or

- (b) Discuss the impact of changing consumer trends in India on global marketing strategies.

17. (a) Critically assess the effectiveness of celebrity endorsements across different demographics.

Or

- (b) Analyse the interplay between values, lifestyles, and psychographics in shaping consumer behaviour.

18. (a) Critically evaluate the Drivers of Customer Loyalty.

Or

- (b) Analyse the relationship between customer retention and brand loyalty, and how they complement each other.

19. (a) Evaluate the importance of customer loyalty outcomes in strategic business decisions and long-term planning.

Or

- (b) Explain how marketers can use customer engagement to enhance attitudinal loyalty among consumers.
20. (a) Compare and contrast customer loyalty strategies between the retail and aviation industries.

Or

- (b) Evaluate the effectiveness of different customer loyalty measurement tools in enhancing customer experiences.
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**C-5104**

<b>Sub. Code</b>
<b>30134/31039C</b>

**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Third Semester**

**BUSINESS LAW AND ETHICS**

**(Common for : (M.B.A. Business Analytics/Industrial Integrated))**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 1 = 10)

Answer **all** questions.

1. Competency to contract relates to
  - (a) Age of parties
  - (b) Soundness of mind of the parties
  - (c) Both age and soundness of mind
  - (d) Intelligence of the parties
2. compensatory holidays are to be availed of within \_\_\_\_\_ under Factories Act, 1948.
  - (a) 3 months                      (b) 2 months
  - (c) 6 months                      (d) 4 months
3. Certificate of fitness to be young worker is to be granted by \_\_\_\_\_.
  - (a) Occupier of the factory
  - (b) Inspector of the factory
  - (c) Certifying surgeon
  - (d) None of the above

4. The employer shall display an abstract of the Payment of Gratuity Act and rules in form no.
- (a) U (b) H  
(c) B (d) N
5. Withdrawal from PF may be allowed for
- (a) Marriage of the employer  
(b) Post matriculation education of children  
(c) For purchase of a dwelling place  
(d) For illness in certain cases
6. Bonus Shares may be issued out of the
- (a) Free Reserves  
(b) Securities Premium account  
(c) Capital Redemption Reserve account  
(d) Any of the above
7. The minimum number of directors for a public company is
- (a) 1 (b) 2  
(c) 3 (d) 7
8. The appointment of an independent director shall be approved by the
- (a) Board Meeting  
(b) General Meeting  
(c) Registrar of Companies  
(d) Central Government
9. Law gives us a certain right because all humans are born
- 
- (a) Equal (b) Unequal  
(c) Subordinate (d) None of the above

10. Many laws are to ethics of time.  
(a) Complimentary (b) Supplementary  
(c) Representative (d) None of the above

**Section B** (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b)

11. (a) Describe the concept of impossibility of performance of contract.

Or

- (b) Discuss the importance of contract law in business transactions.

12. (a) Discuss the key provisions of the Competition Act, 2002.

Or

- (b) What are the main features of the Consumer Protection Act, 2019?

13. (a) Discuss the challenges businesses face in implementing ethical practices.

Or

- (b) What are the core principles of ethical decision-making in business?

14. (a) Enumerate the provisions of the Companies Act, 2013 regarding disqualifications for appointment of director.

Or

- (b) What are the key steps in the ethical decision-making process?

15. (a) Describe the concept of ethical relativism in the context of global business.

Or

- (b) What is the importance of compliance with international anti-corruption laws for global business?

**Section C**

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b)

16. (a) Explain the concept of corporate liability.

Or

- (b) Evaluate the significance of the Environmental Protection Act, 1986 for businesses.

17. (a) Briefly explain the concept of Intellectual Property Rights (IPR).

Or

- (b) Examine the impact of the Goods and Services Tax (GST) on businesses in India.

18. (a) Explain the role of organizational culture in promoting ethical behaviour.

Or

- (b) Explain the relationship between business ethics and corporate governance.

19. (a) Discuss the impact of personal values on ethical decision-making in business.

Or

- (b) Examine the challenges in making ethical decisions in a global business environment.

20. (a) Explain the ethical challenges faced by businesses operating in a global context.

Or

- (b) Explain the impact of global supply chain management on business ethics.

