

**C-5168**

**Sub. Code**

**31011**

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

**First Semester**

**Industry Integrated**

**MANAGEMENT PRINCIPLES AND ORGANIZATIONAL  
BEHAVIOUR**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Management is not
  - (a) An applied science
  - (b) A pure science
  - (c) An art
  - (d) An art and science both
2. In which category does management fall?
  - (a) Well-established profession
  - (b) Semi-profession
  - (c) Emerging profession
  - (d) Marginal profession
3. Which one of the following is not a limitation of planning?
  - (a) Dynamic environment
  - (b) Costly process
  - (c) Rigidity
  - (d) Top management approach

4. Which one of the following is a step of planning?
- (a) Analysis of organisation structure
  - (b) Analysis of environment
  - (c) Analysis of employee behaviour
  - (d) Analysis of employee morale
5. Contribution/s of human relations movement is/are
- (a) Great Depression
  - (b) Labour Movement
  - (c) Hawthorne Studies
  - (d) All of these
6. Edward Tolman is related to
- (a) Behaviourist Framework
  - (b) Cognitive approach
  - (c) Social Cognitive Framework
  - (d) None of these
7. The job satisfaction of an employee depends on the
- (a) Behaviour                      (b) Attitude
  - (c) Personality                  (d) Employer
8. “The combination of characteristics or qualities that form an individual’s distinctive character” is the definition of
- (a) Personality                  (b) Motivation
  - (c) Attitude                      (d) Behavior
9. Which terms does Lewin use to describe the process of behaviour modification?
- (a) Refreezing                  (b) Conflict
  - (c) Unfreezing                  (d) Storming

10. The field of organisational behaviour examines such questions as the nature of leadership, effective team development, and
- (a) Interpersonal conflict resolution; motivation of individuals
  - (b) Organisational control; conflict management
  - (c) Motivation of individuals; planning
  - (d) Planning; development

**Part B** (5 × 5 = 25)

Answer **all** questions. (Either / or type like (a) or (b))

11. (a) What are the three main pillars of the classical approach?

Or

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

12. (a) Discuss why planning is a vital managerial function.

Or

- (b) Discuss the importance of planning.

13. (a) Write a short note on the global emergence of organizational behaviour as a discipline.

Or

- (b) What is the relevance of management function to organizations?

14. (a) What is the difference between introvert personality and extrovert personality?

Or

- (b) How is personality measured? Analyse.

15. (a) Explain the features of group dynamics.

Or

- (b) Differentiate between formal and informal groups.

**Part C**

(5 × 8 = 40)

Answer **all** questions. (Either / or type like (a) or (b))

16. (a) Describe various roles of a manager as proposed by Henry Mintzberg. Which of these roles are more important from the organizational behaviour point of view?

Or

- (b) Analyse the contribution of F.W. Taylor to management.

17. (a) How does strategic planning differ from tactical planning?

Or

- (b) Describe the different models of planning and decision-making.

18. (a) Define organizational behaviour. Discuss the history of organizational behaviour.

Or

- (b) What do you think are the challenges faced in maintaining diversity in workforce of an organization?

19. (a) Comment on the inter-relationship between attitude and behaviour.

Or

- (b) Analyse the significance of organizational commitment.

20. (a) Discuss the significance of group cohesiveness in the organizational context.

Or

- (b) Discuss the strategies for encouraging constructive conflict.

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<b>31012</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**First Semester**

**Industry Integrated**

**BUSINESS ENVIRONMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The mode of entry into international business with least risk to the firm is
  - (a) Export house
  - (b) Trading house
  - (c) A manufacturing exporter
  - (d) Merchant exporter
2. Which of the following is not a driver of globalization?
  - (a) The fragmentation of consumer tastes between countries
  - (b) The competitive process
  - (c) Multinational companies successfully persuading governments to lower trading barriers
  - (d) The need to gain economies of scale

3. Laws relating to The Single Market Program allow EU-based companies to:
- (a) Move goods and services from any member state to another
  - (b) Transfer managers to any member state
  - (c) Invest anywhere in the EU
  - (d) All of the options given
4. The International Monetary Fund is important because:
- (a) It has sufficient financial resources to deal with a major global financial crisis
  - (b) It has sufficient financial resources to help individual countries facing balance of payments problems
  - (c) Emerging economies can exercise significant influence on it
  - (d) It fixes exchange rates
5. Which of the following do NOT facilitate globalization?
- (a) Improvements in communications
  - (b) Barriers to trade and investment
  - (c) Immigration controls
  - (d) Removal of controls on movement of capital across borders

6. Quantitative restrictions refer to limit set by countries to curb
- (a) Measures that affect trade in goods
  - (b) Measures that lead to restrictions in quantities
  - (c) Discouraging measures that limit a company's imports
  - (d) Discouraging measures that limit a company's exports
7. The world trade organization was formed in the year \_\_\_\_\_ with GATT as its basis.
- (a) 1993
  - (b) 1994
  - (c) 1995
  - (d) 1996
8. Which one is not an international organization?
- (a) SAARC
  - (b) ASEM
  - (c) ASEAN
  - (d) CBOT
9. NAFTA is an example of
- (a) Common Market
  - (b) Customs Union
  - (c) Economic Community
  - (d) Free Trade Area
10. Which of the following is not an International Financial Institution?
- (a) ICICI
  - (b) IMF
  - (c) IDA
  - (d) World Bank

**Part B**

(5 × 5 = 25)

Answer **all** questions. (Either / or type like (a) or (b))

11. (a) Describe the relationship between supply and Demand.

Or

- (b) Describe head and significance for global investments.

12. (a) Explain about the economics and politics of international trade.

Or

- (b) Discuss the determinants of demand.

13. (a) Describe about international trade and development.

Or

- (b) What are the advantages and disadvantages of economic integration?

14. (a) Discuss the various sustainable development strategies.

Or

- (b) Explain the prevailing business environment in India favourable to world Trade.



15. (a) Explain about Migration and Development.

Or

- (b) Explain in detail the significance of foreign collaboration.

**Part C**

(5 × 8 = 40)

Answer **all** questions. (Either / or type like (a) or (b))

16. (a) Discuss in detail on the competitive advantages of international business.

Or

- (b) How do complements and substitutes affect demanding global business environment? Discuss.

17. (a) Elucidate the components of the balance of payments in detail.

Or

- (b) Discuss elaborately on the components and importance of Balance of Payments.

18. (a) Discuss the role of World Bank in Developing Countries.

Or

- (b) Explain about the Global Financial Crisis and its impact on Asia and Policy Challenges.

19. (a) What are the major functions of the World Bank?

Or

- (b) Highlight the impact of FDI and portfolio and investment in India.

20. (a) Explain the pull and push factors of foreign investment.

Or

- (b) What is the reason for present global economic crisis?
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**31013**

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

**First Semester**

**Industry Integrated**

**ECONOMICS FOR MANAGERS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Economics is a \_\_\_\_\_.
  - (a) Positive science
  - (b) Normative science
  - (c) None
  - (d) Both
2. The relationship between price and demand is \_\_\_\_\_.
  - (a) Direct
  - (b) Positive
  - (c) Negative
  - (d) None of these
3. Indifference curve approach was given by \_\_\_\_\_.
  - (a) Alfred Marshall
  - (b) Adam Smith
  - (c) Hicks and R.G.D. Allen
  - (d) J.M.Keynes

4. Production refers to —————.
- (a) Destruction of utility
  - (b) Creation of utility
  - (c) Exchange value
  - (d) None of the above
5. The main characteristic of monopoly market structure is————.
- (a) Single buyer
  - (b) Single seller
  - (c) Many sellers
  - (d) Many buyers
6. ————— is the total value of all final goods and services produced by the country in certain year.
- (a) National Income
  - (b) Personal income
  - (c) Corporate income
  - (d) Foreign income
7. Perfectly elastic demand curve is a —————curve.
- (a) U shaped
  - (b) L shaped
  - (c) Horizontal
  - (d) Vertical
8. Relatively in elastic demand is —————.
- (a)  $e_p = 0$
  - (b)  $e_p > 1$
  - (c)  $e_p < 1$
  - (d)  $e_p = 1$
9. The point where TR curve cuts TC curve is called
- (a) Equilibrium point
  - (b) Split off point
  - (c) Point of inflexion
  - (d) Breakeven point

10. A Firm's profitability depends much on its \_\_\_\_\_ of production.
- (a) Price                      (b) Charge  
(c) Cost                      (d) All the above

**Part B**

(5 × 5 = 25)

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

11. (a) Distinguish Micro and Macro Economics.
- Or
- (b) What are the basic concepts of business economics? Explain.
12. (a) What are the exceptions to law of demand?
- Or
- (b) Enumerate the determinants of demand.
13. (a) Explain the concept of consumer surplus.
- Or
- (b) What are the properties of indifference curve?
14. (a) Explain Cobb Douglas production function.
- Or
- (b) Explain the concept of price discrimination and three degrees.
15. (a) Explain the concept of GNP.
- Or
- (b) Explain the concept of circular flow of income.

**Part C**

(5 × 8 = 40)

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

16. (a) Examine the nature and scope of Managerial Economics.

Or

- (b) Explain the relationship between average revenue and marginal revenue curves.

17. (a) Discuss the price determination in Perfect Competition.

Or

- (b) Explain the Ricardian theory of rent.

18. (a) Analyze the Marginal productivity theory of distribution.

Or

- (b) Write the market conditions of Monopoly market.

19. (a) Discuss about price determination under perfect competition.

Or

- (b) Describe the risk theory of profit.

20. (a) Explain in details the methods used in measuring national income.

Or

- (b) What are the problems in measuring national income? Explain.

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

**First Semester**

**Industry Integrated**

**BUSINESS STATISTICS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the questions.

1. In statistics, \_\_\_\_\_ classification groups the data according to locational differences among the items.
  - (a) Chronological
  - (b) Geographical
  - (c) Regional
  - (d) Alphabetical
2. The number of observations in a particular class is called :
  - (a) Width of the class
  - (b) Class mark
  - (c) Frequency
  - (d) None of the above

3. A summary measure that describes any given characteristic of the population is known as a \_\_\_\_\_
- (a) Parameter
  - (b) Information
  - (c) Inference
  - (d) Statistics
4. If the sample size is too small, it may not \_\_\_\_\_ represent the population or the Universe as it is known, thus leading to incorrect inferences.
- (a) Appropriately
  - (b) Reliably
  - (c) Homogeneously
  - (d) Heterogeneously
5. Analysis of variance is a statistical method of comparing the \_\_\_\_\_ of several populations.
- (a) standard deviations
  - (b) variances
  - (c) means
  - (d) proportions
6. Type I error occurs when?
- (a) We reject  $H_0$  if it is true
  - (b) We reject  $H_0$  if it is false
  - (c) We accept  $H_0$  if it is true
  - (d) We accept  $H_0$  if it is false
7. Most of the Non parametric methods Utilize measurement on
- (a) Interval scale
  - (b) Ordinal scale
  - (c) Nominal scale
  - (d) Ratio scale



8. When the number of treatment in kruskal —wallis test is two , the statistics H reduces to \_\_\_\_\_
- (a) Mann whitney U statistic
  - (b) Wilcoxon' s U statistic
  - (c) Both a and b
  - (d) None
9. If the regression line is Y on X, then the variable X is known as
- (a) Independent variable
  - (b) Explanatory variable
  - (c) Regressor
  - (d) All the above
10. Wheat crops badly damaged on account of rains is :
- (a) Cyclical movement
  - (b) Random movement
  - (c) Secular trend
  - (d) Seasonal movement

**Part B**

(5 × 5 = 25)

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

11. (a) State the various functions of Statistics?

Or

- (b) What are the advantages of primary data?

12. (a) What is the practical application of the central limit theorem?

Or

- (b) In a sample of 400 textile workers, 184 expressed dissatisfaction regarding a prospective plan to modify working conditions. The management felt that this is a strong negative reaction. So they want to know the proportion of total workers who have this feeling of dissatisfaction. Obtain an unbiased estimate of the population proportion.

13. (a) State the procedure for testing hypothesis.

Or

- (b) The three samples below have been obtained from normal populations with equal variances. Test the hypothesis that the sample means are equal :

8	7	12
10	5	9
7	10	13
14	9	12
11	9	14

The table value of  $F$  at 5% level of significance for  $v_1=2$  and  $v_2 = 12$  is 3.88.

14. (a) Two cricketers A and B are compared for batting performance. Cricketer A scores 66, 44, 33, 22, 34, 45, 56, 67, 88 in nine innings. Cricketer B scores 33, 44, 66, 105, 103, 22, 25, 27 in eight innings. Compare the two cricketers using Mann Whitney test and see if their batting records are similar.

Or

- (b) Explain the Sign Test for paired data.

15. (a) State the uses of irregular variation.

Or

- (b) Find regression lines?

$X$	3	5	6	8	9	11
$Y$	2	3	4	6	5	10

**Part C**

(5 × 8 = 40)

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

16. (a) What are the functions of descriptive statistics?

Or

- (b) Explain the different types of Data.

17. (a) Difference between a parameter and a statistic.

Or

- (b) For the given sample sizes and the t-values, find the corresponding probability  $\alpha$

(i)  $n = 26, t = 2.485$

(ii)  $n = 14, t = 1.771$

18. (a) In an industry, 200 workers, employed for a specific job, were classified according to their performance and training received / not received to test independence of specific training and performance. The data is summarized as follows:

	Performance		
	Good	Not good	Total
Trained	100	50	150
Untrained	20	30	50
Total	120	80	

Use Chi square test for independence at 5% level of significance and write your conclusion.

Or

- (b) Describe briefly the technique of ANOVA for one — way and two-way classification?

19. (a) What the methods of non —parametric test?

Or

- (b) 10 engineering students went on a diet program in an attempt to lose weight with the following results:

Name	Weight before	Weight after
A	69	58
B	82	73
C	76	70
D	89	71
E	93	82
F	79	66
G	72	75
H	68	71
I	83	67
J	103	73

Is the diet program an effective means of losing weight? Do the test at Significance level  $\alpha = 0.10$ .

20. (a) Total of the product deviations of X and Y series = 3044

Number of pairs observations = 10

Total of the deviation of X series = -170

Total of the deviation of Y series = -20

Total of the square deviations of X series = 8,288

Total of the square deviations of Y series = 2,264

Find out the co-efficient of correlation?

Or

- (b) Distinguish between time series analysis and normal regression analysis.
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<b>Sub. Code</b>
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<b>31015</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025.**

**First Semester**

**Industry Integrated**

**ACCOUNTING FOR DECISION MAKING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The process of recording financial data up to trial balance is
  - (a) Book keeping
  - (b) Classifying
  - (c) Summarizing
  - (d) Analyzing
2. Rohit carrying on real estate business sold a piece of land for Rs. 4,00,00,000 (cost Rs. 3,50,00,000) then the type of receipt is \_\_\_\_\_ nature and profit on sale is
  - (a) Capital and transferred to capital reserve
  - (b) Revenue and transferred to P & L a/c
  - (c) Capital and transferred to P & L a/c
  - (d) Revenue and transferred to general reserve
3. Net Profit ratio is calculated by
  - (a) (Gross Profit/Gross sales) \*100
  - (b) (Gross Profit/Net sales) \*100
  - (c) (Net Profit/Net sales) \*100
  - (d) None of the above

4. Operating ratio is calculated by
- (a)  $(\text{Operating Cost}/\text{Gross sales}) \times 100$
  - (b)  $(\text{Operating Cost}/\text{Gross sales}) \times 100$
  - (c)  $(\text{Operating cost}/\text{Net sales}) \times 100$
  - (d) None of the above
5. Sales Rs. 1,00,000, variable cost Rs. 50,000 and net profit ratio is 10% on sales. Find out fixed cost.
- (a) 50000
  - (b) 40000
  - (c) 20000
  - (d) The data inadequate
6. Profit volume ratio establishes the relationship between
- (a) Contribution and profit
  - (b) Fixed cost and contribution
  - (c) Profit and sales
  - (d) Contribution and sales value
7. Which of the following is not a cash outflow?
- (a) Increase in Prepaid expenses
  - (b) Increase in debtors
  - (c) Increase in stock
  - (d) Increase in creditors
8. Cash from Operations is equal to :
- (a) Net Profit plus increase in outstanding Expenses
  - (b) Net Profit plus increase in Debtors
  - (c) Net Profit plus increase in Stock
  - (d) Net Profit

9. Conversion cost includes cost of converting \_\_\_\_\_ into \_\_\_\_\_
- Raw material, WIP
  - Raw material, Finished goods
  - WIP, Finished goods
  - Finished goods, Saleable goods
10. Sunk costs are :
- relevant for decision making
  - not relevant for decision making
  - cost to be incurred in future
  - future costs

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Enter the following transactions in the journal of Manohar who is dealing in textiles :

2018 March

- |    |   |
|----|---|
| 1  | Manohar started business with cash 60,000   |
| 2  | Purchased furniture for cash 10,000         |
| 3  | Bought goods for cash 25,000                |
| 6  | Bought goods from Kamalesh on credit 15,000 |
| 8  | Sold goods for cash 28,000                  |
| 10 | Sold goods to Hari on credit 10,000         |
| 14 | Paid Kamalesh 12,000                        |
| 18 | Paid rent 500                               |
| 25 | Received from Hari 8,000                    |
| 28 | Withdrew cash for personal use 4,000        |

Or



- (b) From the following transactions of Shyam, a stationery dealer, pass journal entries for the month of August 2017.

Aug.

- 1 Commenced business with cash Rs. 4,00,000, Goods Rs. 5,00,000
- 2 Sold goods to A and money received through RTGS Rs. 2,50,000
- 3 Goods sold to Z on credit for Rs. 20,000
- 5 Bill drawn on Z and accepted by him Rs. 20,000
- 8 Bill received from Z is discounted with the bank for Rs. 19,000
- 10 Goods sold to M on credit Rs. 12,000
- 12 Goods distributed as free samples for Rs. 2,000
- 16 Goods taken for office use Rs. 5,000
- 17 M became insolvent and only 0.80 per rupee is received in final settlement
- 20 Bill of Z discounted with the bank is dishonoured

12. (a) On 1.1.2017 a firm purchased a machine at a cost of Rs. 1,00,000. Its life was estimated to 10 years with a scrap value Rs. 10,000. Compute the amount of depreciation to be charged at the end of each year.

Or

- (b) From the following information, calculate the amount of depreciation and rate of depreciation under straight line method.

Purchase price of machine Rs. 80,000

Expenses to be capitalized Rs. 20,000

Estimated residual value Rs. 35,000

Expected useful life 5 years

13. (a) Mention the major sources and application of cash with examples.

Or

- (b) What is the utility of preparing cash flow statement?

14. (a) Compute the amount of fixed cost from the information given below :

Sales Rs. 80,000

Variable cost Rs. 40,000

Profit Rs. 20,000

Or

- (b) Compute :

(i) P/V ratio,

(ii) Fixed cost, and

(iii) Sales volume to earn a profit of Rs. 5,000 from the following information :

Sales = Rs. 50,000 Profit = Rs. 5,000 Variable cost = 80%.

15. (a) The following information is given :

Std fixed overhead rate (per hour) Rs. 5

Budgeted hours 12,500

Std no. of working days 25

Actual hours 11,500

Actual no. of working days 22

Calculate Calendar Variance.

Or

- (b) Mention the formula for material usage variance.

**Part C**

(5 × 8 = 40)

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

16. (a) What is matching concept? Why should a business concern follow this concept?

Or

- (b) “Business units last indefinitely”. Mention and explain the concept on which the statement is based.

17. (a) X Ltd. has a current ratio 3.5 : 1 and quick ratio 2 : 1. If excess of current assets over quick assets represented by inventories is Rs. 24,000, calculate current assets and current liabilities.

Or

- (b) From the following information, calculate inventory turnover ratio :

Inventory in the beginning = 18,000

Inventory at the end = 22,000

Net purchases = 46,000

Wages = 14,000

Revenue from operations = 80,000

Carriage inwards = 4,000

18. (a) Explain the procedure of preparing a common size balance sheet.

Or

- (b) Write short notes on :

(i) Comparative financial statements

(ii) Trend analysis

(iii) Qualifications of financial analyst

19. (a) Electro Electronics Ltd., deals in electric goods and submits the following information in respect of the goods manufactured by it.

Selling price per unit Rs. 5.00

Variable cost per unit Rs. 2.00

Fixed overheads Rs. 75,000

Units produced Rs. 75,000

The company is expected to reduce the selling price in order to meet the competition.

You are requested to calculate the level of output to maintain present level of profit if the proposed reduction in prices is 10 per cent and 20 per cent.

Or

- (b) Papee Private Limited receives a special order from Sabee Private Limited for supply of 50,000 units of a product that usually sells for Rs. 10 per unit. Sabee Pvt. Ltd. offers Rs. 9 per unit for this product. Papee Pvt. Ltd. incurs Rs. 6 per unit in variable costs to manufacture each item, plus Rs. 2 per unit for variable administrative cost. Total fixed manufacturing costs are Rs. 3,00,000. Other fixed cost amounts to Rs. 1,50,000 per year. Productivity capacity is 4,00,000 units annually and sales volume through normal sales outlets will be about 3,00,000 units of this year. Write a short report on the advisability or otherwise of accepting the offer.

20. (a) Explain the steps involved in the establishment of standard costing.

Or

- (b) From the particulars given below, compute : Material Price Variance, Material Usage Variance, Labour Rate Variance, Idle Time Variance and Labour Efficiency Variance, with full working details.

One tonne of materials input yields a standard output of 1,00,000 units. The standard price of material is 20 per kg. Number of employees engaged is 200. The standard wage rate per employee per day is 6. The standard daily output per employee is 100 units. The actual quantity of material used is 10 tonnes and the actual price paid is 21 per kg. Actual output obtained is 9,00,000 units. Actual number of days worked is 50 and actual rate of wages paid is 6.50 per day. Idle time paid for and included in above time is 1/2 day.

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**Sub. Code**

**31021**

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

**Second Semester**

**Industry Integrated**

**MARKETING MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 1 = 10)

Answer **all** the questions.

1. Which of the following is NOT an element of the marketing mix?  
(a) Distribution            (b) Product  
(c) Target market        (d) Pricing
2. What is Identifying Consumer Needs in functions of marketing?  
(a) Gather information and analyze the needs of the market  
(b) Objectives of the company  
(c) The product that suits the needs of the consumer  
(d) Ensuring uniformity in the product
3. This P is not a part of the 7Ps of marketing mix.  
(a) Promotion            (b) Price  
(c) People                (d) Purpose

4. A marketing plan is a collection of specific
- (a) Products
  - (b) Markets
  - (c) Staffs
  - (d) Actions
5. Bank of Mathura is offering high rate of interest on fixed deposit to senior citizens of 60 years and above. The bank is practicing
- (a) Promotional pricing
  - (b) Psychological pricing
  - (c) Segmental pricing
  - (d) Product mix pricing
6. Every product goes through each stage of product life cycle for
- (a) 1 year
  - (b) 2 years
  - (c) It is not fixed
  - (d) 5 years
7. Which of the following has a major influence on pricing decisions
- (a) Customer demand
  - (b) Actions of competitors
  - (c) Costs
  - (d) Political, legal, and image-related issues
  - (e) All of the above
8. Pricing strategy is \_\_\_\_\_
- (a) A method to promote products through discounts
  - (b) A way to determine the production cost of goods
  - (c) An approach to set the prices of products or services
  - (d) A strategy to allocate budgets for marketing campaigns

9. Integrated marketing communications (IMC) represents which of the four P's
- (a) Product (b) Price  
(c) Promotion (d) Place
10. Advertising is \_\_\_\_\_
- (a) Publicity (b) Sales promotion  
(c) Paid information (d) All the above

**Section B**

(5 × 5 = 25)

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

11. (a) What are the importance of marketing?

Or

- (b) Write short note on Marketing Management.

12. (a) State the need for 7Ps in marketing.

Or

- (b) Explain the 7Ps of marketing with illustrations.

13. (a) What are the benefits of market segmentation?

Or

- (b) Explain the concept of Product Life Cycle.

14. (a) Describe the cost based pricing method with illustration.

Or

- (b) List out the Product Mix Pricing Strategies.



15. (a) State the functions of Integrated Marketing Communications.

Or

- (b) Give a note on Direct Marketing and state its' importance in this current scenario.

**Section C** (5 × 8 = 40)

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

16. (a) Distinguish between Market and Marketing.

Or

- (b) Explain the functions of Marketing.

17. (a) “Developing an Effective Marketing Mix is to be given much thrust in an organization” – Elucidate.

Or

- (b) Distinguish between m-com and e-com with suitable examples.

18. (a) Emphasis the concept of market segmentation.

Or

- (b) Discuss the factors affecting price decisions.

19. (a) Explain the Requisites of Effective Market Segmentation.

Or

- (b) Explain the importance of market segmentation.

20. (a) Explain the Fundamentals of Sales Promotion.

Or

- (b) Describe the Communication Development Process in an organization.

**C-5176**

**Sub. Code**

**31022**

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

**Second Semester**

**Industry Integrated**

**HUMAN RESOURCE MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Accent of human relation theory is \_\_\_\_\_
  - (a) Organization-oriented
  - (b) Action-Oriented
  - (c) Hierarchy-Oriented
  - (d) None of the above
2. A Situation where management is unable to provide employment due to non-availability of work is called \_\_\_\_\_
  - (a) Lock out                      (b) Lay-off
  - (c) Termination                (d) Closure
3. Graphical representation of manpower in the organization is known as \_\_\_\_\_
  - (a) Replacement chart
  - (b) Placement chart
  - (c) Organization structure
  - (d) Manpower inventory

4. What is operative function of HRM?  
(a) Organizing (b) Directing  
(c) Controlling (d) Integrating
5. The process of establishing the value of jobs in a job hierarchy, is known as \_\_\_\_\_  
(a) Job analysis (b) Job evaluation  
(c) Job requirement (d) Performance evaluation
6. The sources of recruitment are  
(a) Internal (b) External  
(c) Both (a) and (b) (d) None of the above
7. The Management of personnel is also called \_\_\_\_\_  
(a) Co-ordinating (b) Staffing  
(c) Controlling (d) None of the above
8. Job Analysis should always be done \_\_\_\_\_  
(a) Before recruitment  
(b) After Recruitment  
(c) At the time of placement  
(d) None of the above
9. Incentives given on psychological base are \_\_\_\_\_  
(a) financial  
(b) not financial  
(c) monetary and not non-monetary  
(d) none of the above
10. Man cannot live on bread alone, he wants \_\_\_\_\_  
(a) better wages (b) due recognition  
(c) both (a) and (b) (d) none of the above

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the peculiar characteristics of the human resource.

Or

- (b) Distinguish human resource management from personnel management.

12. (a) Explain the process of job analysis.

Or

- (b) Explain the models for HRP.

13. (a) Explain the need for training.

Or

- (b) Explain the merits and demerits of on-the-job training.

14. (a) Explain the advantages of performance appraisal.

Or

- (b) Write the factors considered in employee appraisal.

15. (a) Write the importance of rewarding employees.

Or

- (b) Write a short note on Compensation policy.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain in detail the evolution of HRM.

Or

- (b) Explain the HR structure in organization in detail.

17. (a) Explain in detail about the human resource planning.

Or

- (b) Explain the process involved in the recruitment.

18. (a) Explain the various stages involved in the process of training.

Or

- (b) Explain the importance of training.

19. (a) Discuss the various methods available for appraising the performance of employees.

Or

- (b) Write the functions of performance appraisal.

20. (a) Discuss the key factors involved in compensation policy.

Or

- (b) Write down the benefits in detail by rewarding employees.
-

**C-5177**

**Sub. Code**

**31023**

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

**Second Semester**

**Industry Integrated**

**FINANCIAL MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 1 =10)

Answer **all** questions.

1. What does ROI stand for in financial management?
  - (a) Return on Investment
  - (b) Rate of Inflation
  - (c) Return on Income
  - (d) Rate of Interest
2. Which of the following is considered a capital budgeting technique?
  - (a) Break-even analysis
  - (b) Ratio analysis
  - (c) Payback period
  - (d) Variance analysis

3. Which capital budgeting technique does not consider the time value of money?
- (a) Payback period
  - (b) Net Present Value (NPV)
  - (c) Internal Rate of Return (IRR)
  - (d) Profitability Index (PI)
4. Which capital budgeting technique assumes reinvestment at the project's cost of capital?
- (a) Payback period
  - (b) Net Present Value (NPV)
  - (c) Internal Rate of Return (IRR)
  - (d) Profitability Index (PI)
5. What is operating leverage?
- (a) The use of debt to finance operations
  - (b) The relationship between fixed and variable costs
  - (c) The risk associated with sales fluctuations
  - (d) The risk associated with interest payments.
6. Which of the following increases operating leverage?
- (a) Increasing variable costs
  - (b) Decreasing fixed costs
  - (c) Increasing contribution margin
  - (d) Decreasing sales volume
7. According to Gordon's model, dividend policy affects:
- (a) Stock price volatility
  - (b) Market capitalization
  - (c) Earnings per share (EPS)
  - (d) Cost of debt

8. In Walter's model, if the return on investment (ROI) is greater than the cost of equity ( $K_e$ ), the firm should:
- (a) Pay dividends      (b) Retain earnings
  - (c) Issue new equity   (d) Issue debt
9. Which of the following actions would increase a company's working capital?
- (a) Paying off a short-term loan
  - (b) Collecting accounts receivable
  - (c) Purchasing inventory on credit
  - (d) Selling fixed assets for cash
10. Which of the following ratios measures the efficiency of inventory management?
- (a) Current ratio
  - (b) Quick ratio
  - (c) Inventory turnover ratio
  - (d) Debt-to-equity ratio

**Section B**

(5 × 5 = 25)

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

11. (a) What are the primary financial goals of financial management? Discuss their Significance.

Or

- (b) What are the key considerations a firm should take into account when formulating its dividend policy?



12. (a) A project requires an initial investment of Rs.20,000 and is expected to generate cash inflows of Rs.6,000 annually for 5 years. Calculate the IRR.

Or

- (b) Describe the Net Present Value (NPV) Method and its Advantages.
13. (a) Discuss the Advantages and Disadvantages of High Operating Leverage.

Or

- (b) Explain the Net Income Approach in detail. Include its assumptions and implications for the capital structure of a firm.
14. (a) Derive the Value of the Firm According to Walter's Model.

Or

- (b) A company recently paid a dividend of Rs.2 per share, and the dividends are expected to grow at a rate of 5% per year indefinitely. If the required rate of return is 10%, calculate the value of the stock using Gordon's Model.
15. (a) Describe the process of estimating working capital requirements.

Or

- (b) Describe the different sources of financing working capital.

**Section C****(5 × 8 = 40)**

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

16. (a) XYZ Ltd. is considering a project with the following cash flows:

Initial investment: Rs.100,000

- Year 1 : Rs.30,000
- Year 2 : Rs.40,000
- Year 3 : Rs.50,000
- Year 4 : Rs.20,000

If the discount rate is 10%, calculate the Net Present Value (NPV) of the project. Should XYZ Ltd. undertake project?

Or

- (b) Explain the concept of the cost of capital and its importance in financial management.
17. (a) A project requires an initial investment of Rs.40,000 and generates cash inflows of Rs.12,000 per year for 5 years. The discount rate is 8%. Calculate the PI of the project.

Or

- (b) What is the Internal Rate of Return (IRR) and how is it Used in Decision-Making?
18. (a) A company has fixed costs of Rs.80,000 a variable cost per unit of Rs.15, and a selling price per unit of Rs.25. The company sells 12,000 units and has an interest expense of Rs.20,000. Calculate the Degree of Combined Leverage (DCL).

Or

- (b) How Does Financial Leverage Affect the Capital Structure of a Firm?

19. (a) Define Gordon's Model and Explain its Importance in Financial Management.

Or

- (b) Explain how each type of ratio provides insights into different aspects of a company's financial performance and health.

20. (a) Explain the Significance of Working Capital Management in Business Operations.

Or

- (b) Explain the role of banks in financing working capital for businesses.
-

**C-5178**

**Sub. Code**

**31024**

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

**Second Semester**

**Industry Integrated**

**OPERATIONS MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the key objective of operations management?
  - (a) Maximizing sales
  - (b) Minimizing costs
  - (c) Optimizing resource utilization
  - (d) Improving customer satisfaction
2. What is the primary goal of product design?
  - (a) Maximizing production speed
  - (b) Ensuring the product is marketable and manufacturable
  - (c) Reducing labor costs
  - (d) Increasing inventory turnover
3. Which process is best suited for high-volume, low-variety production?
  - (a) Job shop
  - (b) Batch production
  - (c) Mass production
  - (d) Project process

4. What is a key characteristic of a job shop production system?
- (a) High volume, low variety
  - (b) Low volume, high variety
  - (c) Standardized products
  - (d) Continuous flow
5. Which of the following is a core principle of the Kanban system?
- (a) Producing in large batches
  - (b) Using visual signals to control the flow of materials
  - (c) Focusing on product diversification
  - (d) Centralizing decision-making processes
6. Which of the following best describes the objective of Six Sigma?
- (a) To increase inventory turnover
  - (b) To eliminate defects and minimize variability in processes
  - (c) To enhance product design aesthetics
  - (d) To diversify product offerings
7. What does EOQ stand for in inventory management?
- (a) Economic Order Quality
  - (b) Economic Order Quantity
  - (c) Effective Order Quantity
  - (d) Efficient Order Quality
8. Which of the following statements is true about ABC analysis?
- (a) It only applies to manufacturing industries
  - (b) It requires extensive mathematical calculations
  - (c) It helps focus management attention on the most important items
  - (d) It is an outdated inventory control technique

9. What does the term “Six Sigma” primarily focus on?
- (a) Increasing production speed
  - (b) Reducing defects
  - (c) Lowering costs
  - (d) Enhancing marketing strategies
10. Which of the following is not a type of control chart?
- (a) X-bar chart                      (b) P-chart
  - (c) Pareto chart                      (d) R-chart

**Section B**

(5 × 5 = 25)

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

11. (a) Explain the role of quality control in operations management.
- Or
- (b) What are the stages of the product development process?
12. (a) Explain the importance of prototyping in product development.
- Or
- (b) Analyze the process flexibility modern manufacturing.
13. (a) Explain the Kanban system and its role in lean manufacturing.
- Or
- (b) What challenges might a company face when implementing a virtual factory?
14. (a) What is safety stock, and why is it important?
- Or
- (b) Explain ABC analysis, and what is its purpose in inventory management?

15. (a) Define the term “customer focus” in the context of quality management.

Or

- (b) How does acceptance sampling help in quality management?

**Section C**

(5 × 8 = 40)

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

16. (a) Explain the concept of value engineering in product design.

Or

- (b) Analyze the importance of risk management in operations.

17. (a) Discuss the role of Quality Function Deployment in the product development process.

Or

- (b) Compare and contrast the characteristics of batch production and mass production.

18. (a) Discuss the implementation of Just-In-Time in a manufacturing company.

Or

- (b) Analyze the impact of total Quality Management on organizational culture and performance.

19. (a) Discuss the various types of inventory costs in details.

Or

- (b) Analyze the benefits and limitations of using the EOQ model in inventory management.

20. (a) Derive the significance of Total Quality management in modern organizations.

Or

- (b) Explain the concept of acceptance sampling and its role in quality management.

**C-5179**

**Sub. Code**

**31025**

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

**Second Semester**

**Industry Integrated**

**RESEARCH METHODOLOGY**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 1 = 10)

Answer **all** questions.

1. The main objective of \_\_\_\_\_ study's to acquire knowledge
  - (a) Exploratory
  - (b) Descriptive
  - (c) Diagnostic
  - (d) Descriptive and Diagnostic
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

Choose the correct answer options given below

- (i) a, d, b, c
- (ii) b, c, d, a
- (iii) a, c, d, b
- (iv) d, b, c, a



3. Scale in which the respondent directly compares two or more objects and makes choices among them is
- (a) Ranking Scale      (b) Rating Scale  
(c) Graphic Scale      (d) None of these
4. Wrong questionnaire is an example of
- (a) Primary data collection problem  
(b) Secondary collection problem  
(c) (a) and (b) both  
(d) None of the above
5. An image, perception or concept that is capable of measurement is called \_\_\_\_\_
- (a) Scale                      (b) Hypothesis  
(c) Type                      (d) Variable
6. When one examines the entire population instead of a subgroup of the population, this is called a \_\_\_\_\_
- (a) Sampling                  (b) Census  
(c) Population                (d) Bias
7. Which of the following is not a non-random sampling method?
- (a) Cluster sampling  
(b) Quota sampling  
(c) Convenience sampling  
(d) Accidental sampling

8. ANOVA is \_\_\_\_\_
- (a) A government body which collects social statistics.
  - (b) The name of a statistical software package.
  - (c) A one-way analysis of variance.
  - (d) A two-way analysis of variance
9. The chi-square test is
- (a) A mean
  - (b) A multi-question tests
  - (c) A statistical mistake.
  - (d) A statistic
10. Final stage in the Research Process is
- (a) Problem formulation
  - (b) Data collection
  - (c) Data Analysis
  - (d) Report Writing

**Section B**

(5 × 5 = 25)

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

11. (a) Define Research and write its scope.
- Or
- (b) Write the objectives of research.
12. (a) Write the pre-requisites and basic tenets of interviewing.
- Or
- (b) State the advantages and weaknesses of interview method.

13. (a) What are the guiding considerations in the construction of questionnaire? Explain.

Or

- (b) Why tabulation is considered essential in a research study?
14. (a) Describe the steps involved in applying Chi – square test.

Or

- (b) What are the assumptions required to perform F- test?
15. (a) State the need for executive summary in a report.

Or

- (b) What points will you keep in mind while preparing a research report? Explain.

**Section C**

(5 × 8 = 40)

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

16. (a) Describe the different steps involved in a research project.

Or

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

17. (a) What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal, ordinal, interval, or ratio scale? Explain with illustrations.

Or

- (b) Describe the different methods of scale construction, pointing out the merits and demerits of each.
18. (a) Explain the following sampling fundamentals.
- (i) Sampling frame
  - (ii) Sampling error
  - (iii) Sampling design
  - (iv) Sampling distribution

Or

- (b) Classification according to class intervals involves three main problems viz., how many classes should be there? How to choose class limits and how to determine class frequency?
19. (a) The procedure of testing hypothesis requires a researcher to adopt several steps. Describe in brief all such steps.

Or

- (b) How do you interpret the  $z$  – score in the content of hypothesis testing?

20. (a) Describe in brief, the layout of a research report, covering all relevant points.

Or

- (b) Describe the different steps in writing report.
-

**C-5180**

**Sub. Code**

**31032**

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

**Third Semester**

**Industry Integrated**

**STRATEGIC MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 1 = 10)

Answer **all** questions.

1. What do Cash Cows symbolize in BCG matrix?
  - (a) Remain Diversified
  - (b) Invest
  - (c) Stable
  - (d) Liquidate
2. Which of the following is not a part the Macro Environment?
  - (a) Laws and Policies
  - (b) Demographics
  - (c) Suppliers
  - (d) Social Values
3. Which strategy is about to compete successfully in particular markets?
  - (a) Business-level strategy
  - (b) Corporate-level strategy
  - (c) Alliance-based strategy
  - (d) Operation-level strategy

4. "Mission is the fundamental work given by the society to an organisation." Who said?
- (a) Koontz and O'Donnell
  - (b) Daulton
  - (c) McFarland
  - (d) Thomspson
5. Strategic management allows an organization to be more
- (a) Complacent                      (b) Proactive
  - (c) Authoritarian                  (d) Reactive
6. Who is the author of 'Competitive Strategy, Competitive Advantage'?
- (a) Chandler                      (b) Porter
  - (c) David                          (d) Waterman
7. Middle level managers typically are responsible for \_\_\_\_\_ strategies
- (a) Business                      (b) Organizational
  - (c) Operational                  (d) Corporate
8. SBU stands for \_\_\_\_\_
- (a) Satisfied business unit
  - (b) Stratified business unit
  - (c) Strategic building unit
  - (d) Strategic business unit
9. What is the full form of BCG?
- (a) Bombay Consulting Group
  - (b) Barmby Consulting Group
  - (c) Bolivia Consulting Group
  - (d) Boston Consulting Group
10. Cohesive marketing mix consists of the product, promotion, price, and \_\_\_\_\_
- (a) Personnel                      (b) Production
  - (c) Advertising                  (d) Communication

**Section B**

(5 × 5 = 25)

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

11. (a) Write Short Notes on  
(i) Merger Strategy  
(ii) Joint Venture Strategy  
(iii) Financial Strategy.

Or

- (b) What are the components of Business Environment?

12. (a) Discuss the TOWS matrix.

Or

- (b) Discuss the importance of SWOT Analysis.

13. (a) Explain Mc Kidney's 7 Framework.

Or

- (b) What is the GE nine cell planning grid? Explain.

14. (a) What are the advantages and disadvantages of Vertical Integration.

Or

- (b) Discuss the advantages and limitations of growth strategies with examples.

15. (a) What is corporate renewal? Explain its scope in business.

Or

- (b) Enumerate and explain the process involved in strategy implementation.



**Section C**

(5 × 8 = 40)

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

16. (a) Explain in detail environmental and organizational appraisal.

Or

- (b) Write a note on SPACE as a technique of portfolio analysis.

17. (a) Explain the Globalization and Industry structure.

Or

- (b) What is MIS and explain its characteristics and its advantages?

18. (a) Discuss about GAP analysis.

Or

- (b) Explain the Techniques of strategic evaluation and control.

19. (a) Explain the several corporate level strategies in detail with appropriate examples.

Or

- (b) Write short notes on corporate Governance and Blue ocean strategy.

20. (a) Give a detailed account on new strategies adopted by Indian organisations in the internet economy.

Or

- (b) Describe in detail the strategic management process in non-profit organisations.

**C-5181**

**Sub. Code**

**31033**

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

**Third Semester**

**Industry Integrated**

**SMALL BUSINESS MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The small scale industry can enjoy the status of \_\_\_\_\_ if it supplies not less than 50% of its production to another industry, referred to as the parent unit.
  - (a) Village industries
  - (b) Micro Business industry
  - (c) Export oriented unit
  - (d) Ancillary small industry
2. Which of the following comes under the Modern Small Industries?
  - (a) Coir
  - (b) Handicrafts
  - (c) Khadi
  - (d) Power Looms
3. \_\_\_\_\_ amongst the following is an internal cause of industrial sickness.
  - (a) Recession
  - (b) Ineffective sales promotion
  - (c) Changes in customer's demand
  - (d) Changes in government policies

4. The loans for Khadi are interest free, while those for village industries have an interest at the rate of \_\_\_\_\_ per annum.
- (a) 4% (b) 3%  
(c) 7% (d) 12 %
5. SIDO stands for \_\_\_\_\_.
- (a) State Travel Industries Development Organization  
(b) Service Industries Development Organization  
(c) Small Industries Development Organization  
(d) Small Institution Development Organization
6. The market value of the shares is decided by
- (a) The investment market  
(b) The government  
(c) Shareholders  
(d) The respective companies
7. Who is called the Father of Strategic Management?
- (a) Chandler (b) Igor Ansoff  
(c) Michael Porter (d) John Nash
8. The WTO was established to implement the final act of Uruguay Round agreement of
- (a) MEA (b) GATT  
(c) TRIP's (d) UNO
9. 'NABARD is an institution primarily focused on providing financial support and development assistance to
- (a) Urban development projects  
(b) Rural development projects  
(c) Large corporations  
(d) Public sector undertakings

10. Micro finance institutions primarily aim to provide financial services to
- (a) Large corporations
  - (b) Government organizations
  - (c) Small entrepreneurs and low-income individuals
  - (d) Rural development projects

**Part B**

(5 × 5 = 25)

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

11. (a) State the major reason for establishing small business in a nation.

Or

- (b) Write the relationship between small and large Units.

12. (a) Elucidate the prospects of SSI in free economy.

Or

- (b) Write a brief note on Reservation of items for SSI.

13. (a) What is Zero Defect Zero effect certification schemes.

Or

- (b) Write briefly on sector -specific subsidies provided by the Government.

14. (a) How is Job analysis conducted in SSI?

Or

- (b) What are the aspects of marketing management specifically tailored for SSEs?

15. (a) Briefly explain the global opportunities for Indian poultry business.

Or

- (b) Elucidate the role of women SHGs in Micro Enterprises.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the different stages of small business.

Or

- (b) Explain the reason for failures of small business.

17. (a) Explain the causes and symptoms of sickness of SSI.

Or

- (b) Explain the role of SSIs in developing small business.

18. (a) Explain other Institutional support provided for SST.

Or

- (b) Describe the incentives provided by the central Government for uplifting the SSI.

19. (a) Explain the key components of financial management for small businesses.

Or

- (b) Describe the steps involved in strategic management for small businesses.

20. (a) Explain the role of small enterprises in International Business.

Or

- (b) Explain the global opportunities for Indian dairy farms.

**C-5182**

**Sub. Code**

**31034A**

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

**Third Semester**

**Industrial Integrated**

**PRODUCT AND BRAND MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. A \_\_\_\_\_ is an elaborated version of the idea expressed in consumer terms.  
(a) New idea                      (b) Product concept  
(c) Product idea                (d) Test brand
2. NPD Stands for \_\_\_\_\_.  
(a) National Production Division  
(b) New product department  
(c) New product design  
(d) New Product Development
3. Marketing buzz means \_\_\_\_\_.  
(a) De marketing  
(b) Pricing  
(c) Product Development  
(d) Promotion
4. Companies are exploring the \_\_\_\_\_ for communicating their advertising message because of its several attractive features and advantages.  
(a) Television                      (b) Newspaper  
(c) Radio                              (d) New media

5. Cyber consumers are not \_\_\_\_\_.  
(a) Active (b) Passive  
(c) Homogeneous (d) Heterogeneous
6. A cluster of complementary goods and services across diverse set of industries is called as  
(a) Market place (b) Meta market  
(c) Market space (d) Resource market
7. \_\_\_\_\_ technology is changing the way consumers relate to products and markets.  
(a) Information (b) New  
(c) Digital (d) Cyber
8. Holistic marketers achieve profitable growth by expanding customer share and capturing customer lifetime value.  
(a) Undermining competitive competencies  
(b) Building customer loyalty  
(c) Milking the market for product desires  
(d) Renewing a customer base
9. \_\_\_\_\_ shows how consistent customers are in buying your brand, how long they have been buying and how long they may buy.  
(a) Customer loyalty (b) Brand loyalty  
(c) Product loyalty (d) Company loyalty
10. Advertising is part of sales promotion by creating awareness and comprehension that form a level of \_\_\_\_\_.  
(a) Customer pull (b) Customer push  
(c) Customer loyal (d) Customer image

**Part B**

(5 × 5 = 25)

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

11. (a) What is the significance of branding in today's competitive marketplace?

Or

- (b) Outline the steps involved in developing a strategic brand management process.

12. (a) What is brand positioning? Distinguish between brand positioning and brand development.

Or

- (b) Explain in detail about New Product Development process.

13. (a) How do you distinguish between brand value and brand equity?

Or

- (b) How does brand equity influence consumer behavior and decision-making?

14. (a) Discuss the process of brand development and strategy formulation within branding services.

Or

- (b) What are the key elements typically included in CD/CT guidelines?

15. (a) What is meant by brand audit? Explain in detail.

Or

- (b) What is meant by brand hierarchy? List out different types of brand hierarchy?



**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the role of brands in influencing consumer behavior and purchase decisions.

Or

- (b) Discuss the global scope of branding how brands adapt to different cultural contexts.

17. (a) Define IMC and explain its role in brand building.

Or

- (b) Discuss how packaging design influences consumer perceptions and purchasing decisions.

18. (a) What metrics should be considered when evaluating the financial impact of brand equity?

Or

- (b) Discuss the relevance of the Brand Asset Valuator (BAV) model in today's marketing landscape.

19. (a) Explain the significance and advantages of brand image.

Or

- (b) Discuss the advantages and disadvantages of brand extension.

20. (a) Discuss the global issues in building the brand.

Or

- (b) Discuss umbrella branding in detail.