**C-5105**

**Sub. Code**

**30141**

**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Business Analytics**

**DATA VISUALIZATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary design objective for a data visualization intended for a general audience?
  - (a) To explore data in detail
  - (b) To confirm a hypothesis
  - (c) To communicate a simple and clear message
  - (d) To create a visually appealing design
2. What is the tone of a visualization that aims to persuade the audience?
  - (a) Neutral
  - (b) Critical
  - (c) Ad vocative
  - (d) Informative
3. Which visualization method is best for showing distribution of data?
  - (a) Box plot
  - (b) Violin plot
  - (c) Histogram
  - (d) Scatter plot



4. Which visualization method is best for showing spatial relationships between data points?  
(a) Scatter plot            (b) Map  
(c) Network diagram   (d) Heat map
5. Which of the following binary data formats is commonly used in data visualization?  
(a) CSV                      (b) JSON  
(c) BSON                    (d) GeoJSON
6. Which of the following is a type of vector?  
(a) Scalar                   (b) Matrix  
(c) Array                    (d) Vector field
7. What is a common interactive visualization tool?  
(a) Bar chart                (b) Line chart  
(c) Scatter plot            (d) Filter
8. Which of the following interactions is commonly used in interactive data visualization?  
(a) Hover                    (b) Click  
(c) Drag                     (d) All of the above
9. What is a shelf in Tableau?  
(a) A toolbar  
(b) A menu  
(c) A area to drag fields  
(d) A visualization
10. Which of the following is a dimension in Tableau?  
(a) A measure  
(b) A field that can be summed  
(c) A field that can be filtered  
(d) A field that can be grouped

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b)

11. (a) What information is necessary before designing visualization?

Or

- (b) Explain the different types of data visualization.

12. (a) Discuss the three types of correlations that can be inferred from scatter plots with examples.

Or

- (b) Explain how do you identify correlations in time series data?

13. (a) Illustrate the different tools for acquiring data from the internet.

Or

- (b) Discuss in detail necessary steps for locating files for use with processing.

14. (a) Explain the role of scales in data visualization.

Or

- (b) Differentiate between linear and logarithmic scales.

15. (a) How do you create a dashboard in Power BI?

Or

- (b) What is the purpose of a data connection in Tableau?

**Part C**

(5 × 8 = 40)

Answer **all** questions choosing either (a) or (b)

16. (a) Explain methodology of how to create a positive systematic strategy in information visualization.

Or

- (b) Discuss the important functions of data visualization.

17. (a) Compare rectilinear and radial space-filling tree visualization techniques.

Or

- (b) Elucidate the different techniques used to analyze time series data.

18. (a) Describe different parsing libraries for data visualization?

Or

- (b) Write short notes on:

- (i) Binary Data Format
- (ii) Advanced Detective Work.

19. (a) Narrate how does geo-mapping contribute to data visualization, and what types of data are suitable for geo-mapping?

Or

- (b) What is the significance of drawing with data visualization? How it differ from traditional data presentation methods?

20. (a) Elaborate how do you publish and share a story in Tableau?

Or

- (b) Discuss what are the different types of views available in Tableau?

<b>C-5106</b>
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<b>Sub. Code</b>
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<b>30142</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Business Analytics**

**PREDICTIVE MODELLING USING SAS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the questions.

1. What is SAS used for?
  - (a) Data analysis and reporting
  - (b) Data visualization and mining
  - (c) Data management and storage
  - (d) All of the above
2. What is a SAS dataset?
  - (a) A collection of data values and variables
  - (b) A database management system
  - (c) A data visualization tool
  - (d) A statistical analysis technique

3. What happens when decision trees are too complex?
  - (a) Over fitting occurs
  - (b) Under fitting occurs
  - (c) Accuracy improves
  - (d) Interpretability increases
4. Which technique limits decision tree size?
  - (a) Pruning
  - (b) Regularization
  - (c) Early stopping
  - (d) All of the above
5. What is the purpose of regularization in neural networks?
  - (a) To increase model complexity
  - (b) To reduce over fitting
  - (c) To improve generalization
  - (d) To speed up training
6. What is the purpose of the output layer in a neural network?
  - (a) To extract features
  - (b) To make predictions
  - (c) To transform data
  - (d) To handle missing values
7. What is the purpose of market basket analysis?
  - (a) To identify customer segments
  - (b) To analyze customer behavior
  - (c) To identify cross-selling opportunities
  - (d) To predict stock prices

8. What is the purpose of adjusting for separate sampling in market basket analysis?
- (a) To account for different sample sizes
  - (b) To account for different sampling methods
  - (c) To account for different population means
  - (d) To account for different data sources
9. What is the main advantage of ensemble models?
- (a) Improved predictive accuracy
  - (b) Reduced computational complexity
  - (c) Simplified model interpretation
  - (d) Increased data requirements
10. Which variable selection technique is used to evaluate the importance of each variable?
- (a) Filter method      (b) Wrapper method
  - (c) Embedded method (d) All of the above

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) What are the key components of a SAS Enterprise Miner project?