**C-5185**

**Sub. Code**

**31034D**

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

**Third Semester**

**Industry Integrated**

**CONSUMER BEHAVIOR**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. A global consumer culture means that
  - (a) Cultural traditions and values are converging around the world
  - (b) Consumers are becoming very similar around the world
  - (c) There is a world wide demand for the same global brands
  - (d) National cultures are disappearing around the world
2. Which of the following is not a dimension of global strategy?
  - (a) Localization
  - (b) Co ordination and configuration
  - (c) Standardization
  - (d) Integration

3. Which step in the consumer decision-making process is a result of an imbalance between actual and desired states?
- (a) Evaluation of desired states
  - (b) Want recognition
  - (c) Purchase
  - (d) Need recognition
4. A consumer buying behavior is influenced by
- (a) Cultural and social factors
  - (b) Personal factors
  - (c) Availability of product
  - (d) All of the above
5. Which type of studies would be most appropriate to use in order to measure changed opinions of consumers repeatedly?
- (a) Focus group studies
  - (b) Shadowing studies
  - (c) Longitudinal studies
  - (d) Experimental studies
6. First stage in the basic model of Consumer Decision Making is \_\_\_\_\_.
- (a) Purchase
  - (b) Information search
  - (c) Need
  - (d) Evaluation of alternatives
7. In which year the Nicosia model was developed?
- (a) 1964
  - (b) 1965
  - (c) 1966
  - (d) 1967

8. Which of the following are social factors influencing consumer behavior?

- (i) Culture
- (ii) Social
- (iii) Groups
- (iv) Family
- (v) Roles and status

Choose the most appropriate answer from the options given below :

- (a) (i), (iv) and (v) only
- (b) (ii), (iii) (iv) and (v) only
- (c) (iii), (iv) and (v) only
- (d) (ii) and (iii) only

9. Which one of these are consumer rights specified in the Consumer Protection Act, 1986?

- (a) Right to safety
- (b) Right to choose
- (c) Right to Consumer education
- (d) All of the above

10. When was the New Consumer Protection Act Implemented in India?

- (a) 1976                      (b) 2020
- (c) 1996                      (d) 2006

**Part B**

(5 × 5 = 25)

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

11. (a) What is psychographic profiling and why is it important in marketing?

Or

- (b) How can personality traits be used to segment consumer markets?

12. (a) Explain how marketers can use perceptual selection to enhance brand recognition.

Or

- (b) What factors influence the positioning of a product or brand in the mind of the consumer?

13. (a) How can marketers utilize multi-attribute models to develop effective marketing strategies?

Or

- (b) Discuss the role of personality in consumer behavior.

14. (a) What strategies can marketers use to change consumers' attitudes?

Or

- (b) Discuss the impact of demographic shifts on marketing strategies.

15. (a) What strategies can marketers employ to effectively target diverse global consumer segments?

Or

- (b) What are the key differences between global customers and local customers in terms of expectations and preferences?

**Part C**

(5 × 8 = 40)

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

16. (a) What are some emerging technologies or methodologies in consumer profiling?

Or

- (b) How do these case studies illustrate the effectiveness of consumer profiling in different industries?

17. (a) Discuss the role of motivation in consumer learning and decision-making.

Or

- (b) Compare recognition and recall measures in assessing consumer memory for brands and advertisements.

18. (a) Discuss the process of forming attitudes toward advertisements and its implications for marketing campaigns.

Or

- (b) Explain the Engle-Kollat model of consumer behavior.

19. (a) Bring out how culture, sub-culture, and cross-culture influence consumer buying behavior.

Or

- (b) Define culture. What are the most important characteristics of culture that reflects its nature?
20. (a) What are the advantages of alternative dispute resolution mechanisms in consumer protection?

Or

- (b) State the difference between :
- (i) Consumer behaviour and consumption behaviour
  - (ii) Consumer behaviour and behaviour

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**C-5186**

**Sub. Code**

**31035A**

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

**Third Semester**

**Industry Integrated**

**SECURITY ANALYSIS AND PORTFOLIO  
MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a type of equity security?  
(a) Bonds                      (b) Stocks  
(c) Mutual funds              (d) ETFs
2. What is a derivative market?  
(a) A market for physical goods  
(b) A market for financial instruments derived from other assets  
(c) A market for real estate  
(d) A market for government bonds
3. What does the Capital Market Line (CML) represent?  
(a) The risk-return trade-off for individual assets  
(b) The risk-return trade-off for efficient portfolios  
(c) The risk-free rate of return  
(d) The market index



4. What is diversification in investment?
- (a) Investing in a single asset
  - (b) Spreading investments across various assets
  - (c) Investing only in high-risk assets
  - (d) Investing only in low-risk assets
5. What does the Capital Asset Pricing Model (CAPM) establish a relationship between?
- (a) Risk and value of the firm
  - (b) Risk and average rate of return
  - (c) Risk and EPS
  - (d) Risk and dividends
6. Who developed the Arbitrage Pricing Theory (APT)?
- (a) William Sharpe      (b) Harry Markowitz
  - (c) Stephen Ross        (d) Eugene Fama
7. Which of the following can affect real interest rates?
- (a) Expected higher inflation
  - (b) Tax law changes
  - (c) Heightened competition for funds
  - (d) Both (b) and (c)
8. What is the formula for calculating the price-earnings (P/E) ratio?
- (a) Market Value Per Share / Earnings Per Share
  - (b) Purchase Price / Dividend Per Share
  - (c) Market Value Per Share / Dividend Per Share
  - (d) Dividend Per Share / Earnings Per Share

9. What does the Sharpe ratio measure?
- (a) Total return
  - (b) Risk-adjusted return
  - (c) Market volatility
  - (d) Portfolio beta
10. Which measure is used to evaluate the performance of a portfolio relative to the market?
- (a) Jensen's Alpha      (b) Treynor Ratio
  - (c) Sharpe Ratio      (d) M Measure

**Part B** (5 × 5 = 25)

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

11. (a) What are the main types of market players in the financial market?

Or

- (b) Explain the process of issuing securities.

12. (a) Explain the asset allocation and its importance in investment.

Or

- (b) What are the key factors influencing risk aversion?

13. (a) Discuss the significance of beta in the CAPM.

Or

- (b) Discuss the importance of market efficiency in financial markets.

14. (a) Describe the P/E ratio and its significance in equity analysis.

Or

- (b) Discuss the importance of macroeconomic analysis in equity valuation.

15. (a) Explain the concept of Time-Weighted Returns in portfolio performance evaluation.

Or

- (b) Explain Jensen's Alpha and its significance in portfolio management.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the factors that influence the performance of market indexes.

Or

- (b) Evaluate the advantages and disadvantages of ETFs compared to other investment options.

17. (a) Describe the Markowitz model and its application in portfolio optimization.

Or

- (b) Evaluate the factors that influence an investor's risk aversion and how it affects their investment strategy.

18. (a) Explain the concept of random walks and its significance in financial markets.

Or

- (b) Evaluate the implications of market efficiency for investment strategies and portfolio management.

19. (a) Describe the P/E ratio and its significance in equity analysis.

Or

- (b) Evaluate the importance of risk management strategies in futures markets.

20. (a) Explain the concept of hedge funds, including their structure, strategies, and regulatory environment.

Or

- (b) Distinguish between the Sharpe Ratio, Treynor Ratio, and Jensen's Alpha in terms of their use in portfolio performance evaluation.

**C-5187**

**Sub. Code**

**31035B**

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

**Third Semester**

**Industry Integrated**

**MERCHANT BANKING AND FINANCIAL SERVICES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary function of merchant banking?  
(a) Lending                      (b) Underwriting  
(c) Auditing                      (d) Depositing
2. In which year was the OTCEI established?  
(a) 1990                      (b) 1992  
(c) 1995                      (d) 1998
3. Which document is essential for an IPO process?  
(a) Balance sheet              (b) Annual report  
(c) Prospectus                  (d) Memorandum of association
4. Brokers earn their income mainly through:  
(a) Interest                      (b) Dividends  
(c) Commissions              (d) Rent

5. In M & A, synergy refers to:
- (a) Cost savings
  - (b) Combined value greater than separate entities
  - (c) Asset liquidation
  - (d) Regulatory compliance
6. Business valuation is often conducted for:
- (a) Marketing campaigns
  - (b) Regulatory requirements
  - (c) Mergers and acquisitions
  - (d) Employee training
7. An example of a fund-based financial service is:
- (a) Advisory services
  - (b) Factoring
  - (c) Credit rating
  - (d) Tax planning
8. Hire purchase involves:
- (a) One-time payment
  - (b) Monthly installments
  - (c) Annual fees
  - (d) Service charges
9. Factoring primarily involves:
- (a) Selling equity shares
  - (b) Buying and selling currency
  - (c) Selling accounts receivable to a third party
  - (d) Leasing assets
10. Venture capitalists typically seek:
- (a) Fixed interest returns
  - (b) Equity stake and high returns
  - (c) Regular dividends
  - (d) Guaranteed repayment

**Part B**

(5 × 5 = 25)

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

11. (a) Distinguish between a commercial bank and a merchant bank.

Or

- (b) State the qualities required for a merchant banker.

12. (a) What are the different functions of the lead managers, registrars and underwriters.

Or

- (b) How does bought out deal differ from the offer through prospectus?

13. (a) State the limitations of credit rating.

Or

- (b) What are the significance of mergers.

14. (a) Discuss the advantages and disadvantages of leasing.

Or

- (b) Distinguish between hire purchase and lease.

15. (a) State the feature of venture capital.

Or

- (b) Distinguish between discounting and factoring.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the problems of merchant bankers in India.

Or

- (b) Discuss the scope of Merchant banking in India.

17. (a) Discuss the role of merchant banker in a appraisal of prospects.

Or

- (b) Explain the process of share issued issues for MF's and FEE's.

18. (a) Elucidate the various types of portfolio management services.

Or

- (b) To what extent merchant banks in India are better fitted to take up the mutual fund business? What problems do they encounter in this direction.

19. (a) Discuss the features of hire purchase.

Or

- (b) Explain the different kinds of leasing.

20. (a) Describe the facilities offered to credit cardholders.

Or

- (b) Discuss the scope of venture capital in India.

**C-5188**

**Sub. Code**

**31035C**

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

**Third Semester**

**Industry Integrated**

**STRATEGIC INVESTMENTS AND FINANCING  
DECISIONS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ is a key factor in evaluating investment opportunities.
  - (a) Team performance
  - (b) Market demand and potential profitability
  - (c) Employee satisfaction
  - (d) Daily operational tasks
  
2. \_\_\_\_\_ is commonly used to make investment decisions under uncertainty.
  - (a) Gantt charts
  - (b) SWOT analysis
  - (c) Decision trees
  - (d) Employee feedback surveys



3. \_\_\_\_\_ is NOT a benefit of having a comprehensive data bank for project selection.
- (a) Enhanced accuracy in forecasting project outcomes
  - (b) Improved resource allocation decisions
  - (c) Increased time spent on data collection
  - (d) Better risk management strategies
4. \_\_\_\_\_ diversification affect the risk and return profile of a portfolio.
- (a) Increases risk and reduces returns
  - (b) Reduces risk and increases returns
  - (c) Increases both risk and returns
  - (d) Reduces both risk and returns
5. \_\_\_\_\_ is an advantage of hire purchase.
- (a) No interest payments
  - (b) Immediate reduction in taxable income
  - (c) Spread-out payments over time
  - (d) Instant asset ownership
6. \_\_\_\_\_ involves companies in the same industry at different stages of production.
- (a) Horizontal merger
  - (b) Vertical merger
  - (c) Conglomerate merger
  - (d) Market-extension merger

7. \_\_\_\_\_ is considered a component of a company's capital structure.
- (a) Inventory levels
  - (b) Long-term debt
  - (c) Market share
  - (d) Product pricing
8. \_\_\_\_\_ is a potential drawback of relying too heavily on equity financing.
- (a) Increased interest expenses
  - (b) Dilution of ownership for existing shareholders
  - (c) Higher risk of bankruptcy
  - (d) Lower corporate taxes
9. \_\_\_\_\_ is a key issue that companies face when undergoing bankruptcy.
- (a) Overabundance of capital
  - (b) Retaining customer trust
  - (c) Simplified regulatory requirements
  - (d) Reduced interest rates on loans
10. \_\_\_\_\_ is one of the main purposes of bankruptcy law.
- (a) To protect businesses from competition
  - (b) To provide relief to indebted entities and individuals
  - (c) To increase government revenues
  - (d) To ensure companies avoid paying taxes

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the primary focus of project investment management.

Or

- (b) Difference between disinvestments and investments in terms of strategy and outcome.

12. (a) Describe the role of data bank plays in risk assessment during project selection.

Or

- (b) Discuss about capital constraints in investment decisions.

13. (a) Illustrate the primary advantages of lease financing for businesses.

Or

- (b) Elaborate how tax implications differ between leasing and buying.

14. (a) Explain how company determine its optimal debt-to-equity ratio.

Or

- (b) Name and write briefly about the two primary components of capital structure.

15. (a) Describe the process for filing for bankruptcy.

Or

- (b) Explain the role of a bankruptcy trustees.

**Part C**

(5 × 8 = 40)

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

16. (a) Distinguish between project management and project investment management.

Or

- (b) Explain the main types of risks to consider in investment decisions.

17. (a) Describe the concept of capital rationing and its impact on project selection.

Or

- (b) Illustrate the common techniques used to make investment decisions under capital constraints.

18. (a) Difference between horizontal merger and vertical merger.

Or

- (b) Difference between hire purchase agreement and standard installment plan.

19. (a) Distinguish between short-term and long-term debt in the context of capital structure.

Or

- (b) Discuss the Agency Theory relate to capital structure decisions.

20. (a) Write briefly the ethical considerations involved in bankruptcy regarding the balance between debtor relief and creditor rights.

Or

- (b) Describe the steps involved in a bankruptcy reorganization plan.
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**C-5190**

**Sub. Code**

**31036A**

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

**Third Semester**

**Industry Integrated**

**PERFORMANCE MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ is a benefit of Performance Management for organizations.
  - (a) Higher employee turnover
  - (b) Increased operational costs
  - (c) Improved employee productivity
  - (d) Less need for training
2. \_\_\_\_\_ is directly influenced by Performance Management.
  - (a) Talent acquisition
  - (b) Payroll processing
  - (c) Employee on-boarding
  - (d) Succession planning

3. A key performance indicator (KPI) is used to:
- (a) Measure employee satisfaction
  - (b) Track progress toward specific performance goals
  - (c) Monitor daily work hours
  - (d) Evaluate office cleanliness
4. \_\_\_\_\_ can be used to collect data on employee behavior.
- (a) Customer surveys
  - (b) 360-degree feedback
  - (c) Financial reports
  - (d) Attendance logs
5. \_\_\_\_\_ is a key factor in effective communication between the rater and the ratee.
- (a) Keeping feedback vague and general
  - (b) Providing specific, constructive, and timely feedback
  - (c) Avoiding discussions about performance
  - (d) Limiting feedback to annual reviews
6. \_\_\_\_\_ is a benefit of self-assessment in performance management.
- (a) It eliminates the need for manager input
  - (b) It allows employees to reflect on their own performance
  - (c) It replaces all other forms of appraisal
  - (d) It focuses only on positive feedback

7. \_\_\_\_\_ is primarily responsible for implementing the PM system.
- (a) HR Department
  - (b) External consultants
  - (c) IT Department
  - (d) Marketing Department
8. \_\_\_\_\_ method can be used for training raters.
- (a) Workshops and role-playing exercises
  - (b) Company picnics and team outings
  - (c) Office decoration and interior design classes
  - (d) Cooking and gardening classes
9. \_\_\_\_\_ new approaches in performance management benefit organizations.
- (a) By reducing transparency
  - (b) By increasing flexibility and adaptability
  - (c) By eliminating performance reviews
  - (d) By minimizing communication
10. \_\_\_\_\_ is a 180-degree appraisal.
- (a) Feedback from the employee alone
  - (b) Feedback from the employee and their manager
  - (c) Feedback from the employee, manager, peers, and subordinates
  - (d) Feedback from external customers only



**Part B**

(5 × 5 = 25)

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

11. (a) Describe the ultimate goal of Performance Management.

Or

- (b) Explain how Performance Management improves organizational culture.

12. (a) Discuss the element of performance planning.

Or

- (b) Illustrate the importance to measure both behavior and results.

13. (a) Elaborate the involvement of peers in providing performance information.

Or

- (b) Explore the importance of rater to understand the ratee's job responsibilities.

14. (a) Describe the main goal of training programs for raters.

Or

- (b) Explain the concept of self-assessment for ratees.

15. (a) Describe the common tool used in modern performance management.

Or

- (b) Discuss how new approaches in performance management benefit organizations.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the role of a manager in Performance Management.

Or

- (b) Elaborate the various challenges of Performance Management.

17. (a) List out the benefits of using 360-degree feedback in measuring behavior.

Or

- (b) Explain the three main performance dimensions.

18. (a) Illustrate the mutual trust between the rater and the ratee enhance the performance management process.

Or

- (b) Describe the merits of linking performance management to career development.

19. (a) Explore the technology be used in training raters and ratees.

Or

- (b) Describe the common challenges in training raters for PM.
20. (a) Explain the main benefits of using 360-degree appraisals.

Or

- (b) Describe the role that continuous feedback play in employee engagement.
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<b>C-5191</b>
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<b>Sub. Code</b>
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<b>31036B</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Third Semester**

**Industry Integrated**

**PAYROLL AND COMPENSATION MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary objective of compensation management in organizations?
  - (a) To maximize profits
  - (b) To attract and retain talent
  - (c) To minimize costs
  - (d) To increase market share
  
2. Under which criterion for wage fixation do government regulations mandate minimum wages for different categories of workers?
  - (a) Collective bargaining agreements
  - (b) Cost of living adjustment
  - (c) Statutory provisions
  - (d) Performance-based pay

3. Job analysis and evaluation in compensation management help to:
  - (a) Determine employee benefits eligibility
  - (b) Assess employee performance
  - (c) Establish internal equity in pay structures
  - (d) Set organizational goals
4. What is the primary objective of fixing pay in compensation management?
  - (a) To minimize costs for the organization
  - (b) To ensure internal equity and fairness
  - (c) To maximize profits through employee motivation
  - (d) To comply with government regulations
5. Which of the following is considered an example of health benefits in compensation management?
  - (a) Life insurance
  - (b) Paid vacation days
  - (c) Dental insurance
  - (d) Stock options
6. What is the primary purpose of offering competitive employee benefits packages?
  - (a) To maximize organizational profits
  - (b) To comply with legal regulations
  - (c) To attract and retain talent
  - (d) To reduce employee absenteeism

7. Under the Payment of Wages Act, 1936, wages must be paid to employees:
- (a) Monthly
  - (b) Bi-weekly
  - (c) Weekly
  - (d) Daily
8. Which Pay Commission introduced the concept of “New Pay Scales” in India?
- (a) 1<sup>st</sup> Pay Commission
  - (b) 2<sup>nd</sup> Pay Commission
  - (c) 3<sup>rd</sup> Pay Commission
  - (d) 4<sup>th</sup> Pay Commission
9. What role does payroll processing play in compensation management?
- (a) Determining employee performance ratings
  - (b) Calculating employee benefits
  - (c) Managing employee leave requests
  - (d) Ensuring accurate and timely payment of wages
10. Which payroll element represents the total amount earned by an employee before any deductions?
- (a) Overtime pay
  - (b) Net pay
  - (c) Gross pay
  - (d) Benefits allowance

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the institutional and cultural factors on compensation practices.

Or

- (b) What are compensation approaches?

12. (a) What is the difference between wage and salary survey?

Or

- (b) What do you understand of team compensation?

13. (a) What are the objective of employee benefits programs?

Or

- (b) Explain the Employee benefit required by law.

14. (a) How to achieve internal and external equity in compensation system?

Or

- (b) What are the key points of Pay Commission?

15. (a) Explain the concept of payroll system in compensation management.

Or

- (b) Write short notes on :  
(i) Allowance  
(ii) Payslips

**Part C**

(5 × 8 = 40)

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

16. (a) What are the three theories of wage determination?

Or

- (b) Describe the compensation system design issues.

17. (a) Briefly explain the compensation structure and its components.

Or

- (b) What are the merits and demerits of a pay for performance plan?

18. (a) What are the employee health benefits in compensation management?

Or

- (b) What is the difference between superannuation and retirement?

19. (a) Explain the wage policy in India.

Or

- (b) Discuss the challenges and benefits of implementing a-pay for performance system.



20. (a) What are the different types of pay structures in compensation management?

Or

- (b) Explain the concept of Income tax act and how its impact on salary structure.
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**C-5192**

**Sub. Code**

**31036C**

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

**Third Semester**

**Industry Integrated**

**TALENT ACQUISITION AND NEGOTIATIONS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The strategy that is most associated with talent retention is \_\_\_\_\_
  - (a) Providing regular performance feedback
  - (b) Implementing strict work schedules
  - (c) Increasing product prices
  - (d) Outsourcing core business functions
2. In talent management, what does the term 'succession planning' refer to \_\_\_\_\_
  - (a) On boarding new hires
  - (b) Developing a pool of candidates for future leadership roles
  - (c) Enhancing the company's market share
  - (d) Reducing operational costs

3. \_\_\_\_\_ is a factual statement of tasks & duties involved in a job.
- (a) Job description
  - (b) Job specification
  - (c) Job Analysis
  - (d) Job evaluation
4. \_\_\_\_\_ is the process of forecasting an organisations future demand for and supply of, the right type of people in the right number.
- (a) Human Capital Management
  - (b) Recruitments
  - (c) Human Resource Management
  - (d) Human Resource Planning
5. The purpose of a recruitment timeline in a recruitment plan \_\_\_\_\_
- (a) To monitor employee performance
  - (b) To outline the schedule for each step of the recruitment process
  - (c) To allocate annual bonuses
  - (d) To track inventory levels
6. The method commonly used to attract potential candidates in a recruitment plan:
- (a) Performance appraisal
  - (b) Job postings on online job sites
  - (c) HR audits
  - (d) Exit interviews

7. \_\_\_\_\_ is the systematic, periodic and impartial rating of an employee excellence in matters pertaining to his present job and his potential for a better job.
- (a) Performance appraisal
  - (b) Compensation and motivation
  - (c) Training and Development
  - (d) Performance indicator
8. \_\_\_\_\_ is a key component of performance management.
- (a) Budget planning
  - (b) Employee recognition
  - (c) Product diversification
  - (d) Market analysis
9. Leadership style that follows “Command and Control Approach” is
- (a) Autocratic                      (b) Democratic
  - (c) Transactional                (d) Free-rein
10. The role does communication play in enhancing employee engagement.
- (a) It increases employee absenteeism
  - (b) It decreases employee morale
  - (c) It fosters transparency, trust and alignment with organizational goals
  - (d) It reduces employee benefits

**Part B**

(5 × 5 = 25)

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

11. (a) Describe the process of HR planning.

Or

- (b) Explain the steps in selection process for HRM.

12. (a) State the significance of interview.

Or

- (b) Explain the purpose of developing questionnaires in talent management.

13. (a) Write in brief about assessment centers.

Or

- (b) Explain the steps involved in searching applicant profiles by using job portals.

14. (a) Describe the process of conducting a Training Needs Analysis (TNA).

Or

- (b) Discuss the stages of career management.

15. (a) Explain the elements of leadership development.

Or

- (b) Describe the scope of employee engagement.

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the key process of talent management.

Or

- (b) Explain the sources and significance of recruitment.

17. (a) Discuss about the process of developing Job description and Job specification.

Or

- (b) Enumerate the quantitative tools used in HR planning.

18. (a) Write in detail about Employer branding and recruitment budget.

Or

- (b) Explain the need and process of conducting reliability and validity tests.

19. (a) Describe the total reward strategy in talent management.

Or

- (b) Discuss in detail about Role development.

20. (a) Briefly explain the building the talent management pipeline.

Or

- (b) Discuss the various leadership styles.
-

**C-5193**

**Sub. Code**

**31036D**

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

**Third Semester**

**Industry Integrated**

**TRAINING AND DEVELOPMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the questions.

1. Which external factor can significantly impact workforce training needs?
  - (a) Employee personal preferences
  - (b) Technological advancements
  - (c) Office layout
  - (d) Uniform work hours
2. Which of the following is a crucial step in developing a training strategy?
  - (a) Ignoring employee feedback
  - (b) Conducting a thorough training needs assessment
  - (c) Randomly selecting training programs
  - (d) Focusing solely on compliance training



3. What is the outcome of an effective needs assessment?
  - (a) Reduced training budgets
  - (b) Clear identification of training priorities and required resources
  - (c) Increased employee turnover
  - (d) Decreased focus on employee development
4. Why is measuring human capital important for organizations?
  - (a) To reduce training costs
  - (b) To understand the value and impact of employee skills and development on organizational success
  - (c) To eliminate the need for future training
  - (d) To increase employee workload
5. Which of the following is a traditional training method commonly used in Organizations?
  - (a) E-learning
  - (b) Virtual reality simulations
  - (c) Classroom-based training
  - (d) Augmented reality training
6. What is the primary characteristic of hands-on training methods?
  - (a) Theoretical knowledge transfer
  - (b) Practical, experiential learning
  - (c) Passive listening
  - (d) Virtual simulations

7. What is the primary goal of mentoring as an approach to employee development?
- (a) To automate training processes
  - (b) To provide emotional support
  - (c) To transfer knowledge and experience
  - (d) To reduce employee workload
8. How can partnerships with the local community contribute to job opportunities?
- (a) By reducing workforce diversity
  - (b) By increasing competition among businesses
  - (c) By providing training and skill development programs
  - (d) By decreasing local business growth
9. Which of the following is a common challenge in training and development?
- (a) Lack of employee interest
  - (b) Excessive funding
  - (c) Limited training content
  - (d) Isolation of training from organizational goals
10. How does a dual career path system benefit employees?
- (a) By restricting career growth
  - (b) By providing flexibility to advance in technical or managerial roles
  - (c) By eliminating job roles
  - (d) By reducing job responsibilities

**Part B**

(5 × 5 = 25)

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

11. (a) What are the five steps in the training and development process?

Or

- (b) Explain the concept of snapshot of training practices.

12. (a) What are the steps in the training evaluation process?

Or

- (b) How can measure human capital?

13. (a) What is computer based training method?

Or

- (b) Explain the concept of mobile technology.

14. (a) Why is it important to partner with our local communities?

Or

- (b) What are the training issues resulting from the internal need of the company?

15. (a) What is the concept of work-life balance?

Or

- (b) How has new technology improved training and development?

**Part C**

(5 × 8 = 40)

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

16. (a) What are the factors that influencing working and learning?

Or

- (b) Briefly explain the evolution of training role.
17. (a) What are the key purposes of evaluating training?

Or

- (b) What is the competency-based assessment model and how does it work?"
18. (a) What are the traditional methods of training?

Or

- (b) How is technology's influence on training and learning?
19. (a) What specific steps are included in the development planning process?"

Or

- (b) Explain the training issues related to internal needs of the company.

20. (a) Which is useful to prevent skill obsolescence of employees?

Or

- (b) What are the company policies to accommodate work and non-work.
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<b>C-5203</b>
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<b>Sub. Code</b>
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<b>31039D</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Third Semester**

**Industry Integrated**

**DATA MINING FOR BUSINESS ANALYTICS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary goal of data mining in business intelligence?
  - (a) To collect and store large volumes of data
  - (b) To extract meaningful patterns and knowledge from data
  - (c) To encrypt sensitive information
  - (d) To perform real-time data analytics
2. Which methodology provides a structured approach to data mining projects with phases like Business Understanding and Deployment?
  - (a) K-means clustering
  - (b) Regression analysis
  - (c) CRISP-DM
  - (d) Support vector machines

3. Which phase involves selecting, cleaning, and transforming data into a suitable format for data mining?
- (a) Data Preparation
  - (b) Data Understanding
  - (c) Modeling
  - (d) Testing and Evaluation
4. Which phase involves assessing the performance of the data mining models against business objectives?
- (a) Data Preparation
  - (b) Testing and Evaluation
  - (c) Deployment
  - (d) Business Understanding
5. Which clustering evaluation metric assesses the compactness and separation of clusters?
- (a) Silhouette coefficient
  - (b) F1-score
  - (c) ROC curve
  - (d) Mean Squared Error (MSE)
6. What is an advantage of hierarchical clustering over K-means clustering?
- (a) It is more computationally efficient
  - (b) It requires fewer iterations to converge
  - (c) It does not require specifying the number of clusters beforehand
  - (d) It is less sensitive to initial cluster centers

7. Which application is suitable for Artificial Neural Networks (ANN)?
- (a) Image classification
  - (b) Association Rule Mining
  - (c) Market basket analysis
  - (d) Logistic regression
8. Which metric is used to measure the performance of an Artificial Neural Network (ANN) model during training and evaluation?
- (a) Support                      (b) Lift
  - (c) Accuracy                    (d) Confidence
9. Which data mining tool is preferred for its open-source nature, extensive community support, and flexibility in scripting?
- (a) SPSS                        (b) MATLAB
  - (c) Python                      (d) RapidMiner
10. Which data mining software tool is known for its ease of use and ability to perform advanced analytics with a focus on business intelligence?
- (a) Hadoop                      (b) Tableau
  - (c) MySQL                      (d) Hive

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the applications of data mining in the entertainment industry, particularly in Hollywood.

Or

- (b) Outline the characteristics that distinguish data mining from traditional data analysis techniques.



12. (a) Explain the activities involved in the Data Understanding phase of the data mining process.

Or

- (b) Determine the metrics and techniques used to evaluate model accuracy, reliability, and generalization ability.
13. (a) Compare and contrast supervised and unsupervised learning techniques in data mining. Provide examples of each.

Or

- (b) Examine the common algorithms used for classification tasks, such as decision trees, logistic regression, and support vector machines.
14. (a) Identify the role of Artificial Neural Networks (ANN) in data mining. How do ANN models mimic the human brain's learning process?

Or

- (b) Provide examples of real-world applications where association rule mining is used to discover meaningful patterns in transactional data.
15. (a) Analyze the role of automation in simplifying data mining processes and democratizing data science.

Or

- (b) Criticize the ethical considerations related to privacy and data protection when using data mining software tools.

**Part C**

(5 × 8 = 40)

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

16. (a) List and explain the challenges related to data quality and preprocessing in data mining. How can businesses overcome these challenges?

Or

- (b) Examine how text mining techniques are used to analyze unstructured text data, such as customer reviews or social media content.

17. (a) Determine the strategies for deploying data mining models into operational systems. How can businesses ensure seamless integration and adoption?

Or

- (b) Analyze how scalability issues affect the implementation of data mining projects, especially with large datasets? Provide strategies for addressing scalability challenges.

18. (a) Elaborate the importance of cross-validation and confusion matrix analysis in assessing classification model effectiveness.

Or

- (b) Compare the strengths and weaknesses of classification and cluster analysis methods in data mining applications.

19. (a) Provide examples of diverse applications where Artificial Neural Networks are effectively used, such as image recognition, natural language processing, and financial forecasting.

Or

- (b) Classify the advantages and disadvantages of using ANN compared to traditional statistical models for data mining tasks.
20. (a) Categories the importance of visualization capabilities, data preprocessing functionalities, and model evaluation tools in data mining software.

Or

- (b) Provide specific examples of industries or sectors that benefit most from using advanced data mining software tools.
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<b>C-5204</b>
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<b>Sub. Code</b>
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<b>310310A</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Third Semester**

**Industry Integrated**

**AFFILIATE MARKETING AND GOOGLE AD SENSE**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What should be considered when defining product attributes in affiliate marketing?
  - (a) Price point and features relative to competitors
  - (b) Exclusive use of traditional advertising
  - (c) Geographical restrictions only
  - (d) Avoiding digital platforms
2. What is one of the changing dimensions of advertising and business promotion influenced by affiliate marketing?
  - (a) Decrease in digital marketing effectiveness
  - (b) Shift towards traditional advertising methods
  - (c) Increased reliance on one-size-fits-all approaches
  - (d) Emphasis on personalized and targeted approaches

3. Which affiliate marketing method involves showcasing multiple products that complement each other to increase overall sales?
  - (a) Paid reviews
  - (b) DIY and unboxing videos
  - (c) Complimentary products
  - (d) Webinars
4. In which affiliate marketing tactic are influencers often paid to endorse products or services?
  - (a) Webinars
  - (b) Training on product usage
  - (c) TV Time
  - (d) Paid reviews
5. What does the conversion rate in affiliate marketing refer to?
  - (a) The number of clicks generated per ad impression
  - (b) The percentage of website visitors who make a desired action
  - (c) The cost incurred per affiliate partner registration
  - (d) The number of affiliate links embedded in a blog post
6. What is the process of blocking and unblocking advertisements based on user sensitivity known as?
  - (a) Affiliate partner management
  - (b) Data monetization
  - (c) Ad sensitivity management
  - (d) SEO analysis

7. Which is a “Don’t” when participating in Amazon Associates?
- (a) Disclosing your affiliate relationship with Amazon
  - (b) Promoting products only from specific categories
  - (c) Using Amazon’s logos and trademarks without permission
  - (d) Offering discounts on products to boost sales
8. What should affiliates consider when promoting physical products?
- (a) Digital products are always more profitable
  - (b) Shipping costs and delivery times can affect customer satisfaction
  - (c) Physical products have lower perceived value than digital products
  - (d) Digital products require more hands-on customer support
9. What is a key factor in choosing the right mix of ads in Google AdSense?
- (a) Selecting ads based solely on the highest bid amounts
  - (b) Rotating ads frequently to maintain user interest
  - (c) Aligning ads with the content and interests of site visitors
  - (d) Placing ads primarily based on personal preference
10. In the context of advertising in search engines, what does SEO (Search Engine Optimization) primarily aim to improve?
- (a) Cost-per-click (CPC) rates of advertisements
  - (b) Organic search engine rankings of web pages
  - (c) Number of advertisements displayed per page
  - (d) Click-through rates (CTR) on paid search ads

**Part B**

(5 × 5 = 25)

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

11. (a) Define affiliate marketing and explain its significance in the current digital marketing landscape.

Or

- (b) Identify and explain different channels or platforms used in affiliate marketing.

12. (a) Describe the concept of complimentary products in affiliate marketing.

Or

- (b) Explain the importance of targeting the online customer in affiliate marketing.

13. (a) Define monetization in affiliate marketing.

Or

- (b) Analyze the role of internal administration in managing an affiliate program in detail with suitable examples.

14. (a) Criticize the Amazon Associates program and its significance in affiliate marketing.

Or

- (b) Examine the pros and cons of physical, digital, and service-based products for affiliate marketing in detail with suitable examples.

15. (a) Breakdown how Google AdSense functions as both an affiliate partner and a business catalyst.

Or

- (b) Identify the relationship between SEO (Search Engine Optimization) and priority advertisement in Google AdSense.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss different models of affiliate commission structures and their implications for businesses.

Or

- (b) Compare and contrast the effectiveness of these channels in reaching target audiences for affiliate promotions.

17. (a) Examine the role of paid reviews and blogs in affiliate marketing. How can businesses leverage these platforms to promote products effectively?

Or

- (b) Analyze how can businesses personalize email and SMS campaigns to enhance their effectiveness in affiliate marketing?

18. (a) Provide strategies for businesses to diversify their affiliate partnerships to reach a broader audience effectively.

Or

- (b) Explain how can businesses effectively integrate affiliate products or services into their existing product offerings? Provide examples of successful integration strategies.

19. (a) Determine the advantages and disadvantages of joining established affiliate networks versus setting up an in-house affiliate program.

Or

- (b) Outline the steps involved in applying to affiliate programs as a marketer or content creator. What criteria do businesses typically look for in affiliate applicants?



20. (a) Provide examples of how businesses can make data-driven decisions to improve ad performance and maximize ROI.

Or

- (b) Compare Google AdSense with other advertising networks. What are the advantages and disadvantages of using AdSense?
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**C-5205**

**Sub. Code**

**310310B**

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

**Third Semester**

**Industry Integrated**

**DIGITAL BRANDING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ is the primary purpose of interpreting scenarios in media strategy?
  - (a) To establish a fixed path for the company's growth
  - (b) To evaluate different possible future environments
  - (c) To ensure that the current plan is flawless
  - (d) To forecast exact future sales figures
2. Interpreting scenarios can help in
  - (a) Reducing costs in current operations
  - (b) Anticipating and adapting to future changes
  - (c) Increasing immediate profits
  - (d) Fixing past mistakes
3. Mobility in media distribution primarily enhances
  - (a) On-the-go access to media
  - (b) Static content consumption
  - (c) Decreased media interaction
  - (d) Fixed location media consumption

4. Protecting IP in media is crucial because of \_\_\_\_\_
- (a) It devalues the content
  - (b) It has no effect on content creators
  - (c) It restricts content sharing
  - (d) It ensures creators are compensated and can control their work
5. One key driver of value in digital media is \_\_\_\_\_
- (a) Low-quality content
  - (b) Ignoring audience preferences
  - (c) High levels of audience interaction and engagement
  - (d) Reducing content updates
6. Clearness regarding proportions of brands is clarity in \_\_\_\_\_
- (a) The function of brand
  - (b) The aspects Of differentiation
  - (c) Both of given options
  - (d) None of the above
7. Visual trade name that recognized brand is \_\_\_\_\_
- (a) Logo
  - (b) Customer
  - (c) Sounds
  - (d) Slogan
8. \_\_\_\_\_ is the added value endowed on services and products.
- (a) Brand value
  - (b) Brand Strategy
  - (c) Brand equity
  - (d) None of the above
9. There are \_\_\_\_\_ key elements of customer based brand equity.
- (a) Four
  - (b) Five
  - (c) Three
  - (d) None of the above

10. \_\_\_\_\_ is the acquisition of goods and services by the seller or industrial user for the purpose of resale.
- (a) Selling                      (b) Assembling  
(c) Buying                      (d) Transportation

**Part B**

(5 × 5 = 25)

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

11. (a) What are the various sources of business ideas in digital branding.

Or

- (b) Explain briefly the steps to be followed in new product introduction.

12. (a) Write a short note on :
- (i) writing messages,  
(ii) creating content,  
(iii) content strategy.

Or

- (b) What are the primary challenges faced in digital display advertising.

13. (a) Difference between various ad format used in DB.

Or

- (b) What are the key components of tracking a digital ad campaign?

14. (a) Discuss the process of campaign planning in digital branding.

Or

- (b) Evaluate the advantages of DIY advertising for brands.

15. (a) Examine the role of co-creation in brand loyalty.

Or

- (b) What is advergaming and how do brands use it?

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the trends of digital branding among the customers, with suitable examples.

Or

- (b) Describe how consumers create their own ads for new products development.

17. (a) Explore the mutual benefits for brands and consumers in terms of loyalty and innovation.

Or

- (b) Discuss the impact of consumer-generated content on brand perception and marketing strategies.

18. (a) Developing Customer Relationship and Retention is the required task for the Marketers. How banks can adopt strategies for said statement?

Or

- (b) Discuss the various forms of branding strategy.

19. (a) Describe the steps in advertising creation process with an examples.

Or

- (b) Enumerate the important advertising media and point out their relative role and advantages.

20. (a) Explain the challenges and opportunities of globalization and localization in media.

Or

- (b) Discuss the trends towards fragmented media consumption and their effects on the media landscape.

**C-5206**

**Sub. Code**

**310310C**

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

**Third Semester**

**Industry Integrated**

**WEBSITE AND WORD PRESS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ relational database does word press use
  - (a) Ms SQLserver
  - (b) MySQL
  - (c) Oracle
  - (d) PostgressSQL
2. How many types of post format available in word press.
  - (a) 10
  - (b) 11
  - (c) 9
  - (d) 6
3. \_\_\_\_\_ highest privilege level in word press
  - (a) Administrator
  - (b) Author
  - (c) Editor
  - (d) Contributor
4. \_\_\_\_\_ the following CSS property is used to make the text bold?
  - (a) text-decoration: bold
  - (b) font-weight: bold
  - (c) font-style: bold
  - (d) text-align: bold

5. \_\_\_\_\_ the following is not the property of the CSS box model?
- (a) Margin (b) Color  
(c) Width (d) Height
6. \_\_\_\_\_ should be most important criteria to define the depth of a course.
- (a) Target audience  
(b) Number of classes available  
(c) Resource available  
(d) Number of students
7. Dynamic programming is concerned with the theory of \_\_\_\_\_ decision process
- (a) Single- stage (b) Multi-stage  
(c) Dynamic (d) Static
8. Time dependent decision making problems can be solved by
- (a) Interger (b) Linear  
(c) Goal (d) Dynamic
9. The cost of a slack variable is \_\_\_\_\_
- (a) 1 (b) 1  
(c) 0 (d) M
10. Grid search method is a \_\_\_\_\_
- (a) Zero order method  
(b) First order method  
(c) Second order method  
(d) Fourth order method

**Part B**

(5 × 5 = 25)

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

11. (a) What do you mean by LISTS? Explain the LISTS properties.

Or

- (b) Explain briefly the terms :  
(i) WWW (ii) Web  
(iii) HTML (iv) Web client-server

12. (a) What are the characteristics of HTML?

Or

- (b) Give a brief description about SMTP.

13. (a) What is database connectivity? Explain briefly.

Or

- (b) What are the differences between posts and pages in Word Press?

14. (a) Explain the role of the Gutenberg block editor in creating content.

Or

- (b) What are the default user roles in WordPress and their primary permissions?

15. (a) What are the advantages of using plugins like gravity forms.

Or

- (b) What is the purpose of image compression in performance optimization?



**Part C**

(5 × 8 = 40)

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

16. (a) Discuss various design requirements in HTML approach for designing web pages.

Or

- (b) Explain the fundamentals of website design in domains and sub-domains.

17. (a) Discuss the exploring the wordpress dashboard and its components.

Or

- (b) Explain the role of a Content Management System (CMS) in website development.

18. (a) Describe the main components of the Wordpress dashboard.

Or

- (b) Analyze the significance of WordPress in modern web development.

19. (a) Explain how to include images and multimedia in a web page using HTML.

Or

- (b) Evaluate the features and benefits of the Gutenberg block editor in WordPress.

20. (a) Evaluate the importance of implementing various security measures in WordPress.

Or

- (b) Describe the steps Involved in setting up local development environment using XAMPP and MAMP.

**C-5207**

**Sub. Code**

**310310D**

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

**Third Semester**

**Industry Integrated**

**VIDEO MARKETING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ metric is crucial for measuring the success of a YouTube marketing strategy.
  - (a) Number of likes
  - (b) Video quality
  - (c) Viewer retention rate
  - (d) Number of channels subscribed
2. \_\_\_\_\_ is the benefit of incorporating YouTube videos into an email marketing campaign.
  - (a) Reduces email open rates
  - (b) Decreases customer engagement
  - (c) Enhances email content and increases click-through rates
  - (d) Causes emails to be marked as spam

3. \_\_\_\_\_ is the primary purpose of using a video codec when producing videos.
- (a) To increase file size
  - (b) To compress and decompress video files
  - (c) To change the video's aspect ratio
  - (d) To reduce audio quality
4. \_\_\_\_\_ is a key consideration when shooting semi-pro videos.
- (a) Ignoring the script
  - (b) Using professional lighting setups
  - (c) Avoiding the use of tripods
  - (d) Recording in one take
5. Which of the following helps in branding your YouTube channel?
- (a) Randomly changing the channel name
  - (b) Avoiding social media promotion
  - (c) Frequently changing video formats
  - (d) Using a consistent logo and channel art

6. \_\_\_\_\_ YouTube feature allows you to directly communicate with your subscribers.
- (a) YouTube Community Tab
  - (b) YouTube TV
  - (c) YouTube Shorts
  - (d) YouTube Stories
7. \_\_\_\_\_ metric indicates how long viewers are watching your videos on average.
- (a) View count
  - (b) Subscriber growth
  - (c) Average watch time
  - (d) Like-to-dislike ratio
8. What is an effective strategy to increase video visibility on YouTube?
- (a) Using relevant keywords and tags
  - (b) Uploading videos without titles
  - (c) Disabling comments
  - (d) Keeping videos under 1 minute
9. What is a Call-to-Action (CTA) overlay in YouTube videos?
- (a) A visual element that encourages viewers to take a specific action
  - (b) A feature to add background music to the video
  - (c) An option to change the video resolution
  - (d) A way to add subtitles to the video

10. Which of the following is NOT a method for generating revenue from YouTube videos?
- (a) Ad revenue from YouTube Partner Program
  - (b) Merchandise shelf integration
  - (c) Receiving donations directly through YouTube
  - (d) Automatically playing videos without user consent

**Part B**

(5 × 5 = 25)

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

11. (a) Explain developing YouTube marketing strategy.

Or

- (b) Explain the steps in creating informative videos.

12. (a) Discuss about producing your own YouTube videos.

Or

- (b) Elaborate on editing and enhancing your video.

13. (a) Explain how to manage YouTube videos.

Or

- (b) Discuss about annotating and linking your videos.

14. (a) Discuss the significance of collaborations and partnerships in expanding a YouTube channel's reach.

Or

- (b) Explain the importance of creating a consistent brand image for your YouTube channel.

15. (a) Explain about generating revenues from YouTube videos.

Or

- (b) Describe the types of YouTube videos that are most effective for B2B marketing.

**Part C**

(5 × 8 = 40)

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

16. (a) Describe how YouTube can help you market your business.

Or

- (b) Explain about incorporating YouTube videos in the overall web marketing mix.

17. (a) Compare and contrast shooting semipro videos and professional videos.

Or

- (b) Elaborate on understanding Audio and video technology.

18. (a) Explain incorporating YouTube videos on the website.

Or

- (b) Discuss the importance of leveraging the YouTube community.

19. (a) YouTube Analytics be used to refine content strategy and improve channel performance. Elucidate.

Or

- (b) Discuss about marketing YouTube videos.

20. (a) Explain advertising YouTube videos.

Or

- (b) Discuss the key considerations when creating a YouTube video for a B2B audience.
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**C-5208**

**Sub. Code**

**31041**

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

**Fourth Semester**

**Industry Integrated**

**BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Business ethics primarily aims to:
  - (a) Maximize profits
  - (b) Resolve business dilemmas ethically
  - (c) Enhance employee productivity only
  - (d) Reduce operational costs
2. What is the significance of ethics in business?
  - (a) It promotes trust and fairness in transactions
  - (b) It focuses solely on increasing profitability
  - (c) It reduces the importance of laws and regulations
  - (d) It decreases employee satisfaction



3. What is a key difference between Kohlberg's and Gilligan's models of moral development?
- (a) Kohlberg focuses on justice; Gilligan focuses on care
  - (b) Kohlberg focuses on care; Gilligan focuses on justice
  - (c) Kohlberg's model includes self-sacrifice; Gilligan's does not
  - (d) Gilligan's model includes stages of punishment and obedience
4. Which of the following is an ethical issue that managers often face?
- (a) Product pricing strategies
  - (b) Conflicts of interest
  - (c) Technological innovation
  - (d) Market expansion
5. Which ethical issue is related to HR practices?
- (a) Misleading advertisements
  - (b) Workplace harassment
  - (c) Insider trading
  - (d) Tax evasion
6. What is the ethical concern with tax evasion in finance?
- (a) It increases company profits
  - (b) It involves illegal activities to avoid paying taxes
  - (c) It improves transparency
  - (d) It is a common marketing strategy

7. What is corruption in the context of business ethics?
- (a) Efficient resource allocation
  - (b) Unethical behavior by individuals in power, such as bribery and fraud
  - (c) Transparent decision-making
  - (d) Equitable treatment of employees
8. What does gender ethics in the workplace address?
- (a) Cost-cutting measures
  - (b) Fair and equitable treatment of individuals regardless of gender
  - (c) Increasing production efficiency
  - (d) Expanding product lines
9. Why is corporate governance important for businesses?
- (a) It helps companies avoid paying taxes
  - (b) It promotes transparency, accountability, and ethical behavior
  - (c) It focuses solely on increasing profits
  - (d) It dictates employee benefits and salaries
10. Who are the primary parties involved in corporate governance?
- (a) Only the shareholders
  - (b) The board of directors, management, and shareholders
  - (c) Only the management
  - (d) Only the employees

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the various sources of ethics.

Or

- (b) What are the factors influencing business ethics?

12. (a) What are the advantages of ethical issues that arise for managers?

Or

- (b) Explain various types of ethical organisation.

13. (a) What are the ethical codes and managing ethics?

Or

- (b) Explain the finance-tax evasion.

14. (a) What are the social responsibility of business and corporate governance?

Or

- (b) Explain the environmental ethics.

15. (a) Explain CII and its objectives.

Or

- (b) What are the advantages of India's corporate governance framework?

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the advantages and disadvantages of ethics in business.

Or

- (b) Describe the different types of ethics and their relevance to business.
17. (a) How can managers apply moral philosophies and models of moral development to enhance ethical decision making in their organizations?

Or

- (b) Discuss the advantages of Carrot Gilligan's model.
18. (a) How can HR manage issues related to compensation and workplace harassment ethically?

Or

- (b) What are some common ethical issues in marketing, and how can they be addressed?
19. (a) Discuss the benefits and challenges of implementing CSR initiatives in organizations.

Or

- (b) Discuss the impact of corruption on gender equality and the measures that can be taken.

20. (a) Examine the key components of India's corporate governance framework.