Or

- (b) What type of data sources can be defined in SAS Enterprise Miner?

12. (a) Explain technique used to optimize the complexity of decision trees.

Or

- (b) What is the purpose of feature selection in decision tree cultivation?

13. (a) Explain the primary purpose of an activation function in a neural network.

Or

- (b) Describe the importance of hyper parameter tuning in neural network modeling.

14. (a) Explain the difference between cluster analysis and market basket analysis, and provide an example of each.

Or

- (b) Compare and contrast the different types of statistical graphics available in SAS.

15. (a) Explain the importance of variable selection in building predictive models. How does it impact model performance?

Or

- (b) Define surrogate models and their purpose in predictive modeling. How do they differ from traditional models?

**Part C**

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Explain the importance of accessing and assaying prepared data in SAS Enterprise Miner. How does it contribute to the overall data analysis process?

Or

- (b) Describe the components of a SAS Enterprise Miner diagram. Explain the purpose of each component and how they are used in data analysis.

17. (a) Explain the steps involved in cultivating a decision tree. Describe the importance of each step.

Or

- (b) Explain how decision trees are used in predictive modeling. Describe the advantages and limitations of decision tree models.

18. (a) Explain the concept of learning rate schedulers in neural network training. How do they differ from early stopping?

Or

- (b) Explain the importance of correlation analysis in input selection for neural networks. Describe a technique used for feature selection.

19. (a) Explain the role of statistical graphics in exploratory data analysis and model diagnostics in SAS. How do you use these graphics to identify patterns and relationships in data?

Or

- (b) Explain the concept of pattern discovery in customer behavior and its importance in developing targeted marketing campaigns. How do you use cluster analysis and market basket analysis to identify patterns in customer behavior?



20. (a) Discuss the trade-offs between model accuracy and model interpretability in predictive modeling. How can ensemble models and surrogate models be used to balance these competing goals?

Or

- (b) Compare and contrast different ensemble models. How do they differ in their approach to combining models?
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<b>C-5107</b>
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<b>Sub. Code</b>
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<b>30143</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025.**

**Fourth Semester**

**Business Analytics**

**DEEP LEARNING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which neural network architecture, introduced by YannLecun in the late 1980s and early 1990s, is specifically designed for image recognition tasks?
  - (a) Recurrent Neural Network (RNN)
  - (b) Convolution Neural Network (CNN)
  - (c) Generative Adversarial Network (GAN)
  - (d) Long Short-Term Memory (LSTM)
2. In which year did the concept of deep learning first appear?
  - (a) 2000
  - (b) 1986
  - (c) 2006
  - (d) 2012
3. What is the primary unction of an activation function in a neural network?
  - (a) Initialize the weight
  - (b) Normalize the inputs
  - (c) Introduce non-linearity
  - (d) Increase the number of layers

4. Which of the following is a common activation function used in neural networks?
  - (a) Sigmoid
  - (b) Tanh
  - (c) ReLU
  - (d) All of the above
5. Which of the following is an example of a pre-trained model used in computer vision?
  - (a) VCG16
  - (b) LSTM
  - (c) SVM
  - (d) Naive Bayes
6. Which technique is often used to increase the size of the training dataset in computer vision?
  - (a) Data augmentation
  - (b) Data normalization
  - (c) Data regularization
  - (d) Data encryption
7. Which of the following is a common application of NLP?
  - (a) Web browsing
  - (b) Word processing
  - (c) Sentiment analysis
  - (d) Image editing
8. What does NLP stand for?
  - (a) Natural Language Processing
  - (b) Nasal Language Parsing
  - (c) Network Learning Protocol
  - (d) Natural Lexicon Parsing
9. Which of the following is an application of deep learning in the field of gaming?
  - (a) Text summarization
  - (b) Non-player character (NPC) behavior
  - (c) Time-series forecasting
  - (d) Speech synthesis
10. Which deep learning technique is often used for generating realistic images?
  - (a) Long Short-Term Memory (LSTM)
  - (b) Autoencoders
  - (c) Generative Adversarial Networks (GANs)
  - (d) Support Vector Machines (SVMs)

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are some of the major breakthroughs in deep learning?

Or

- (b) Explain the difference between machine learning and deep learning.

12. (a) What are the different types of neural networks?

Or

- (b) Who developed the concept of neural networks?

13. (a) How do convolutional neural networks (CNNs) work in computer vision?

Or

- (b) What is feature extraction in computer vision?