Or

- (b) Explain the roles and responsibilities of various parties involved in corporate governance.
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<b>C-5209</b>
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<b>Sub. Code</b>
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<b>31043A</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Industry Integrated**

**SERVICES MARKETING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a classification criterion for services?
  - (a) Durability
  - (b) Tangibility
  - (c) Level of customer involvement
  - (d) Shelf life
2. Which of the following is an example of a hybrid offering on the goods-services continuum?
  - (a) A smartphone
  - (b) A restaurant meal
  - (c) A legal consultation
  - (d) A book

3. What is the primary focus of managing customer expectations in service delivery?
  - (a) Minimizing costs
  - (b) Aligning customer expectations with the actual service performance
  - (c) Increasing the price of services
  - (d) Reducing employee workload
4. Service quality is often measured using which model?
  - (a) Porter's Five Forces
  - (b) SWOT Analysis
  - (c) SERVQUAL Model
  - (d) BCG Matrix
5. Service blueprinting is primarily used to:
  - (a) Identify market segments
  - (b) Design and map out the service process
  - (c) Set pricing strategies
  - (d) Develop advertising campaigns
6. Service system design, the personal attention approach emphasizes:
  - (a) High levels of standardization
  - (b) Tailoring services to individual customer needs
  - (c) Reducing service delivery time
  - (d) Automating service processes

7. Which of the following best defines service recovery?
- (a) The process of ensuring employees are well-trained
  - (b) The actions taken by a company to correct a service failure
  - (c) The strategy to increase service capacity
  - (d) The method of marketing new services
8. A key benefit of building strong service relationships with customers is:
- (a) Increased employee turnover
  - (b) Higher customer loyalty and retention
  - (c) Reduced need for service training
  - (d) Decreased service quality
9. Targeting in service marketing involves:
- (a) Choosing the largest market segment to maximize profit
  - (b) Selecting specific market segments to focus marketing efforts on
  - (c) Ignoring niche markets
  - (d) Offering the same service to all market segments
10. What is a services cape in the context of service marketing?
- (a) The physical surroundings and environment in which a service is delivered
  - (b) The pricing strategy of the service
  - (c) The technology used in service delivery
  - (d) The customer feedback mechanism



**Part B**

(5 × 5 = 25)

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

11. (a) Explain the concept of the services economy.

Or

- (b) Explain how they impact the marketing strategies of service-based businesses.

12. (a) Explain the concept of customer expectations and perceptions.

Or

- (b) What is gap analysis? Explain the context of service quality management.

13. (a) Explain the stages involved in the new service development process.

Or

- (b) Describe the concept of service blueprinting and its components.

14. (a) What are the advantages of Building Service Relationships?

Or

- (b) Discuss the importance of service recovery.

15. (a) Explain how each step contributes to effective service marketing.

Or

- (b) Explain the concept of physical evidence in services.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the goods-services continuum and provide.

Or

- (b) Explain the different classifications of services and provide examples for each classification.

17. (a) Describe two quality tools that are commonly used in service management.

Or

- (b) Discuss the role of information and information technology in enhancing service delivery and customer satisfaction.

18. (a) Discuss the importance of employees in service delivery and the strategies organizations.

Or

- (b) Explain the role of customers in the service delivery process.

19. (a) Explain the key features of queuing systems and their impact on service delivery and customer experience.

Or

- (b) Describe the various strategies organizations can use to manage capacity and demand in service delivery.
20. (a) Discuss the role of pricing strategies in service marketing.

Or

- (b) How to explain the benefits and challenges of the globalization of services?
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**C-5212**

**Sub. Code**

**31043B**

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

**Fourth Semester**

**Industry Integrated**

**BUSINESS TO BUSINESS MARKETING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the questions.

1. B2B stand for \_\_\_\_\_
  - (a) Business to Business
  - (b) Business to Buyer
  - (c) Buyer to Buyer
  - (d) Buyer to Business
  
2. \_\_\_\_\_ is a primary focus of consumer marketing.
  - (a) Selling to businesses
  - (b) Selling to government agencies
  - (c) Selling to individual consumers
  - (d) Selling to non-profit organizations

3. Organizational buying is primarily focused on purchasing goods and services for :
- (a) Personal use
  - (b) Family use
  - (c) Resale or production
  - (d) Entertainment
4. Interpersonal dynamics in industrial buying typically refer to:
- (a) Legal negotiations
  - (b) Relationships and interactions among buying center members
  - (c) Pricing strategies
  - (d) Advertising campaigns
5. Which of the following is a common criterion for segmenting the business market?
- (a) Geographic location
  - (b) Personal hobbies
  - (c) Television preferences
  - (d) Daily routines
6. Product planning primarily involves:
- (a) Designing promotional campaigns
  - (b) Developing strategies for product development and lifecycle management
  - (c) Setting up sales quotas
  - (d) Monitoring social media trends

7. Channel pricing strategy primarily involves setting prices for \_\_\_\_\_
- (a) Direct sales
  - (b) Intermediaries and distribution channels
  - (c) Online advertisement
  - (d) Social media campaigns
8. The primary objective of a supply chain strategy is to \_\_\_\_\_
- (a) Increase the number of suppliers
  - (b) Enhance the efficiency and effectiveness of the supply chain
  - (c) Design new products
  - (d) Conduct market research
9. Relationship building in business marketing primarily focuses on \_\_\_\_\_
- (a) Creating short-term sales boosts
  - (b) Establishing and maintaining long-term connections with clients
  - (c) Reducing advertising budgets
  - (d) Designing product packaging
10. A common type of sales promotion in industrial markets is :
- (a) Coupons
  - (b) Trade allowances
  - (c) Social media contests
  - (d) Point-of-purchase displays

**Part B**

(5 × 5 = 25)

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

11. (a) What are the importance B2B Marketing?

Or

- (b) Explain the advantages of b2b marketing.

12. (a) What are the nature of B2B buying?

Or

- (b) Write a note on buying center concept.

13. (a) What are the key criteria used for segmenting the business market?

Or

- (b) Describe the process of evaluating and selecting market segments.

14. (a) Define Channel pricing strategy and explain its importance in marketing.

Or

- (b) What are the key functions of intermediaries in business marketing channels?

15. (a) What are the primary objectives of business marketing communication?

Or

- (b) Illustrate three types of sales promotions commonly used in industrial markets.

**Part C**

(5 × 8 = 40)

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

16. (a) Illustrate the difference between B2b marketing and Consumer marketing.

Or

- (b) Explain the dimensions of business-to-business marketing.
17. (a) Discuss the stages of the organizational buying process.

Or

- (b) Why is ethical behavior important in purchasing, and list out the consequences of unethical practices?
18. (a) Elaborate the steps involved in the product planning process.

Or

- (b) Discuss the different bases for segmenting the business market.
19. (a) Explain the concept of competitive bidding and its importance in procurement.

Or

- (b) Illustrate the challenges businesses face in managing marketing channels.



20. (a) Discuss the key strategies for building and maintaining strong relationships with business clients.

Or

- (b) Explain the key characteristics of B2B e-commerce.
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<b>C-5213</b>
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<b>Sub. Code</b>
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<b>31043C</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Industry Integrated**

**MARKETING ANALYTICS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Share of mind refers to
  - (a) The portion of customer preference for a brand
  - (b) The total market size
  - (c) The cost of market research
  - (d) The number of customers retained
2. Customer loyalty metrics such as retention rate are crucial because they \_\_\_\_\_.
  - (a) Determine market share
  - (b) Measure employee satisfaction
  - (c) Assess brand reputation
  - (d) Predict future revenue

3. Average variable cost per unit is calculated by
- (a) Total variable costs divided by total fixed costs
  - (b) Total variable costs divided by total units produced
  - (c) Total fixed costs divided by total units sold
  - (d) Total revenue divided by total variable costs
4. Customer retention strategies focus on \_\_\_\_\_.
- (a) Increasing selling prices
  - (b) Reducing variable costs
  - (c) Maintaining long-term relationships with customers
  - (d) Maximizing market spending
5. CAGR is used to \_\_\_\_\_.
- (a) Estimate future market volume
  - (b) Segment customers based on preferences
  - (c) Measure brand equity
  - (d) Calculate trial rates
6. Cannibalization rate in marketing refers to \_\_\_\_\_.
- (a) The growth rate of a product category
  - (b) The rate at which repeat purchases occur
  - (c) The impact of a new product on sales of existing products
  - (d) The percentage of trial customers converted to loyal customers

7. \_\_\_\_\_ is the first step in implementing a classification tree for sales analytics.
- (a) Training the neural network
  - (b) Defining the target variable and features
  - (c) Performing clustering analysis
  - (d) Conducting exploratory data analysis
8. Which of the following is an advantage of using clustering in sales analytics?
- (a) Provides clear and easily interpretable rules
  - (b) Handles large datasets and complex patterns
  - (c) Identifies distinct customer segments for targeted marketing
  - (d) Accurately predicts sales volumes for specific periods
9. The design of experiment (DOE) in marketing campaigns helps to \_\_\_\_\_.
- (a) Optimize strategies and measure effectiveness
  - (b) Schedule meetings
  - (c) Create office layouts
  - (d) Develop company policies
10. Predictive models in marketing campaigns are used to \_\_\_\_\_.
- (a) Forecast customer behavior and personalize offers
  - (b) Manage company finances
  - (c) Organize team-building activities
  - (d) Conduct performance reviews

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss Share of heart.

Or

- (b) Elaborate on linking marketing to financial consequences.

12. (a) Explain the concepts of margins and profits in the context of marketing.

Or

- (b) Compare prospect lifetime value and customer lifetime value.

13. (a) Describe the role of conjoint analysis in marketing.

Or

- (b) Analyse how brand equity impacts market performance.

14. (a) Discuss the advantages and challenges of using neural networks for sales forecasting and customer behavior prediction.

Or

- (b) Explain AI approach for sales analytics.

15. (a) Describe the different types of marketing campaigns businesses can implement.

Or

- (b) Explain the concept of Next Best Action (NBA) in the context of marketing campaigns.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the importance of marketing analytics in today's business environment.

Or

- (b) Analyse the role and importance of marketing metrics in making strategic marketing decisions.

17. (a) Explain the relationship between market spending, breakeven point, and target volume.

Or

- (b) Illustrate how should a company balance acquisition versus retention spending to optimize growth.

18. (a) Explain the importance of volume and Compound Annual Growth Rate (CAGR) in assessing a product's market performance.

Or

- (b) Discuss the steps involved in conducting a conjoint analysis and how the results inform product design and features.

19. (a) Discuss the role of classification trees in sales analytics.

Or

- (b) Explain how clustering can be used in sales analytics to enhance marketing strategies.
20. (a) Analyse how predictive models can be applied in marketing campaigns.

Or

- (b) Explain the process and significance of A/B testing in marketing campaigns.
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**C-5214**

**Sub. Code**

**31043D**

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

**Fourth Semester**

**Industry Integrated**

**ADVANCED DIGITAL MARKETING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which type of Facebook app is designed for interacting with users through games or entertainment?  
(a) Utility apps            (b) Business apps  
(c) Social apps            (d) Gaming apps
2. \_\_\_\_\_ metric is crucial for measuring the effectiveness of an advertising campaign on Facebook.  
(a) Page likes            (b) Friend requests  
(c) Engagement rate    (d) Profile visits
3. SEO stand for \_\_\_\_\_.  
(a) Search Engine Optimization  
(b) Social Engagement Optimization  
(c) Site Enhancement Options  
(d) Systematic Engagement Operation



4. Which factor is NOT a part of on-page SEO?
- (a) Keyword optimization
  - (b) Meta tags
  - (c) Backlinks
  - (d) Content quality
5. What does social media reach refer to?
- (a) The number of comments on a post
  - (b) The number of likes on a post
  - (c) The number of unique users who have seen a post
  - (d) The number of shares a post has received
6. Which metric indicates the level of interaction with social media content?
- (a) Reach
  - (b) Impressions
  - (c) Engagement
  - (d) Clicks
7. What does CPM stand for in digital marketing?
- (a) Cost Per Minute
  - (b) Cost Per Mile
  - (c) Cost Per Thousand Impressions
  - (d) Cost Per Million
8. In CPL (Cost Per Lead) campaigns, what are advertisers primarily paying for?
- (a) Website traffic
  - (b) Impressions
  - (c) Leads
  - (d) Clicks
9. Which tool is commonly used for analyzing social media performance?
- (a) Google Analytics
  - (b) Hootsuite
  - (c) Adobe Photoshop
  - (d) MailChimp

10. What does a high bounce rate indicate in social media analytics?
- (a) Users are spending a lot of time on the content
  - (b) Users are not engaging with the content and are leaving quickly
  - (c) The content is going viral
  - (d) The content is getting a lot of shares

**Part B**

(5 × 5 = 25)

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

11. (a) List out the advantages of Facebook for business.

Or

- (b) Elaborate the significance of Facebook insights.

12. (a) Explain how search engine works.

Or

- (b) Illustrate the keyword planner tools.

13. (a) Describe social media reach.

Or

- (b) Illustrate the steps in video creation.

14. (a) Explain the role of CPM in creating brand awareness.

Or

- (b) How do we measure the effectiveness and ROI of CPC campaigns?

15. (a) What are the key performance indicators for our social media campaigns?

Or

- (b) Explain the sentiment analysis for a brand on social media.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the different types of Ad format.

Or

- (b) Discuss the role of Facebook for a successful influencer marketing.

17. (a) Explain how latest trends and techniques in advanced SEO.

Or

- (b) Illustrate the phases of SEO.

18. (a) What are the factors influence the reach of social media posts?

Or

- (b) Discuss the SEO tactics.

19. (a) How does CPM model impact the overall advertising budget?

Or

- (b) Illustrate the difference between CPC and CPA.

20. (a) Explain the advantage and disadvantage of Google analytic report.

Or

- (b) Discuss the significance of analysing the social media followers feedback and interaction.

**C-5215**

**Sub. Code**

**31044A**

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

**Fourth Semester**

**Industry Integrated**

**FINANCIAL DERIVATIVES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a fundamental concept in derivatives trading?
  - (a) Interest rates
  - (b) Derivatives market mechanics
  - (c) Equity shares
  - (d) Real estate investments
2. Which of the following is NOT a type of derivative?
  - (a) Futures
  - (b) Options
  - (c) Swaps
  - (d) Stocks

3. What is a primary use of currency forwards?
- (a) Speculation on stock prices
  - (b) Increasing dividends
  - (c) Investing in real estate
  - (d) Fledging against foreign exchange risk
4. Currency options give the holder the right to:
- (a) Buy or sell a currency at a predetermined price
  - (b) Receive interest payments from bonds
  - (c) Purchase shares in a foreign company
  - (d) Invest in mutual funds
5. Commodity swaps are primarily used to:
- (a) Exchange physical goods between two parties
  - (b) Manage price risk in commodities
  - (c) Trade stocks
  - (d) Invest in mutual funds
6. Fledging using commodity derivatives aims to:
- (a) Maximize profit
  - (b) Minimize risk from commodity price fluctuations
  - (c) Increase liquidity
  - (d) Diversify investment portfolio

7. Interest rate forwards are primarily used to:
- (a) Hedge against changes in equity prices
  - (b) Hedge against changes in interest rates
  - (c) Invest in commodities
  - (d) Maximize dividends
8. Which of the following is a characteristic of interest rate futures?
- (a) Traded over-the-counter
  - (b) No expiration date
  - (c) Standardized contracts
  - (d) Customizable terms
9. Value at Risk (VaR) using simulation is primarily used to measure:
- (a) Expected returns
  - (b) Potential losses
  - (c) Market volatility
  - (d) Portfolio diversification
10. Which method is commonly used to value financially engineered securities?
- (a) Discounted cash flow analysis
  - (b) Black-Scholes model
  - (c) Monte Carlo simulation
  - (d) Binomial tree model

**Part B**

(5 × 5 = 25)

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

11. (a) Define the concept of derivatives in financial markets.

Or

- (b) Explain the merits and demerits of financial derivatives.

12. (a) What are the main characteristics of currency futures?

Or

- (b) Explain how currency options can be used for hedging.

13. (a) Describe the concept of index futures.

Or

- (b) Explain the structure and purpose of index swaps.

14. (a) What are the main characteristics of interest rate futures?

Or

- (b) Explain the purpose and function of total return swaps (TRS).

15. (a) Explain the concept of “path dependency” in exotic options.

Or

- (b) What are the main steps involved in performing a Monte Carlo simulation for option pricing?

**Part C**

(5 × 8 = 40)

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

16. (a) Describe in detail the different types of derivatives and their applications in financial markets.

Or

- (b) Explain the mechanics of derivatives trading and how it differs from traditional equity trading.

17. (a) Discuss the process and advantages of hedging with currency options, including real-world examples.

Or

- (b) Explain currency swaps, their structure, and their use in managing currency and interest rate risk.

18. (a) “Hedging is the basic function of futures market”. Discuss the statement in the light of uses of futures contract.

Or

- (b) Explain index futures, their structure, and their use in managing market risk.

19. (a) Discuss the types of spreads with suitable diagrams.

Or

- (b) Describe the factors that influence the pricing of a Credit Default Swap (CDS).



20. (a) Explain the process of pricing and valuing swaps.

Or

(b) Explain the valuation of a Lookback Option using simulation techniques. Discuss the challenges and solutions.

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<b>C-5216</b>
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<b>Sub. Code</b>
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<b>31044B</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Industry Integrated**

**INTERNATIONAL FINANCE**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary determinant of exchange rates in the foreign exchange market?
  - (a) Central bank policies
  - (b) Inflation rate
  - (c) Supply and demand for currencies
  - (d) Government fiscal policies
2. Which theory suggests that exchange rates will adjust to offset differences in inflation rates between countries?
  - (a) The Law of One Price
  - (b) Purchasing Power Parity (PPP)
  - (c) Interest Rate Parity (IRP)
  - (d) The Fisher Effect

3. How can firms manage translation exposure?
  - (a) By using forward contracts
  - (b) By diversifying their operations
  - (c) By adjusting their pricing strategies
  - (d) By using currency options
4. Which of the following is a method to measure economic exposure?
  - (a) Sensitivity analysis
  - (b) Regression analysis
  - (c) Scenario analysis
  - (d) All of the above
5. Which financial instrument is commonly used to hedge against interest rate risk?
  - (a) Currency futures
  - (b) Interest rate swaps
  - (c) Stock options
  - (d) Commodity futures
6. What is the primary risk associated with foreign investments?
  - (a) Currency risk
  - (b) Inflation risk
  - (c) Interest rate risk
  - (d) Liquidity risk

7. Foreign direct investment (FDI) refers to:
- (a) investment in foreign stocks
  - (b) Investment in foreign bonds
  - (c) Investment in physical assets in a foreign country
  - (d) Investment in foreign mutual funds
8. Which of the following is a method used to evaluate foreign direct investment projects?
- (a) Payback period
  - (b) Internal Rate of Return (IRR)
  - (c) Accounting Rate of Return (ARR)
  - (d) Dividend Discount Model (DDM)
9. The Foreign Exchange Management Act (FEMA) was enacted in which year?
- (a) 1991
  - (b) 1995
  - (c) 1999
  - (d) 2002
10. Under FEMA, who is authorized to make regulations to carry out the provisions of the Act?
- (a) Ministry of Finance
  - (b) Reserve Bank of India (RBI)
  - (c) Securities and Exchange Board of India (SEBI)
  - (d) Ministry of Commerce

**Part B**

(5 × 5 = 25)

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

11. (a) Describe the role of the International Monetary Fund (IMF) in maintaining global financial stability.

Or

- (b) What are the main components of the Balance of Payments (BoP) and how do they interact?

12. (a) Explain the role of the foreign exchange market in international trade.

Or

- (b) Describe the key features of currency futures contracts.

13. (a) Explain the role of Euromarkets in international financing.

Or

- (b) Describe the characteristics and benefits of Eurobonds.

14. (a) What are the primary objectives of capital budgeting for MNCs?

Or

- (b) Discuss the factors that influence a firm's decision to engage in Foreign Direct Investment (FDI).

15. (a) Explain the importance of working capital management for multinational corporations.

Or

- (b) Describe the role of Letters of Credit (LC) in financing foreign trade.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the various methods used by Multinational Corporations (MNCs) to manage exchange rate risk.

Or

- (b) Explain the concept of the Law of One Price and its relevance in international trade.

17. (a) Discuss the various techniques used to measure economic exposure.

Or

- (b) Describe the challenges faced by multinational corporations in managing foreign exchange risk.

18. (a) Discuss the structure and functioning of the Euromarkets and their significance in international finance.

Or

- (b) Explain the differences between Eurobonds and domestic bonds and their respective advantages and disadvantages.

19. (a) Discuss the methods used by MNCs to evaluate and manage long-term investment projects.

Or

- (b) Describe the role of corporate strategy in managing the global operations of multinational corporations.

20. (a) Discuss the strategies used by multinational corporations to manage working capital effectively.

Or

- (b) Explain the process and benefits of using Letters of Credit (LC) in international trade.
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**C-5218**

**Sub. Code**

**31044C**

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

**Fourth Semester**

**Industry Integrated**

**CORPORATE TAXATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Income Tax is imposed by \_\_\_\_\_.  
(a) State Government (b) Central Government  
(c) Both of the above (d) Constitution of India
2. What is not included in taxable Income?  
(a) Income from smuggling activity  
(b) Casual income  
(c) Capital Receipt, except gains on transfer of capital asset  
(d) Income received in kind
3. Under the head 'profits and gains of business or profession', the method of accounting that should be followed by an assessee is \_\_\_\_\_.  
(a) Cash system only  
(b) Mercantile system only  
(c) Hybrid system only  
(d) Cash system or mercantile system only



4. Income includes \_\_\_\_\_.
- (a) Profits or Gains (b) Capital gains  
(c) Lottery winnings (d) All of the above
5. Long term capital loss can be set off from which of the following:
- (a) Short term capital gain only  
(b) Long term capital gain only  
(c) Income from business or profession  
(d) Income from salary
6. Loss from house property can be set off against:
- (a) Salary only  
(b) Any head of income  
(c) Capital gain  
(d) Income from other house property only
7. Excise duty can be levied on those goods which are
- (a) Manufactured in India  
(b) Sold in India  
(c) Removed from the factory  
(d) None of the above
8. Dutiable goods means
- (a) Goods are subject to Central Excise duty  
(b) Goods which are exempted from excise duty  
(c) Non excisable goods  
(d) Goods not at all mentioned in the Central Excise Tariff

9. GST was implemented in India from  
(a) 1<sup>st</sup> January 2017 (b) 1<sup>st</sup> April 2017  
(c) 1<sup>st</sup> March 2017 (d) 1<sup>st</sup> July 2017
10. GST rates applicable on goods and services are:  
(a) 0% 5% 12% 18% 26%  
(b) 0% 6% 12% 18% 28%  
(c) 0% 5% 12% 18% 28%  
(d) 0% 5% 12% 16% 28%

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the legal provisions in respect of residential status of an individual.

Or

- (b) Shri Sunil Sharma is the owner of house which was completed on 1<sup>st</sup> January, 2009 and let-out to a man for residential purpose on a monthly rent of Rs. 2,500. Its municipal value is Rs. 35,000. Fair rent of the locality is considered to be Rs. 40,000. The owner has paid municipal tax @ 10% of municipal value. The owner claims the following expenses:
- (i) Fire insurance premium Rs. 1,200;
  - (ii) Ground rent Rs. 1750;
  - (iii) Repairs and white-washing and painting etc. Rs. 5,000;
  - (iv) Water connection Rs. 3,000;
  - (v) Collection charges Rs. 1,500;
  - (vi) Interest on loan taken from a housing board Rs. 2,250. Determine taxable income from house property for the assessment year 2017-18.

12. (a) Discuss the importance of maintaining proper accounting records for tax purposes.

Or

- (b) Explain the types of business expenses that are deductible for tax purposes. How do these deductions benefit a business?

13. (a) Define a capital asset and discuss its importance in the context of capital gains taxation.

Or

- (b) Explain the concept and purpose of TDS. How does it help in tax collection?

14. (a) What is Central Excise duty? Who is liable to pay Central Excise duty?

Or

- (b) Discuss the challenges in accurately valuing imported goods for customs duty.

15. (a) Discuss the benefits and challenges of GST for manufacturers.

Or

- (b) Discuss the impact of GST on the service sector.

**Part C**

(5 × 8 = 40)

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

16. (a) Enumerate various heads of income under the Income Tax Act, 1961.

Or

- (b) Discuss briefly the various expenses and allowances that are deductible under the head “Income from House Property”.

17. (a) Explain the difference between revenue and capital expenditures with examples.

Or

- (b) From the following receipts and payments accounts of Mr. Ram, a Chartered Accountant, you are requested to compute his income from profession for the p.y. 2020-21.

Receipts	Amount	Payments	Amount
To Balance b/d	18,000	By Office Exp	75,000
To Audit Fees	4,80,000	By Membership Fee	25,000
To Income From Other Audit Works	70,000	By LIC Premium	10,000
To Examiner Fees	8,000	By Income Tax	40,000
		By Personal Expenses	50,000
		By Motor Car	3,00,000
		By Motor Expenses	38,000
		By Balance C/D	32,000

18. (a) Discuss the differences between short-term and long-term capital gains. How are they taxed differently?

Or

- (b) Discuss the tax implications of special transactions such as the sale of inherited property, gifts, and transfers. How do these transactions affect capital gains?
19. (a) Discuss the process of assessment and collection of Central Excise duty. What are the key compliance requirements for manufacturers?

Or

- (b) Discuss the advantages and disadvantages of using MRP-based valuation for Excise duty purposes. What are the potential challenges?
20. (a) Explain the structure of GST in India, including its components and their significance. How does it aim to simplify the indirect tax system?

Or

- (b) What is the difference between IGST and SGST in the context of services? What are the compliance requirements for service providers under GST?
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**C-5219**

**Sub. Code**

**31044D**

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

**Fourth Semester**

**Industry Integrated**

**COST ACCOUNTING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. In cost accounting, stock is valued at \_\_\_\_\_.  
(a) Market price      (b) Cost price  
(c) Selling price      (d) Standard price
2. The principle of matching costs with revenues is known as \_\_\_\_\_ principle.  
(a) Cost      (b) Matching  
(c) Consistency      (d) Revenue
3. Which level indicates the point at which new stock should be ordered?  
(a) Minimum Level      (b) Maximum Level  
(c) Reorder Level      (d) Safety Stock Level
4. Which method of stocktaking involves continuous recording of stock movements?  
(a) Periodic Inventory  
(b) Perpetual Inventory  
(c) Physical Inventory  
(d) Annual Inventory

5. Which inventory valuation method can result in lower taxes during periods of rising prices?
- (a) FIFO
  - (b) LIFO
  - (c) Weighted Average Cost
  - (d) Specific Identification
6. The Raw Material Turnover Ratio helps in assessing:
- (a) The efficiency of inventory usage
  - (b) The profitability of the company
  - (c) The liquidity of the company
  - (d) The solvency of the company
7. Which of the Following is an example of an incentive scheme?
- (a) Fixed salary
  - (b) Time rate system
  - (c) Piece work plan
  - (d) Monthly bonus
8. The Rowan system is used to calculate:
- (a) Overtime pay
  - (b) Idle time
  - (c) Incentive bonuses
  - (d) Direct labour costs
9. Semi-variable costs:
- (a) Are fixed costs
  - (b) Are variable costs
  - (c) Have both fixed and variable components
  - (d) Are not related to production levels
10. The prime cost method of overhead absorption is based on:
- (a) Direct labor hours
  - (b) Machine hours
  - (c) Prime cost
  - (d) Total production cost

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the primary objectives of cost accounting.  
Or  
(b) Describe the various elements of cost.
12. (a) What are the key steps involved in stock verification?  
Or  
(b) Discuss the techniques used for fixing minimum, maximum, and reorder levels.
13. (a) Explain the concept of Economic Order Quantity (EOQ) and its significance in inventory management.  
Or  
(b) Discuss the advantages and disadvantages of the FIFO method of inventory valuation.
14. (a) Explain the concept of idle time and its effect on labour cost.  
Or  
(b) Describe the methods used to calculate labour turnover.
15. (a) Describe the direct labor method of overhead absorption.  
Or  
(b) What are the functional classifications of overheads?



**Part C**

(5 × 8 = 40)

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

16. (a) Explain the concept of a cost center and its significance in cost accounting.

Or

- (b) Explain the various techniques used for cost control and cost reduction.

17. (a) Explain the concept of safety stock and how it helps in managing inventory uncertainties.

Or

- (b) Discuss the ABC classification method and its application in inventory management.

18. (a) Describe the steps involved in preparing a stock ledger and its importance in inventory control.

Or

- (b) Explain the relationship between inventory turnover ratios and business performance, providing examples.

19. (a) Discuss the difference between direct and indirect labour costs and their impact on cost accounting.

Or

- (b) Discuss the various attendance and payroll procedures and their impact on labour cost management.

20. (a) Explain the role of overhead absorption in pricing decisions and profitability analysis.

Or

- (b) Discuss the impact of fixed, variable and semi-variable costs on the overall cost structure of a manufacturing company.

**C-5220**

**Sub. Code**

**31045A**

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

**Fourth Semester**

**Industry Integrated**

**INDUSTRIAL RELATIONS AND LABOUR LAWS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Industrial relations primarily deal with the relationship between \_\_\_\_\_.
  - (a) Government and consumers
  - (b) Employers and employees
  - (c) Shareholders and management
  - (d) Suppliers and distributors
2. Which of the following is NOT typically considered part of the infrastructure that guides industrial relations?
  - (a) Labor laws
  - (b) Social security systems
  - (c) Educational institutions
  - (d) Collective bargaining agreements
3. An effective grievance handling technique involves \_\_\_\_\_.
  - (a) Immediate dismissal of the grievance
  - (b) Detailed documentation of the grievance
  - (c) Ignoring the grievance to avoid conflict
  - (d) Blaming the employee for the grievance

4. What is the final step in the employee grievance handling process if initial steps fail?
  - (a) Ignoring the grievance
  - (b) Supervisor intervention
  - (c) Legal or arbitration action
  - (d) Terminating the employee
5. Which form of workers participation involves employees directly in management decisions?
  - (a) Collective bargaining
  - (b) Works councils
  - (c) Employee stock ownership plans (ESOPs)
  - (d) Autonomous work groups
6. Which of the following is NOT typically a cause of industrial disputes?
  - (a) Working conditions
  - (b) Employee training programs
  - (c) Management policies
  - (d) Trade union rivalry
7. The Factories Act 1948 primarily aims to
  - (a) Increase productivity in factories
  - (b) Promote international trade
  - (c) Reduce the number of factories in urban areas
  - (d) Regulate the working conditions in factories
8. Under the Factories Act 1948, the maximum weekly working hours for an adult worker are
  - (a) 40 hours
  - (b) 45 hours
  - (c) 48 hours
  - (d) 50 hours
9. The Minimum Wages Act 1948 is applicable to
  - (a) Scheduled employments specified by the government
  - (b) All industries and establishments
  - (c) Only government employees
  - (d) Self-employed individuals

10. The Industrial Disputes Act 1947 was enacted to \_\_\_\_\_.
- (a) Promote industrial growth
  - (b) Resolve disputes and conflicts between employers and employees
  - (c) Regulate employment contracts
  - (d) Set minimum wages

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the concept of Industrial relations.

Or

- (b) Discuss the strength and weaknesses of Indian Trade Union.

12. (a) Explain handling and settling of Industrial disputes.

Or

- (b) Enlist the remedies to overcome poor industrial relations.

13. (a) Explain the functions of collective bargaining.

Or

- (b) Discuss the methods of workers participation.

14. (a) Explain the workman's compensation act 1923.

Or

- (b) Discuss the provisions of the employee's state insurance act 1948.

15. (a) Explain the Payment of wages act 1945.

Or

- (b) Discuss the trade union act 1926.

**Part C**

(5 × 8 = 40)

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

16. (a) Elaborate on the theory of Trade Unionism.

Or

- (b) Explain in detail the infrastructure that guide and direct Industrial relations.

17. (a) Explain the concept of Employee grievance and steps in grievance handling.

Or

- (b) Explain Industrial Disputes in detail.

18. (a) Elaborate on Collective bargaining.

Or

- (b) Discuss the concept of Workers participation in management.

19. (a) Explain the Factories Act 1948.

Or

- (b) Discuss The Employee's Provident Funds and Miscellaneous Provisions Act 1952.

20. (a) Elaborate on the provisions of the Industrial Employment (Standing Orders) Act 1946.

Or

- (b) Explain in detail the Industrial disputes act 1947.

**C-5221**

**Sub. Code**

**31045B**

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

**Fourth Semester**

**Industry Integrated**

**INTERNATIONAL HRM**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Who is the founder of multi-culturism?  
(a) F. Eugles                      (b) U.Kimlin  
(c) I.Kant                          (d) Paul Yuzyk
2. The concept of entropy as used in communication is related to \_\_\_\_\_.  
(a) Virtual reality  
(b) Market place  
(c) Order  
(d) Communicative language
3. The process of selection of employees is usually influenced by \_\_\_\_\_.  
(a) Rules and Regulations  
(b) Strategies and Objectives  
(c) Principles and Programmes  
(d) None of the above

4. The process of training, planning, and reassignment of employees to their belonging countries is classified as \_\_\_\_\_
- (a) Repatriation
  - (b) Foreign advancement
  - (c) Distant assignment
  - (d) Expatriation
5. What name is given to the practice of appointing staff worldwide basis regardless of the national origin?
- (a) Regio-centric      (b) Geo-centric
  - (c) Poly-centric      (d) Ethno-centric
6. HCN stands for \_\_\_\_\_
- (a) Host-Country Nationals
  - (b) Home-Country Nationals
  - (c) High-Country Nationals
  - (d) Harm-Country Nationals
7. Which of the following factor does NOT influence employee compensation?
- (a) Labour market      (b) Cost of living
  - (c) Labour unions      (d) Race
8. Which of the following are retirement benefits?
- (a) Pension
  - (b) Provident fund
  - (c) Death-cum retirement gratuity
  - (d) All of the above
9. The process of providing the trainees the information about their performance.
- (a) Feedback      (b) Observation
  - (c) Suggestion      (d) Research

10. Employees can be appraisal against \_\_\_\_\_.  
(a) Relative standards  
(b) Objective  
(c) Absolute standards  
(d) Group

**Part B**

(5 × 5 = 25)

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

11. (a) Distinguish between Domestic and International HRM.

Or

- (b) Discuss about Hostede's framework.

12. (a) Explain the functions of International HRM.

Or

- (b) Discuss the obstacles and benefits of global staffing.

13. (a) Elucidate the objectives of International training.

Or

- (b) Explain the types of cross-cultural training.

14. (a) Discuss the objectives of International compensation system.

Or

- (b) Explain the factors influencing Compensation.

15. (a) Discuss the importance of Organizational strategy.

Or

- (b) Elucidate the variables affecting performance of the employees.



**Part C**

(5 × 8 = 40)

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

16. (a) Briefly explain the growth of International business and Globalization.

Or

- (b) Explain in detail about different dimensions of Globalization.

17. (a) Give a detail explanation of recruitment and selection process of International HRM.

Or

- (b) Elucidate in detail about the skills needed by International managers.

18. (a) Explain in detail about the emerging trends in International training.

Or

- (b) Discuss the importance of cultural awareness in detail.

19. (a) Elucidate in detail about the components of compensation.

Or

- (b) Discuss in detail about the Retirement benefits in International compensation system.

20. (a) Elucidate in detail the challenges in assessment of performance.

Or

- (b) Explain the role of feedback and rewards in International performance management in detail.

**C-5222**

**Sub. Code**

**31045C**

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

**Fourth Semester**

**Industry Integrated**

**HR ANALYTICS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which company is often credited with pioneering the use of HR analytics in the early 2000s?  
(a) Google                      (b) IBM  
(c) Microsoft                  (d) General Electric
2. The LAMP framework in HR analytics stands for:  
(a) Leadership, Analytics, Metrics, Processes  
(b) Logic, Analytics, Measurement, Process  
(c) Learning, Analytics, Metrics, Performance  
(d) Linkage, Analytics, Metrics, Productivity
3. Which statistical method is used to predict the value of a dependent variable based on one or more independent variables?  
(a) Descriptive statistics  
(b) Cluster analysis  
(c) Factor analysis  
(d) Regression analysis

4. Which HR research tool is primarily used for analyzing qualitative data through coding and identifying themes?
- (a) SPSS (b) R  
(c) NVivo (d) SAS
5. Which method is often used to quantify the return on investment (ROI) of HR initiatives aimed at enhancing the value proposition?
- (a) Descriptive statistics  
(b) Balanced Scorecard  
(c) Cost-benefit analysis  
(d) Qualitative feedback
6. \_\_\_\_\_ is the tool used for screening resumes according to the requirements of the job.
- (a) IBM Kenexa (b) Sofi  
(c) Jobvite (d) Ideal
7. What is the role of data cleaning and preparation in HR Analytics?
- (a) It ensures data accuracy and consistency  
(b) It involves conducting employee surveys  
(c) It predicts future HR trends  
(d) It focuses on employee performance metrics
8. \_\_\_\_\_ method is commonly used in root cause analysis to systematically identify the root causes of a problem.
- (a) SWOT analysis  
(b) PEST analysis  
(c) Gantt chart  
(d) Fishbone diagram (Ishikawa)
9. Which of the following is a common application of predictive modelling in HR?
- (a) Calculating payroll  
(b) Forecasting employee turnover  
(c) Conducting employee satisfaction surveys  
(d) Automating benefits administration

10. In predictive analytics, which technique is often used to classify data into different categories based on historical data?
- (a) Time series analysis
  - (b) Cluster analysis
  - (c) Decision trees
  - (d) Principal Component Analysis (PCA)

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the concept of HR analytics.

Or

- (b) State the benefits of HR analytics.

12. (a) Define the HR Business process and explain its importance in an organisation.

Or

- (b) Explain the use of interviews as a qualitative research tool in HR studies.

13. (a) Write in brief about the HR value propositions and decisions.

Or

- (b) Describe about the workforce analytics.

14. (a) Explain the concept of HR data and its importance in HR analytics.

Or

- (b) Discuss the steps for HR data collection.

15. (a) Explain the types of data in HR predictive modelling.

Or

- (b) Discuss the techniques in predictive analytics.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain about history of HR analytics.

Or

- (b) Examine the ethical issues in HR analytics.

17. (a) Discuss about the statistical modeling for HR decision making.

Or

- (b) Explain about the HR Research tools and techniques.

18. (a) Describe the process of HR forecasting and its significance.

Or

- (b) Discuss about talent analysis and its importance in HR process.

19. (a) Explain the process of transforming HR data into HR information.

Or

- (b) Elucidate the datafication of HR and its benefits.

20. (a) Outline the future trends in HR Predictive analytics.

Or

- (b) Discuss about the software solutions commonly used for predictive analytics in HR.

<b>C-5223</b>
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<b>Sub. Code</b>
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<b>31045D</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Industry Integrated**

**ADVANCED RECRUITMENT ANALYTICS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ is typically used to track employee headcount, turnover, and absenteeism.
  - (a) Predictive report
  - (b) Operational report
  - (c) Strategic report
  - (d) Advanced analytics report
  
2. \_\_\_\_\_ level of HR reporting focuses on aligning HR practices with overall business goals.
  - (a) Operational reporting
  - (b) Analytical reporting
  - (c) Strategic reporting
  - (d) Transactional reporting

3. \_\_\_\_\_ type of data is NOT typically used in recruitment analytics.
- (a) Candidate application data
  - (b) Employee performance data
  - (c) Social media activity
  - (d) Company financial data
4. In recent times, recruitment analytics evolved over the past decade \_\_\_\_\_.
- (a) From manual data entry to automated application tracking
  - (b) From simple metrics to predictive modeling and AI-driven insights
  - (c) From focusing on internal recruitment to external hiring only
  - (d) From traditional advertising to social media recruitment only
5. A commonly used visual analysis tool in recruitment is \_\_\_\_\_.
- (a) Microsoft Word      (b) Tableau
  - (c) Notepad              (d) Visual Studio
6. \_\_\_\_\_ metric would be most useful for identifying bottlenecks in the recruitment process.
- (a) Time to hire
  - (b) Employee retention rate
  - (c) Offer acceptance rate
  - (d) Source of hire

7. Dashboards assist in monitoring and reporting recruitment performance by \_\_\_\_\_.
- (a) generating static reports at the end of the year
  - (b) providing real-time updates and visual summaries of key metrics
  - (c) eliminating the need for regular performance reviews
  - (d) automating the recruitment process
8. The abbreviation SLA stand for \_\_\_\_\_ in the context of recruitment.
- (a) Staffing Level Agreement
  - (b) Service Level Agreement
  - (c) Staffing License Agreement
  - (d) Service Legal Authorization
9. This Tableau feature ensures that HR data visualizations comply with organizational data governance and security policies:
- (a) Tableau Prep
  - (b) Tableau Public
  - (c) Row-Level Security (RLS)
  - (d) Data Source Filters
10. \_\_\_\_\_ and \_\_\_\_\_ are some data visualization packages in R that are useful for HR analytics.
- (a) ggplot2 and plotly
  - (b) Microsoft Word and Excel
  - (c) Tableau and Power BI
  - (d) Slack and Trello



**Part B**

(5 × 5 = 25)

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

11. (a) Write in brief about the concept of recruitment analytics.

Or

- (b) Explain the Operational and Advanced levels of reporting.

12. (a) Describe the data-driven approach to recruitment.

Or

- (b) Discuss the steps in building predictive model.

13. (a) State the various visual analysis tools.

Or

- (b) Explain the crucial recruitment KPIs.

14. (a) Describe the functions of management dashboarding.

Or

- (b) Write in brief about recruitment process outsourcing.

15. (a) Describe the types of visualizations available in Tableau.

Or

- (b) Discuss the benefits of using R for statistical analysis in HR compared to other tools.

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the evolution of Recruitment analytics.

Or

- (b) Explain in detail the process of aligning HR analytics and organisational strategy.

17. (a) Write an essay on Application tracking system (ATS).

Or

- (b) Discuss in detail about selection models.

18. (a) Explain how to choose relevant metrics for analysis within the recruitment function.

Or

- (b) Describe the various metrics in the recruitment space.

19. (a) Elucidate the features in recruiter and sourcer dashboards.

Or

- (b) Explain the advanced charts available for recruiting data visualisation.

20. (a) Explain the process of developing R scripts for HR analytics.

Or

- (b) Analyze the outcomes and benefits realized from using Tableau in HR analytics.
-

**C-5224**

**Sub. Code**

**31046A**

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

**Fourth Semester**

**Industry Integrated**

**SUPPLY CHAIN ANALYTICS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The primary goal of demand forecasting in supply chain management \_\_\_\_\_.
  - (a) To reduce production costs
  - (b) To predict future customer demand
  - (c) To manage supplier relationships
  - (d) To track inventory levels
  
2. \_\_\_\_\_ aspect of operations management benefits most from supply chain analytics.
  - (a) Marketing strategies
  - (b) Financial auditing
  - (c) Production optimization
  - (d) Human resource management

3. \_\_\_\_\_ sector in India has seen significant improvements due to supply chain analytics.
- (a) Agriculture
  - (b) Education
  - (c) Entertainment
  - (d) Real Estate
4. \_\_\_\_\_ is a key decision domain in supply chain analytics.
- (a) Supplier selection
  - (b) Branding
  - (c) Employee training
  - (d) Customer engagement
5. \_\_\_\_\_ software is commonly used for supply chain modeling and optimization.
- (a) Microsoft Word
  - (b) MATLAB
  - (c) Adobe Photoshop
  - (d) Google Chrome
6. \_\_\_\_\_ is a common approach for supply chain optimization.
- (a) Random selection
  - (b) Heuristic methods
  - (c) Intuitive guessing
  - (d) Arbitrary decision-making

7. \_\_\_\_\_ is not typically considered when designing a logistics network.
- (a) Location of suppliers
  - (b) Consumer demand patterns
  - (c) Company's marketing strategy
  - (d) Transportation costs
8. \_\_\_\_\_ is a key advantage of partnering with a 3PL provider.
- (a) Complete control over the supply chain
  - (b) Reduced need for inventory management
  - (c) Access to specialized logistics expertise
  - (d) Elimination of transportation costs
9. \_\_\_\_\_ is the impact of effective coordination on supply chain performance.
- (a) Increased lead times
  - (b) Higher operational costs
  - (c) Improved responsiveness and efficiency
  - (d) Increased stock outs
10. \_\_\_\_\_ technology is commonly used in ICT to track goods in the supply chain.
- (a) GPS and RFID
  - (b) Fax machines
  - (c) Analog phones
  - (d) Typewriters

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the primary purpose of supply chain analytics.

Or

- (b) Discuss how supply chain analytics ensure transparency in the flow of ownership.

12. (a) Describe the function of descriptive analytics in the supply chain.

Or

- (b) Illustrate briefly how supply chain analytics improved the agricultural sector in India.

13. (a) Explain some popular software tools used for supply chain modeling.

Or

- (b) Describe simulation techniques to be applied to optimize supply chain operations.

14. (a) Explain the significance of location analysis in network planning.

Or

- (b) Discuss the key performance indicators for assessing logistics network efficiency.

15. (a) Describe briefly how coordination impacts supply chain agility.

Or

- (b) Explain about the coordination decisions help in demand forecasting.

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the role of logistics in supply chain management.

Or

- (b) Explain the importance of inventory management in the supply chain.

17. (a) Discuss the application of supply chain analytics in the Indian retail sector.

Or

- (b) Illustrate the key components of supply chain analytics.

18. (a) Illustrate the challenges of implementing simulation models in supply chain management.

Or

- (b) Describe briefly about the importance of real-time data in supply chain decision-making.

19. (a) Illustrate the various typical stages in logistics network design.

Or

- (b) Describe the limitations of using heuristics in logistics network design.



20. (a) Explain the role of Information and Communication Technology (ICT) in supply chain management.

Or

- (b) Illustrate the impact of performance management on customer satisfaction in detail.
-

**C-5226**

**Sub. Code**

**31046B**

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

**Fourth Semester**

**Industry Integrated**

**PORT MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The Indian government initiative aimed at promoting PPPs in infrastructure is known as \_\_\_\_\_.
  - (a) Make in India
  - (b) Digital India
  - (c) National Infrastructure Pipeline (NIP)
  - (d) Skill India
2. \_\_\_\_\_ sector in India has seen the most significant adoption of PPP models.
  - (a) Healthcare
  - (b) Education
  - (c) Infrastructure
  - (d) Agriculture

3. \_\_\_\_\_ is a common source of financing for PPP projects.
- (a) Government taxes
  - (b) Private equity
  - (c) Charitable donations
  - (d) Municipal bonds
4. \_\_\_\_\_ is frequently used to assess the financial viability of PPP projects.
- (a) SWOT analysis
  - (b) Value for Money (VfM) assessment
  - (c) Employee feedback
  - (d) Public opinion polls
5. A commercial contract typically \_\_\_\_\_.
- (a) Involves public sector regulatory oversight
  - (b) Is limited to private sector transactions
  - (c) Always includes public infrastructure development
  - (d) Requires government approval
6. An infirmity in the existing legal framework for PPPs may include \_\_\_\_\_.
- (a) Clear regulatory guidelines
  - (b) Ambiguous laws and regulations
  - (c) Strong enforcement mechanisms
  - (d) Transparent legal processes

7. Sustainable infrastructure development aims to ———.
- (a) Ignore environmental regulations
  - (b) Balance economic growth with environmental protection
  - (c) Maximize resource extraction
  - (d) Limit public engagement
8. The National Infrastructure Pipeline (NIP) in India aims to ———.
- (a) Decrease infrastructure spending
  - (b) Improve project implementation and monitoring
  - (c) Limit private sector involvement
  - (d) Reduce the number of infrastructure projects
9. Gangavaram Port is known for handling what type of cargo ———.
- (a) Oil and gas
  - (b) Containers
  - (c) Bulk commodities
  - (d) Perishables
10. ——— operates the Nhava Sheva International Container Terminal under a PPP model.
- (a) Adani Ports
  - (b) DP World
  - (c) Maersk
  - (d) PSA International

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the Build-Operate-Transfer (BOT) model.

Or

- (b) Describe the various elements of effective partnership architecture in PPPs.

12. (a) Discuss the Importance of financial due diligence PPP projects.

Or

- (b) Illustrate the significance of lifecycle costs of financial planning of PPPs.

13. (a) Explain role of independent regulators Indian PPP framework.

Or

- (b) Discuss the essential elements in the contractual structure of a PPP.

14. (a) Describe the contributes of infrastructure development in job creation.

Or

- (b) Elaborate the examples of physical infrastructure.

15. (a) Name and explain the three major ports in India.

Or

- (b) Distinguish between major port and non-major port in India.

**Part C**

(5 × 8 = 40)

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

16. (a) Differentiate between PPP and complete privatization.

Or

- (b) Explain the various key components of the policy framework for PPPs.

17. (a) Illustrate the financial involvements of the private sector in PPPs.

Or

- (b) List briefly three factors that determine the financial approach in PPPs.

18. (a) Discuss the advantage and disadvantage of unsolicited proposals.

Or

- (b) Describe the main purpose of a concession arrangement.

19. (a) Explain the some challenges associated with the commercialization of infrastructure.

Or

- (b) Discuss the different components of India's infrastructure policy framework.

20. (a) Elaborate the technological advancements influenced port management models in India.