14. (a) What is text analytics, and why is it important?

Or

- (b) Explain the key components of text analytics.

15. (a) What is deep learning and how does it differ from traditional machine learning?

Or

- (b) How can deep learning be used in speech recognition and synthesis?

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) How did the backpropagation algorithm contribute to deep learning?

Or

- (b) Elucidate the key deep learning architectures and models.

17. (a) Discuss the role of weights and biases in neural networks.

Or

- (b) Explain the difference between a neuron and a perceptron.

18. (a) Distinguish between 2D and 3D computer vision.

Or

- (b) Elucidate key point detection and matching in computer vision.

19. (a) What role does natural language processing (NLP) play in text analytics?

Or

- (b) Discuss the main types of text data (structured vs. unstructured) and how are they processed differently.

20. (a) Explore the role of deep learning in autonomous vehicles. Discuss the challenges, advancements and future prospects of using deep learning for perception, decision-making and control in self-driving cars.

Or

- (b) Examine the application of deep learning in recommender systems. Discuss how deep learning models improve personalized recommendations and address challenges such as cold-start problems and user privacy concerns.

**C-5108**

**Sub. Code**

**30144**

**M.B.A. DEGREE EXAMINATION, APRIL 2025.**

**Fourth Semester**

**Business Analytics**

**PROJECT MANAGEMENT AND BUDGETING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is a Gantt chart used for in project management?
  - (a) To track the financial expenses
  - (b) To schedule project tasks and timelines
  - (c) To identify project risks
  - (d) To document project requirements
  
2. What does the acronym “WBS” stand for in project management?
  - (a) Work Breakdown Structure
  - (b) Work Budget Schedule
  - (c) Work Benefit Scheme
  - (d) Work Baseline Structure

3. Which risk response strategy involves taking actions to reduce the probability or impact of a risk?
  - (a) Avoidance
  - (b) Mitigation
  - (c) Acceptance
  - (d) Transference
4. What does SWOT analysis evaluate in a project environment?
  - (a) Project milestones
  - (b) Team performance
  - (c) Organizational strengths and weaknesses
  - (d) Customer satisfaction
5. Which of the following is NOT typically included in a project plan?
  - (a) Project scope
  - (b) Project schedule
  - (c) Project budget
  - (d) Project risks
6. What is the primary purpose of a Work Breakdown Structure (WBS) in project planning?
  - (a) To identify project stakeholders
  - (b) To schedule project activities
  - (c) To break down project deliverables into smaller, manageable components
  - (d) To estimate project costs

7. Which of the following is a key activity during the project execution phase?
- (a) Defining project scope
  - (b) Creating the project charter
  - (c) Managing stakeholder engagement
  - (d) Conducting feasibility studies
8. What is the primary goal of project execution?
- (a) To close the project
  - (b) To define project objectives
  - (c) To complete the project work defined in the project management plan
  - (d) To develop a project management plan
9. In project management, what is a milestone?
- (a) A significant point or event in the project timeline
  - (b) The completion of the project
  - (c) The starting point of the project
  - (d) A resource allocation plan
10. Which scheduling method allows for overlapping phases or activities to speed up the project timeline?
- (a) Waterfall Method
  - (b) Agile Method
  - (c) Fast Tracking
  - (d) Critical Chain Project Management (CCPM)



**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) List out and discuss about conceptual frame work of project management.

Or

- (b) Describe the life cycle stages in project management including selection, goal setting.

12. (a) How does project life cycle affect project management practices?

Or

- (b) What role does documentation play in project life cycles?

13. (a) Explain Gantt charts.

Or

- (b) Explain CPM/PERT Networks in detail.

14. (a) What are the factors a project manager to consider for international projects to be completed successfully?

Or

- (b) How the projects are planned, monitored and controlled in cycle process?

15. (a) Explain in detail the project quality control.

Or

- (b) Explain the concept of Goldatt's critical chain in project scheduling.

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Describe the role and responsibility of project manager.

Or

- (b) Explain the concept of cost estimating and cost improvement in project budgeting.

17. (a) How does a project manager ensure effective communication?

Or

- (b) Discuss the difference between a project manager and a project leader.

18. (a) Discuss in detail Resource Leveling and Resource Allocation.

Or

- (b) Explain project scheduling with resource constraints.

19. (a) Write and prepare the project check list during project execution and commissioning stage.

Or

- (b) Explain in detail the process of project evaluation and write what are the barriers in evaluation process?

20. (a) Prepare a chart for project quality management in reference to fertilizer plant.

Or

- (b) Explain different types of project organizations with their merits and demerits.
-