Or

- (b) Describe the significance of the Nhava Sheva International Container Terminal in India's port infrastructure.
-

**C-5227**

**Sub. Code**

**31046C**

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

**Fourth Semester**

**Industry Integrated**

**WAREHOUSE MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The initial stage of the supply chain process is the \_\_\_\_\_.
  - (a) Sourcing Stage
  - (b) Organizing Stage
  - (c) Planning stage
  - (d) Directing Stage
  
2. Which of the following best describes the efficiency of a well-managed procurement system?
  - (a) High
  - (b) Medium
  - (c) Low
  - (d) Variable



3. Which of the following is not a typical warehouse function?
- (a) Inventory management
  - (b) Order fulfillment
  - (c) Quality control
  - (d) Advertising and promotion
4. \_\_\_\_\_ is the primary activity of supply chain management.
- (a) Demand Management
  - (b) Supply Planning i.e. matching assets with demand
  - (c) Analytics Workbench
  - (d) All of the above
5. Which of the following is not a common storage method in a warehouse?
- (a) Block stacking
  - (b) Randomized placement
  - (c) Racking systems
  - (d) Bin shelving
6. Distribution warehouses are primarily focused on \_\_\_\_\_.
- (a) Long-term storage of goods
  - (b) Manufacturing processes
  - (c) Efficient distribution of goods
  - (d) Cold storage of perishable items

7. EOQ stands for \_\_\_\_\_.
- (a) Electronic Obtained quantity
  - (b) Electronic Ordered Quantity
  - (c) Economic Order Quality
  - (d) Economic Order Quantity
8. Lean manufacturing focuses on \_\_\_\_\_.
- (a) Maximizing production output
  - (b) Minimizing waste and improving efficiency
  - (c) Increasing employee morale
  - (d) Expanding market share
9. Which equipment is commonly used for lifting and moving heavy palletized loads in a warehouse?
- (a) Forklift
  - (b) Conveyor belt
  - (c) Pallet jack
  - (d) Automated guided vehicle (AGV)
10. Which equipment is used for organizing and storing goods on multiple levels within a warehouse?
- (a) Shelving racks
  - (b) Pallet racks
  - (c) Automated storage and retrieval system (AS/RS)
  - (d) Mezzanine floors

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the objectives of Procurement system?

Or

- (b) Explain the Purchasing Mix.

12. (a) Discuss the Need for warehousing.

Or

- (b) Explain the Types of Warehouse.

13. (a) Explain E-Commerce warehouse.

Or

- (b) Illustrate the storage inventory management.

14. (a) What are the tools and equipments used in warehouse handling?

Or

- (b) What is shuttle technology in warehousing?

15. (a) Discuss the essentials of storage types and storage unit management?

Or

- (b) Illustrate the cost and profit implications in inventory?

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Illustrate the functions of warehousing.

Or

- (b) Discuss the Bidding Process.

17. (a) Discuss about the key utilities and advantages of warehousing.

Or

- (b) Explain the differences between public and private warehouse.

18. (a) Discuss the Cross Docking and Frans-loading in warehouses.

Or

- (b) Enumerate the principles and Facilities of break Bulk warehouses.

19. (a) Explain the techniques used for loading and the materials handling in logistics.

Or

- (b) Evaluate the methods of material storage systems.

20. (a) Discuss the IT techniques used for warehouses management.

Or

- (b) Elaborate the various storage options in a warehouse.
-

**C-5228**

**Sub. Code**

**31046D**

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

**Fourth Semester**

**Industry Integrated**

**DISTRIBUTION MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is physical distribution?
  - (a) Designing new products
  - (b) The movement and storage of goods From production to consumption
  - (c) Creating advertising campaigns
  - (d) Conducting market research
2. Which of the following is a key component of physical distribution?
  - (a) Product design
  - (b) Inventory management
  - (c) Marketing strategy
  - (d) Brand loyalty
3. Which type of distribution channel involves direct selling to consumers?
  - (a) wholesaler
  - (b) retailer
  - (c) direct-to-consumer
  - (d) distributor

4. What is a characteristic of an indirect distribution channel?
- (a) Direct sales to Consumers
  - (b) Involve intermediaries
  - (c) No use of middlemen
  - (d) Direct manufacturer contact
5. What does KPI stand for in distribution management?
- (a) Key Product Information
  - (b) Key Process Insight
  - (c) Key Performance Indicator
  - (d) Key Purchase Index
6. \_\_\_\_\_ technology used to monitor distribution processes.
- (a) CAD software
  - (b) Blockchain
  - (c) Social media
  - (d) CRM systems
7. \_\_\_\_\_ is a type of material handling equipment.
- (a) Computer software
  - (b) Conveyor belt
  - (c) Marketing brochure
  - (d) Customer survey
8. What is a primary goal of material handling in logistics?
- (a) Increase marketing reach
  - (b) Reduce handling time
  - (c) Enhance customer service
  - (d) Increase manual labor
9. \_\_\_\_\_ is one logistical function that impacts distribution channel effectiveness.
- (a) Brand management
  - (b) Transportation management
  - (c) Product innovation
  - (d) Customer feedback

10. How does logistics management influence customer satisfaction?
- (a) By increasing delivery times
  - (b) By reducing product quality
  - (c) By ensuring timely delivery
  - (d) By decreasing product variety

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the importance of distribution management.  
Or  
(b) Discuss the types of physical distribution.
12. (a) List out the advantages of marketing channels.  
Or  
(b) Discuss the significance of marketing channels.
13. (a) Explain the objectives of distribution control.  
Or  
(b) Discuss the reasons for conflict among marketing channels.
14. (a) What is material handling and enumerate its importance in logistics management?  
Or  
(b) What are the safety considerations in material handling in a warehouse?
15. (a) Discuss the significance of logistics in distribution channel.  
Or  
(b) Explain the different types of marketing channels members.



**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the marketing forces affecting distribution.

Or

- (b) Explain the role of distribution management in E-commerce.

17. (a) How do you evaluate and design a distribution channel for a new product?

Or

- (b) What are the Factors affecting intermediates?

18. (a) What are the challenges faced in controlling distribution activities?

Or

- (b) What are the advantages and disadvantages in monitoring a distribution control?

19. (a) How can automation in material handling improve speed and accuracy in logistics management?

Or

- (b) Explain the third-party logistics in material handling.

20. (a) Explain the structure of marketing channels.

Or

- (b) Discuss the characteristics of logistics in a distribution channel.

**C-5229**

**Sub. Code**

**31047A**

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

**Fourth Semester**

**Industry Integrated**

**BIG DATA ANALYTICS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is Big Data?
  - (a) Data that fits into traditional databases
  - (b) Small datasets that are easy to analyse
  - (c) Large volumes of data, both structured and unstructured, that cannot be easily processed with traditional methods
  - (d) Data collected from small organizations
2. Which of the following is NOT a type of Big Data?
  - (a) Structured Data
  - (b) Unstructured Data
  - (c) Semi-Structured Data
  - (d) Minimal Data

3. \_\_\_\_\_ architectural pattern is commonly associated with NoSQL databases.
- (a) Star schema
  - (b) Document store
  - (c) Snowflake schema
  - (d) Relational tables
4. Which of the following is a variation of NoSQL architectural patterns?
- (a) Column-family stores
  - (b) Entity-relationship model
  - (c) Star schema
  - (d) Network model
5. Collaborative filtering assumes that
- (a) Users who liked similar items in the past will like similar items in the future
  - (b) All users have the same preferences
  - (c) Items should be recommended randomly
  - (d) Only new items should be recommended
6. \_\_\_\_\_ measure is commonly used to determine the similarity of text documents.
- (a) Manhattan Distance
  - (b) Euclidean Distance
  - (c) Cosine Similarity
  - (d) Jaccard Index

7. The PageRank algorithm was originally developed by \_\_\_\_\_
- (a) Microsoft
  - (b) Yahoo
  - (c) Google
  - (d) Facebook
8. Topic-Sensitive PageRank is designed to \_\_\_\_\_
- (a) Improve the accuracy of web page rankings for specific topics
  - (b) Speed up the computation of PageRank
  - (c) Reduce the number of backlinks needed
  - (d) Eliminate link spam
9. Collaborative filtering in recommendation systems is based on \_\_\_\_\_
- (a) The similarity of item attributes
  - (b) The preferences and behaviours of other users
  - (c) The geographic location of the user
  - (d) The real-time behavior of users
10. In a social network graph, nodes typically represent \_\_\_\_\_
- (a) Locations
  - (b) Items
  - (c) Users
  - (d) Transactions

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the types of Big data.

Or

- (b) Explain Hadoop limitations.

12. (a) Explain the concept of NoSQL.

Or

- (b) Discuss how NoSQL can be used to Manage Big Data.

13. (a) Explain Nearest Neighbour Search.

Or

- (b) Discuss the concept of Stream Queries.

14. (a) Explain Link Analysis.

Or

- (b) Discuss how to count frequent item sets in a stream.

15. (a) Explain the concept of recommendation systems.

Or

- (b) Explain Sim Rank.

**Part C**

(5 × 8 = 40)

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

16. (a) Elaborate on traditional versus big data approach.

Or

- (b) Explain the technologies available for Big Data.

17. (a) Explain MapReduce and The New Software stack.

Or

- (b) Discuss the variations of NoSQL Architectural Patterns.

18. (a) Explain Collaborative Filtering as a Similar - Sets problem.

Or

- (b) Discuss Data Stream Mining.

19. (a) Explain the Algorithm for finding frequent itemset.

Or

- (b) Discuss the concept of Page Rank and Topic Sensitive PageRank.

20. (a) Explain the types of Social Networks.

Or

(b) Discuss the Direct Discovery of communities in a social graph.

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**C-5230**

**Sub. Code**

**31047B**

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

**Fourth Semester**

**Industry Integrated**

**ENTERPRISE BUSINESS APPLICATIONS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ business function typically involves the management of employee records and payroll.  
(a) Marketing                      (b) Human Resources  
(c) Sales                              (d) Production
2. \_\_\_\_\_ is NOT a functional area of business operation.  
(a) Finance                          (b) Marketing  
(c) Meteorology                      (d) Operations
3. OOP refers to \_\_\_\_\_ to an instance of a class.  
(a) Method                          (b) Object  
(c) Function                          (d) Variable
4. \_\_\_\_\_ is a key difference between a web application and a website  
(a) Web applications do not require user input  
(b) Websites are always interactive  
(c) Web applications are designed for user interaction and data processing  
(d) Websites cannot be informational



5. \_\_\_\_\_ is the primary benefit of using a modular approach to ERP systems
- (a) Increased system complexity
  - (b) Single monolithic system
  - (c) Simplified upgrades and maintenance
  - (d) Reduced flexibility
6. \_\_\_\_\_ server control is commonly used to display data in a user-friendly manner in a web application.
- (a) Textbox
  - (b) Dropdown List
  - (c) Data Grid
  - (d) Checkbox
7. \_\_\_\_\_ is the purpose of error handling in programming.
- (a) To prevent errors from occurring
  - (b) To manage and respond to runtime errors
  - (c) To slow down the program
  - (d) To increases code redundancy
8. In the SDLC \_\_\_\_\_ is the primary focus of the implementation phase.
- (a) Identifying requirements
  - (b) Writing and testing the code
  - (c) Designing the system architecture
  - (d) Deploying the system to users
9. CRM software benefits an organization by
- (a) managing financial accounts
  - (b) enhancing customer relationships
  - (c) controlling inventory
  - (d) overseeing production schedules

10. \_\_\_\_\_ is one advantage of integrated sales and marketing information in an ERP system
- (a) Increased data redundancy
  - (b) Improved coordination and efficiency
  - (c) Limited access to customer data
  - (d) Separate databases for each department

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the current issues faced in ERP implementation.

Or

- (b) Explain the pros and cons of ERP systems.

12. (a) Explain the characteristics of web applications.

Or

- (b) How do these principles ensure the functionality and usability of a web application?

13. (a) Explain the steps to create an n-tier web based user interface.

Or

- (b) Discuss the development Modular approach to ERP systems.

14. (a) Explain the concept of database access objects (DAOs).

Or

- (b) Discuss the role of the RDBMS in protecting data.

15. (a) Elaborate the functionality of CRM software.

Or

- (b) Explain the importance of production and SCM in ERP implementation.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the fundamental technologies of ERP.

Or

- (b) Discuss the concept of enterprise system and their significance.

17. (a) Describe the critical factors that ensure a successful ERP implementation.

Or

- (b) Describe the Model-View-Controller (MVC) architecture.

18. (a) Discuss elaborately the 'evolution phases' of Enterprise Resource Planning (ERP).

Or

- (b) Explain in detail about ERP audit methodology. What are the key risks and control?

19. (a) Discuss the transformation of SCM from battlefield to business.

Or

- (b) Explain the material management functional modules, with illustration.

20. (a) Describe any three modules of oracle applications.

Or

- (b) Analyze the costs and benefits associated with ERP implementation.

**C-5231**

**Sub. Code**

**31047C**

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

**Fourth Semester**

**Industry Integrated**

**MACHINE LEARNING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Machine learning is an application of \_\_\_\_\_.
  - (a) Block chain
  - (b) Artificial Intelligence
  - (c) Both (a) and (b)
  - (d) None of the above
2. The term machine learning was coined in which year?
  - (a) 1958
  - (b) 1959
  - (c) 1960
  - (d) 1961
3. Machine learning approaches can be traditionally categorized into \_\_\_\_\_ categories.
  - (a) 3
  - (b) 4
  - (c) 7
  - (d) 9
4. \_\_\_\_\_ is the machine learning algorithms raised with labeled data.
  - (a) Regression algorithms
  - (b) Association algorithms
  - (c) Clustering algorithms
  - (d) All of the above

5. \_\_\_\_\_ invented logistic regression.
- (a) Valiant (b) Ross Quinlan  
(c) DR Cox (d) Bayes
6. \_\_\_\_\_ invented BFGS.
- (a) Quinlian  
(b) Bayes  
(c) Broyden, Fletcher and Shannon  
(d) Cauchy
7. \_\_\_\_\_ is a widely used and effective machine learning algorithms based on the idea of bagging.
- (a) Decision Tree (b) Regression  
(c) Classification (d) Random Forest
8. Who is the father of AI?
- (a) Alain Colmerauer (b) John McCarthy  
(c) Nicklaus Wirth (d) Seymour Papert
9. IIOT stands for
- (a) Information Internet of Things  
(b) Industrial Internet of Things  
(c) Innovative Internet of Things  
(d) None of the above
10. The \_\_\_\_\_ protocols focus on process-to-process connections using ports.
- (a) Application layer (b) Transport layer  
(c) Network layer (d) Link layer

**Part B**

(5 × 5 = 25)

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

11. (a) What are the limitations of explanation based learning?

Or

- (b) Explain the feature of Bayesian learning methods.

12. (a) Explain the methods for comparing the accuracy of two hypotheses.

Or

- (b) Write down the applications of Neural Networks.

13. (a) Differentiate over fitting and under fitting problems encountered during machine learning.

Or

- (b) What do you mean by Decision tree? How does the Decision tree algorithm work?

14. (a) What are the different types of datasets in machine learning?

Or

- (b) Write a program to implement the selected Machine Learning algorithm.

15. (a) What is a kernel? Explain the Kernel trick.

Or

- (b) Compare hard clustering and soft clustering methods.

**Part C**

(5 × 8 = 40)

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

16. (a) Elaborate the approaches for AI with examples.

Or

- (b) Illustrate working of PCA using a suitable example.

17. (a) Describe the Least Mean Square (LMS) weight update rule.

Or

- (b) Explain the representational power of perceptrons.

18. (a) Explain the different multithreading models.

Or

- (b) Discuss how a multi layer network learns using a gradient descent algorithm.

19. (a) Explain partial order planning with an example.

Or

- (b) Explain brute force MAP learning algorithm.

20. (a) Discuss features of scaling and normalization.

Or

- (b) Explain features of explanation based learning in detail.

\_\_\_\_\_

**C-5233**

**Sub. Code**

**31048A**

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

**Fourth Semester**

**Industry Integrated**

**DATA VISUALIZATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is not a common type of data visualization?  
(a) Bar chart                      (b) Line graph  
(c) Data table                      (d) Pie chart
2. Widgets in data visualization are used for:  
(a) Storing data  
(b) Clearing data  
(c) Providing interactive elements  
(d) Mining data
3. Which type of chart is best for visualizing time series data?  
(a) Pie chart                      (b) Line chart  
(c) Bar chart                      (d) Scatterplot
4. What does a scatter plot best represent?  
(a) Hierarchical data  
(b) Correlation between two variables  
(c) Time series data  
(d) Spatial data



5. Which website is commonly used for finding datasets for machine learning projects?
  - (a) Stack Overflow
  - (b) Kaggle
  - (c) GitHub
  - (d) Reddit
6. What type of data is best represented using vectors and geometry?
  - (a) Time series data
  - (b) Text data
  - (c) GIS data
  - (d) Financial data
7. What is the primary purpose of a scale in data visualization?
  - (a) To display data values as text
  - (b) To map data values to visual properties
  - (c) To create interactive elements
  - (d) To define the layout of the visualization
8. What is a common use of logarithmic scales in data visualization?
  - (a) To represent categorical data
  - (b) To visualize exponential growth
  - (c) To display time series data
  - (d) To create hierarchical layouts.
9. What is Tableau primarily used for?
  - (a) Data transformation
  - (b) Data visualization and analytics
  - (c) Database management
  - (d) Text analysis
10. What is metadata in Tableau?
  - (a) Data analysis results
  - (b) Data source details and properties
  - (c) Database queries
  - (d) Data visualization styles

**Part B****(5 × 5 = 25)**

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

11. (a) What is data visualization? Name two types of data representation in visualizations.

Or

- (b) What is the purpose of clearing in the visualization process?

12. (a) What is a time series? Given an example of how time series data can be used in business analysis.

Or

- (b) What is a network graph? Define the terms 'nodes' and 'edges' in the context of network graphs.

13. (a) What is web scraping? Name two python libraries used for web scraping.

Or

- (b) What is data parsing? Name two common data formats that require parsing.

14. (a) Define the term 'transition' as used in data visualization.

Or

- (b) What role does interactivity play in data visualization? Name two common interactive features in data visualizations.

15. (a) What is power BI and how is it used in business intelligence?

Or

- (b) Where can you find the report view in power BI?

**Part C****(5 × 8 = 40)**

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

16. (a) Detail the seven stages of data visualization and explain the significance of each stage.

Or

- (b) Explain the methodology of data visualization from collection to iteration.

17. (a) Describe the key features and benefits of scatterplot maps. Include a discussion on when and why they are used.

Or

- (b) Explain the use of tree structures and hierarchical visualizations in representing complex data. Include examples of different types of hierarchical Visualizations.
18. (a) Explain the importance of metadata in data analysis and how it can be used to gather clues about the data. provide examples of how metadata is used in practice.

Or

- (b) Explain the differences between HTML and XML, including their structures and use cases. Provide examples of each.
19. (a) Discuss the importance of scales in data visualization. Include examples of how scales are used to map data values to visual attributes in charts and graphs.

Or

- (b) Explain the role of axes in data visualization. Discuss how axes provide context and scale to visual representations of data.
20. (a) Discuss the importance of data integration in Tableau. Explain the process of connecting data from multiple sources in Tableau.

Or

- (b) Compare and contrast power BI with other business intelligence tools. What are the unique features that differentiate power BI in the market?
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<b>C-5234</b>
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<b>Sub. Code</b>
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<b>31048B</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Industry Integrated**

**PREDICTIVE MODELLING USING SAS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary purpose of SAS Enterprise Miner?
  - (a) Data visualization
  - (b) Data warehousing
  - (c) Predictive modeling and analytics
  - (d) Database management
2. Which tool in SAS Enterprise Miner is used for initial data exploration and visualization?
  - (a) Decision tree      (b) Bar chart
  - (c) Data profile node   (d) Regression analysis
3. What is the primary goal of cultivating decision trees in machine learning?
  - (a) To maximize data visualization
  - (b) To minimize data preprocessing
  - (c) To generate accurate predictions
  - (d) To reduce model complexity

4. What is pruning in the context of decision trees?
  - (a) Adding more nodes to increase accuracy
  - (b) Removing nodes to simplify the tree
  - (c) Splitting nodes for better visualization
  - (d) Balancing the tree structure
5. What is a neural network primarily inspired by?
  - (a) Cellular automata
  - (b) Genetic algorithms
  - (c) Human brain
  - (d) Quantum mechanics
6. Which of the following is a common tool used for neural network development and training?
  - (a) Microsoft Excel      (b) Tensor Flow
  - (c) Auto CAD              (d) Apache Hadoop
7. What is the purpose of a profit matrix in model evaluation?
  - (a) To calculate the accuracy of a model
  - (b) To optimize model parameters
  - (c) To assess the financial impact of different decision outcomes
  - (d) To visualize the confusion matrix
8. What is an internally scored dataset?
  - (a) A dataset used only for training
  - (b) A dataset with predictions generated by the model
  - (c) A dataset used for feature selection
  - (d) A dataset stored in an external database

9. Which of the following is common technique used in ensemble learning?
- (a) Gradient Descent
  - (b) Bagging
  - (c) Principal Component Analysis
  - (d) Cross-validation
10. What is the goal of variable selection in modeling?
- (a) To create new variables
  - (b) To identify and use the most relevant variables for the model
  - (c) To increase the number of features in the dataset
  - (d) To standardize all variables

**Part B**

(5 × 5 = 25)

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

11. (a) What is the significance of a diagram in SAS Enterprise Miner?

Or

- (b) What are the steps to explore a data source in SAS Enterprise Miner?

12. (a) How can the complexity of a decision tree be controlled?

Or

- (b) What is a confusion matrix? Name two common criteria used to split nodes in a decision tree.

13. (a) What is back propagation? How can over fitting be prevented in neural networks?

Or

- (b) What is the role of a validation set in neural network training? Name two common activation functions used in neural networks.

14. (a) What are model fit statistics? Explain the term “separate sampling” in the context of data analysis.

Or

- (b) What is a profit matrix? How is a profit matrix used in decision-making?

15. (a) What are surrogate models? How are surrogate models used in machine learning?

Or

- (b) Why is variable selection important? Name any two methods for variable selection.

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the steps involved in the initial setup and configuration of a SAS Enterprise Miner project.

Or

- (b) How can you visually assess the quality of your data in SAS Enterprise Miner? What types of data can be explored using SAS Enterprise Miner?

17. (a) Describe the process of cultivating a decision tree from data preparation to model evaluation. Include details on data splitting, feature selection, and tree growth.

Or

- (b) Describe how cross-validation is used to optimize the complexity of decision trees. Include details on different cross-validation techniques and their advantages.
18. (a) Describe the basic structure and functioning of neural a network. Explain how data flows through the network from input to output.

Or

- (b) Discuss the importance of input selection in neural network models. How does the quality and relevance of input features affect model performance?
19. (a) Discuss the role of statistical graphics in assessing model fit. Provide any two examples of common graphical techniques.

Or

- (b) Describe the steps involved in performing cluster analysis. Include details on different clustering algorithms (e.g., K-means, hierarchical clustering), the selection of the number of cluster, and the interpretation of results.
20. (a) Describe the concept of ensemble models in machine learning. Discuss how combining multiple models can improve prediction accuracy and provide examples of popular ensemble techniques such as bagging, boosting, and stacking.

Or



- (b) Explain the process of variable selection in machine learning. Discuss different methods for variable selection, including filter methods, wrapper methods, and embedded methods, and their impact on model performance.
-

**C-5235**

**Sub. Code**

**31048C**

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

**Fourth Semester**

**Industry Integrated**

**PROJECT MANAGEMENT AND BUDGETING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is a key characteristic of a project?
  - (a) Ongoing activity
  - (b) Routine work
  - (c) Temporary and unique
  - (d) Continuous operation
  
2. Which term best describes the application of knowledge, skills, tools, and techniques to project activities to meet project requirements?
  - (a) Project charter
  - (b) Project management
  - (c) Project lifecycle
  - (d) Project scope

3. Defining the scope of a project involves :
  - (a) Scheduling project tasks
  - (b) Assigning project team roles
  - (c) Estimating the project budget
  - (d) Outlining the boundaries and deliverables of the project
4. The role of a project manager includes :
  - (a) Designing the project product
  - (b) Leading the team and managing stakeholder expectations
  - (c) Only planning and scheduling tasks
  - (d) Auditing the project finances
5. The project lifecycle is :
  - (a) The management of project finances
  - (b) The process of project completion
  - (c) The team-building process in a project
  - (d) The series of phases that a project goes through from initiation to closure
6. Who are considered stakeholders in a project?
  - (a) Only the project manger
  - (b) Only the project team members
  - (c) Anyone affected by the project or having an interest in it
  - (d) Only the clients

7. What is the purpose of a project charter?
- (a) To report project progress
  - (b) To create the project budget
  - (c) To outline the project's scope, objectives, and stakeholders
  - (d) To schedule project activities
8. A work Breakdown Structure (WBS) is used to :
- (a) Define the project's scope in detail
  - (b) Assign team roles
  - (c) Monitor project quality
  - (d) Create the project budget
9. During the execution phase, the project manager is responsible for :
- (a) Only planning the project
  - (b) Directing and managing project work
  - (c) Only defining the project scope
  - (d) Only closing the project
10. Building a high-performance project team involves :
- (a) Handling project finances
  - (b) Only assigning tasks to team members
  - (c) Only monitoring team performance
  - (d) Developing team dynamics and collaborative problem-solving skills

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the key characteristics that distinguish a project from routine operations.

Or

- (b) Define project management and discuss its importance in achieving project success.

12. (a) Describe the scope of a project and the steps involved in defining the scope of a project.

Or

- (b) Discuss the qualities and role of a good project manager.

13. (a) Explain the concept of the project lifecycle and its phases.

Or

- (b) Identify and discuss the various stakeholders in a project. How should a project manager manage stakeholder expectations?

14. (a) What is a project charter? Outline the key components of a project charter and its significance in the planning phase.

Or

- (b) Describe the work Breakdown structure (WBS) and explain its role in project management.

15. (a) Illustrate the primary responsibilities of a project manager during the project execution phase.

Or

- (b) Discuss the importance of team dynamics and need for a high-performance project team.

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Discuss the fundamental principles of project management. How do these principles help in ensuring the success of a project?

Or

- (b) What factors make it complex and challenging for projects? List the factors to be considered in selecting a project.

17. (a) Describe the key stages in the project management process, and what activities are involved in each stage?

Or

- (b) Analyze the project manager's leadership and decision-making in the project.

18. (a) Discuss the components of project environment, and its influence on project planning and execution?

Or

- (b) Examine the various organizational structures and their impact on project management.

19. (a) Illustrate the process and functions of the project initiation and planning phases.

Or

- (b) Write the importance of communication in project management. How can effective communication planning mitigate risks and enhance project outcomes?
20. (a) Discuss the major challenges faced by a project manager during execution phase of a project.

Or

- (b) Evaluate the strategies for building and managing a high-performance project team.
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**C-5236**

**Sub. Code**

**31048D**

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

**Fourth Semester**

**Industry Integrated**

**FINANCIAL ANALYTICS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 1 = 10)

Answer **all** questions.

1. The formula for calculating the return of investment is \_\_\_\_\_
  - (a) (Ending Value + Dividends) / Beginning Value
  - (b) (Ending Value - Beginning Value) / Beginning Value
  - (c) (Ending Value - Beginning Value + Dividends) / Beginning Value
  - (d) (Ending Value x Beginning Value) + Dividends
2. According to Markowitz Portfolio Theory, the primary objective of constructing a portfolio is \_\_\_\_\_
  - (a) To maximize returns regardless of risk
  - (b) To minimize risk regardless of returns
  - (c) To optimize the expected return based on a given level of risk
  - (d) To invest only in risk-free assets



3. \_\_\_\_\_ format is typically used for retrieving historical structured financial data.
- (a) JPEG (b) CSV
- (c) MP3 (d) PDF
4. \_\_\_\_\_ is NOT a common technical analysis technique.
- (a) Moving Averages
- (b) Relative Strength Index (RSI)
- (c) Price-to-Earnings Ratio (P/E)
- (d) Bollinger Bands
5. \_\_\_\_\_ is an example of a supervised learning task.
- (a) Clustering
- (b) Dimensionality Reduction
- (c) Regression
- (d) Principal Component Analysis
6. ANN stands for \_\_\_\_\_ in the context of machine learning.
- (a) Artificial Neural Network
- (b) Artificial Natural Network
- (c) Algorithmic Neural Network
- (d) Analytical Neural Network

7. The primary advantage of using a Random Forest classifier is \_\_\_\_\_
- (a) It is simple to implement and interpret
  - (b) It requires less computational power compared to single decision trees
  - (c) It always provides the most interpretable results
  - (d) It combines multiple decision trees to improve predictive accuracy and control over-fitting
8. SMOTE stands for \_\_\_\_\_
- (a) Synthetic Minority Over-sampling Technique
  - (b) Statistical Minority Over-sampling Technique
  - (c) Sampled Minority Over-sampling Technique
  - (d) Simplified Minority Over-sampling Technique
9. The Python library which is commonly used for interacting with Excel spreadsheets is \_\_\_\_\_
- (a) NumPy                      (b) SciPy
  - (c) Matplotlib              (d) Pandas
10. In a simple short rate class, the primary attribute would typically be \_\_\_\_\_
- (a) The current stock price
  - (b) The interest rate
  - (c) The historical exchange rate data
  - (d) The stock ticker symbol

**Section B**

(5 × 5 = 25)

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

11. (a) Explain in short about Return in Basic Portfolio Analysis.

Or

- (b) Explain about Efficient Frontier briefly.

12. (a) Elucidate the different sources of Financial Data in short.

Or

- (b) Discuss about Financial Plots in short.

13. (a) Explain in short about Linear Regression.

Or

- (b) Distinguish between Model Performance Overfitting and Underfitting in short.

14. (a) Illustrate briefly about investigating advanced classifiers.

Or

- (b) Elucidate about Oversampling briefly.

15. (a) Explain in short about Basic Spreadsheet Interaction.

Or

- (b) Discuss briefly about Short Rate Class with GUI.

**Section C**

(5 × 8 = 40)

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

16. (a) Explain about Markowitz Portfolio Theory in detail.

Or

- (b) Illustrate in detail the procedure of Hands-On in Excel in Portfolio Analysis.

17. (a) Describe the process of Algorithmic Trading in detail.

Or

- (b) Explain the Regression Analysis in detail.

18. (a) Elucidate in detail about Linear Discriminant Analysis.

Or

- (b) Explain about Clustering Techniques in detail.

19. (a) Discuss about Gradient Boosted Trees in detail.

Or

- (b) Explain in detail about Bayesian Hyperparameter Optimization.

20. (a) Explain in detail about Scripting Excel with Python.

Or

(b) Outline the different types of plots in web integration in detail.

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**C-5237**

**Sub. Code**

**31049A**

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

**Fourth Semester**

**Industry Integrated**

**DIGITAL BRANDING – LINKEDIN AND TWITTER  
MARKETING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ is one key element to include when building a robust company page on LinkedIn.
  - (a) Personal family stories
  - (b) Detailed company history and mission
  - (c) Links to unrelated websites
  - (d) Personal email addresses of employees
2. How can LinkedIn be used for sales lead generation?
  - (a) By ignoring messages from potential clients
  - (b) By actively engaging with potential leads and sharing relevant content
  - (c) By posting personal opinions
  - (d) By avoiding connections with industry professionals
3. The primary source of ethical decision-making is \_\_\_\_\_.
  - (a) Personal values and moral principles
  - (b) Financial performance
  - (c) Market trends
  - (d) Company policies

4. \_\_\_\_\_ type of content is likely to generate the most engagement for product updates on LinkedIn.
- (a) Long-form text posts
  - (b) Unrelated memes
  - (c) Plain text announcements
  - (d) High-quality images and videos
5. How is Twitter different from other social media platforms?
- (a) Longer posts allowed
  - (b) Focus on video content
  - (c) Real-time information sharing with character limit
  - (d) Primarily for photo sharing
6. The key component of a Twitter content strategy is \_\_\_\_\_.
- (a) Ignoring trending topics
  - (b) Consistent and relevant tweeting
  - (c) Avoiding user engagement
  - (d) Random posting without a schedule
7. The primary goal of a Promoted Tweet campaign is \_\_\_\_\_.
- (a) To increase the number of followers
  - (b) To hide competitors' tweets
  - (c) To trend a specific hashtag
  - (d) To get more retweets and likes on specific tweets
8. The common reason businesses use Twitter is \_\_\_\_\_.
- (a) To play games
  - (b) To share personal stories
  - (c) To engage with customers and provide updates
  - (d) To avoid customer interaction

9. The key feature of Tweet Deck is  
(a) Live streaming integration  
(b) Advanced tweet scheduling and real-time tracking  
(c) Creating Twitter ads  
(d) Building Twitter Moments
10. \_\_\_\_\_ app is integrated with Twitter for live streaming.  
(a) Periscope (b) Vine  
(c) Instagram (d) Snapchat

**Part B**

(5 × 5 = 25)

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

11. (a) Explain about build a robust company page on LinkedIn.  
Or  
(b) Describe about paid ads and sponsored updates module.
12. (a) Explain creating showcase pages.  
Or  
(b) Discuss about LinkedIn analytics.
13. (a) Explain about building blocks module.  
Or  
(b) Discuss about Twitter calendar and its usage.
14. (a) Explain targeting best practices in Twitter.  
Or  
(b) Discuss about Twitter ads pricing.
15. (a) Explain Twitter tools.  
Or  
(b) Discuss about live streaming pool.



**Part C**

(5 × 8 = 40)

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

16. (a) Explain sales leads generation using LinkedIn.

Or

- (b) Discuss the importance of having LinkedIn presence.

17. (a) Explain LinkedIn PULSE module.

Or

- (b) Explain how LinkedIn targeting is different from Facebook.

18. (a) Explain about Twitter usage and the customer service.

Or

- (b) Discuss Building a content strategy for Twitter.

19. (a) Explain targeting audience options module.

Or

- (b) Discuss the metrics for twitter ads.

20. (a) Elaborate on Twitter analytics.

Or

- (b) Describe the Tips for marketers for Twitter tools.

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**C-5240**

**Sub. Code**

**31049B**

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

**Fourth Semester**

**Industry Integrated**

**MOBILE MARKETING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. 'Technology for the sake of technology' refers to \_\_\_\_\_.
  - (a) Implementing the latest technology without considering its practical benefits
  - (b) Using technology only when it is necessary
  - (c) Avoiding technology in business processes
  - (d) Utilizing outdated technology for cost-saving
2. The typical stages of the user journey include \_\_\_\_\_.
  - (a) Awareness, Consideration, Decision and Loyalty
  - (b) Production, Distribution, Consumption and Disposal
  - (c) Planning, Execution, Review and Adjustment
  - (d) Introduction, Growth, Maturity and Decline
3. Which industry has been most significantly transformed by technological advancements over the past 40 years?
  - (a) Agriculture
  - (b) Healthcare
  - (c) Retail
  - (d) Manufacturing

4. 'Integrated devices' in the context of modern technology means \_\_\_\_\_.  
(a) Devices that only perform a single function  
(b) Devices that do not require internet connectivity  
(c) Devices that are used only in industrial settings  
(d) Devices that combine multiple functionalities into one unit
5. Marketing automation refers to \_\_\_\_\_.  
(a) Manual marketing processes  
(b) Using software to automate marketing activities  
(c) Reducing marketing efforts  
(d) Eliminating marketing strategies
6. The benefit of having a single customer view is \_\_\_\_\_.  
(a) Reduced customer satisfaction  
(b) Limited marketing insights  
(c) Enhanced personalization and customer experience  
(d) Increased data redundancy
7. The primary difference between a mobile-compatible website and a mobile-optimized website is  
(a) Mobile-compatible sites are designed for desktops only  
(b) Mobile-optimized sites provide a better user experience on mobile devices  
(c) Mobile-compatible sites cannot be accessed on mobile devices  
(d) Mobile-optimized sites do not work on desktop computers
8. What is a significant consequence of not addressing technology challenges in a business?  
(a) Improved customer satisfaction  
(b) Enhanced competitive advantage  
(c) Decreased operational efficiency  
(d) Increased market share

9. The mobile operating system having the largest market share globally is \_\_\_\_\_.  
(a) iOS (b) Android  
(c) Windows Phone (d) Blackberry OS
10. Which of the following is a characteristic of a mobile-optimized website?  
(a) Uses flash-based elements  
(b) Requires horizontal scrolling  
(c) Has non-adjustable font sizes  
(d) Features responsive design

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the role of a value proposition in shaping the user journey.

Or

- (b) Explain the concept of a user journey in marketing.

12. (a) Explain about integrated devices and their role in modern technology.

Or

- (b) Describe the significance in forty years of radical change.

13. (a) Explain the impact of a strong business culture on organizational performance.

Or

- (b) Discuss about market automation.

14. (a) Explain about technology challenges.

Or

- (b) Explain the key characteristics of frictionless technology.

15. (a) Elaborate on QR codes.

Or

- (b) Explain smartphone adoption levels.

**Part C**

(5 × 8 = 40)

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

16. (a) Analyse the importance of mobile and multi-channel marketing in today's digital landscape.

Or

- (b) Detail the stages of the user journey: Awareness, Consideration, Decision, and Loyalty.

17. (a) Explain the process of benchmarking marketing activity.

Or

- (b) Analyse the factors that have contributed to the rapid adoption of smartphones globally.

18. (a) Discuss how convenience, choice, and transparency have become critical factors in consumer decision-making in the modern retail environment.

Or

- (b) Evaluate how mobile technology has transformed the retail industry.

19. (a) Discuss the importance of having a mobile-optimized website in today's digital landscape.

Or

- (b) Explain the concept of audience segmentation.

20. (a) Describe mobile social media usage by region.

Or

- (b) Explain mobile broadband subscriptions.

**C-5257**

**Sub. Code**

**31041**

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

**Fourth Semester**

**Industry Integrated**

**ENTREPRENEURSHIP**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What are the types of an Entrepreneur?
2. Define: Intrapreneur.
3. What are the factors of motivation for entrepreneurs?
4. Mention few forms of business for entrepreneurs.
5. What are the sources of business idea?
6. What is known as Ratio Analysis?
7. Define: Appraisal for Bank Loans.
8. What is SIDBI?
9. Mention some factors influencing location of the enterprise.
10. Define: Rural Entrepreneurship.

**Part B**

(5 × 5 = 25)

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

11. (a) Write briefly about the qualities of an Entrepreneur.

Or

- (b) Entrepreneurship influences economic development. Justify briefly.

12. (a) Explain in short about Entrepreneurial Training.

Or

- (b) Explain briefly about Occupational Mobility.

13. (a) Ample Corporation is considering launching a new product line. The initial investment for the project is Rs. 5,00,000, which includes equipment purchases and marketing expenses. The expected cash flows from the project over the next five years are as follows :

Year 1	Year 2	Year 3	Year 4	Year 5
Rs. 1,00,000	Rs. 1,50,000	Rs. 2,00,000	Rs. 2,50,000	Rs. 3,00,000

Assuming a discount rate of 10%, calculate the following metrics to assess the project's viability:

- (i) Net Present Value (NPV)
- (ii) Internal Rate of Return (IRR)
- (iii) Payback Period.

Or

- (b) A city is considering a project to build a new public park. The project is expected to cost Rs. 2 million to construct and maintain over its useful life of 20 years. The city estimates the following benefits from the park :

- Increased property values: Rs. 5,00,000 per year
- Health benefits from increased physical activity: Rs. 3,00,000 per year
- Environmental benefits (e.g., improved air quality, reduced urban heat island effect): Rs. 2,00,000 per year

Assuming a discount rate of 5%, calculate the Net Present Value (NPV) and Benefit-Cost Ratio (BCR) of the project to determine if it is economically justified.

14. (a) Explain briefly about Institutional Finance.

Or

- (b) Explain briefly about the functions of SISIs.

15. (a) Explain about the reasons for sickness in small industries in short.

Or

- (b) Explain in short about the steps involved in evaluating entrepreneurial performance.



**Part C**

(3 × 10 = 30)

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

16. (a) Explain in detail about the nature of Entrepreneurship.

Or

- (b) Elucidate in detail about Evolution of Entrepreneurship.

17. (a) Illustrate in detail about Project Classifications.

Or

- (b) Describe in detail about Project Report Preparation.

18. (a) Explain in detail about the various schemes under District Industrial Centres (DICs).

Or

- (b) Elaborate about Women Entrepreneurship in detail.

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<b>C-5258</b>
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<b>Sub. Code</b>
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<b>31042A</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Industry Integrated**

**SALES AND DISTRIBUTION MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is Marketing Management process?
2. What is channel distribution process?
3. What is promotional Mix?
4. What you mean by prospecting?
5. Define Staffing.
6. Define Controlling.
7. What is Distribution channel?
8. What do you mean by Rural Distribution?
9. What is mean by Channel mix?
10. What is Implementation in supply chain?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the functions of sales Management.

Or

- (b) What is the relationship between sales Management and Marketing Management?

12. (a) What are the key differences between Relationship selling and Transactional Selling?

Or

- (b) Explain the Role of personal Selling.

13. (a) Explain the Functions of Staffing.

Or

- (b) Elaborate the components of sales matrix.

14. (a) Explain the need of Distribution channel.

Or

- (b) State the factors of Distribution channel for rural Markets.

15. (a) Explain the features of marketing channels.

Or

- (b) What is Channel Design? Who are the participants of Channel Design?

**Part C**

(3 × 10 = 30)

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

16. (a) What are the types of distribution channels? With Examples and Methods.

Or

- (b) Briefly explain the Methods of Selling.

17. (a) Discuss about the various techniques of motivating the sales force.

Or

- (b) What is Distribution channel in business and how does It Work?

18. (a) How to create a Strong Marketing Channel Mix and Why It's Important?

Or

- (b) Briefly explain the techniques of Personal Selling.

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<b>C-5260</b>
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<b>Sub. Code</b>
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<b>31042C</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Industry Integrated**

**E-BUSINESS**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is E-Commerce?
2. What are the four features of E-Commerce?
3. What you mean by B2B business?
4. What you mean by Internet and Web change business?
5. What you mean by e-commerce website?
6. Define Software.
7. What is payment system?
8. Expand B2C, B2B.
9. What is mean by Internet audience?
10. Define consumer Behavior?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the features of E-Commerce.

Or

- (b) State the types of E-Commerce.

12. (a) Explain about the importance of E-Commerce business Model.

Or

- (b) Describe about the major B2C Business Model in E-Commerce.

13. (a) What are the steps involved in Building E-Commerce Website?

Or

- (b) Describe the main E-Commerce site tools.

14. (a) Write a short note on E-Commerce Transaction.

Or

- (b) What is credit card? What are the uses of credit card?

15. (a) What do you mean by B2C? Explain its Functions.

Or

- (b) Write a short note on Internet Audience.

**Part C**

(3 × 10 = 30)

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

16. (a) Difference between E-Commerce and Traditional Commerce.

Or

- (b) Briefly explain about the importance, scope, feature and E-Commerce technology.

17. (a) Discuss about the Role Web and internet in E-Commerce.

Or

- (b) Enumerate the importance and features of using E-Commerce site tools.

18. (a) Describe about the major steps involved in online credit card transaction in E-Commerce.

Or

- (b) Explain about the purpose of online market research.

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<b>C-5261</b>
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<b>Sub. Code</b>
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<b>31042E</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Industry Integrated**

**SUPPLY CHAIN MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the drivers of supply chain performance?
2. What is supply chain strategy?
3. Give the meaning of route planning.
4. Define logistics.
5. What is worldwide sourcing?
6. What is procurement?
7. List out the methods of Quantitative Forecasting.
8. What is SCOR model?
9. What is Bill of Lading?
10. Mention the transportation documents?



**Part B**

(5 × 5 = 25)

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

11. (a) State the various phases of supply chain.

Or

- (b) What factors influence supply chain strategy decisions?

12. (a) What are the advantages of freight management?

Or

- (b) Point out the objectives of logistics?

13. (a) What are the key functions of a warehouse in logistics?

Or

- (b) How does logistics management influence distribution strategy?

14. (a) What are the functions of CPFR?

Or

- (b) Discuss the Coordination on the supply chain.

15. (a) State the importance of Logistics Documentation.

Or

- (b) What are the uses of EDI in supply chain management?

**Part C**

(3 × 10 = 30)

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

16. (a) What is meant by supply chain management?  
Discuss the main components of the supply chain management.

Or

- (b) What are the main objectives of supply chain management?
17. (a) What are the different modes of transportation, and what are their advantages and disadvantages?

Or

- (b) How does JIT purchasing impact supplier relationships and logistics?
18. (a) Explain the various metrics of supply chain performance?

Or

- (b) Discuss the types of third party logistics.
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<b>C-5262</b>
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<b>Sub. Code</b>
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<b>31043A</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Industry Integrated**

**SERVICES MARKETING**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define services economy.
2. What is meant by goods-services continuum?
3. Write a short note on SERVQUAL.
4. State the importance of gap analysis in services marketing.
5. Mention the elements in new service design.
6. What are the basic steps in new service development?
7. List the benefits of using Queuing systems in service.
8. What is meant by “capacity management” in services?
9. Define market segmentation.
10. Mention the elements of servicescape model.

**Part B**

(5 × 5 = 25)

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

11. (a) Describe the nature and importance of service economy.

Or

- (b) Write in brief about the service marketing triangle.

12. (a) Discuss the relationship between customer expectations and perceptions.

Or

- (b) Explain the use of control charts in monitoring service quality.

13. (a) Describe how service blueprinting can help in identifying service failures.

Or

- (b) State the importance of market research in new service development.

14. (a) List the merits and demerits of using reservations as a demand management strategy.

Or

- (b) Explain the factors influencing a successful service recovery.

15. (a) Describe the process of targeting in the STP model.

Or

- (b) Explain the concept of “value-based pricing” in services.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain in detail about the classification of services.

Or

- (b) Elucidate the role of information in services marketing.

17. (a) Explain the concept of the Service Encounter Triad and its components.

Or

- (b) Discuss the strategies used by service providers to adjust their capacity to match demand.

18. (a) Analyze the role of physical evidence in shaping customer expectations and experience.

Or

- (b) Write an essay on service marketing mix.

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**C-5263**

**Sub. Code**

**31045A**

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

**Fourth Semester**

**Industry Integrated**

**INDUSTRIAL RELATIONS AND LABOUR LAW**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the main theories guiding trade unionism?
2. Briefly describe the typical structure of a trade union.
3. Name two legal mechanisms available for resolving labor disputes in India.
4. Suggest one remedy for improving industrial relations in an organization.
5. List two functions of collective bargaining in the workplace.
6. Name three principles guiding collective bargaining.
7. Outline the objectives of the Employee's State Insurance Act, 1948.
8. What is covered under the Employee's Provident Funds and Miscellaneous Provisions Act, 1952?

9. How does The Industrial Disputes Act, 1947, address conflicts between employers and employees?
10. What is the primary function of The Trade Union Act, 1926?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the centralized and decentralized structures impact the effectiveness of trade unions.

Or

- (b) Discuss the trade unions influence HR policies related to wages, working conditions, and employee representation?

12. (a) Describe the steps involved in a systematic grievance handling procedure, highlighting the importance of timely intervention and fair resolution.

Or

- (b) Illustrate the different methods and approaches for handling and settling industrial disputes effectively.

13. (a) Discuss Collective bargaining functions in balancing the interests of both employers and employees.

Or

- (b) Identify and explain the key principles that underpin collective bargaining processes

14. (a) Illustrate any recent amendments or proposed changes to enhance the effectiveness of this Workmen's Compensation Act, 1923, act.

Or

- (b) Describe the benefits provided to employees under The Employees' State Insurance Act, 1948.

15. (a) Explain the statutory requirements for drafting standing orders under The Industrial Employment (Standing Orders) Act, 1946.

Or

- (b) Explain how the Trade Union Act, 1926 evolved over time to accommodate changing labour dynamics and regulations?

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss the role of trade unions in promoting social dialogue, fostering industrial peace, and advancing socio-economic justice in India.

Or

- (b) Examine the challenges faced by trade unions in maintaining relevance and effectiveness in the contemporary Indian labour market.

17. (a) Explain how the collective bargaining serve as a mechanism for negotiating employment terms and conditions between employers and labour representatives.

Or

- (b) Identify the conditions necessary for effective collective bargaining to occur successfully.

18. (a) Explore recent amendments or updates to the Industrial Disputes 1947, Act and their impacts on industrial relations.

Or

- (b) Describe the scope and provisions of The Payment of Wages Act, 1945, in ensuring timely and full payment of wages to workers.



<b>C-5264</b>
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<b>Sub. Code</b>
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<b>31045C</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Industry Integrated**

**ORGANIZATION DEVELOPMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term organization development.
2. List the types of planned change.
3. What is the purpose feedback in diagnosing model?
4. State the benefits of open systems.
5. Write a short note on coaching.
6. Define the socio technical systems approach.
7. List the drawbacks of performance appraisal.
8. What are the competitive strategies?
9. State the factors that impact successful OD interventions.
10. Identify two key challenges in organizational development within family-owned businesses.

**Part B**

(5 × 5 = 25)

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

11. (a) Brief the history of organization development.

Or

- (b) Describe the role of OD practitioner.

12. (a) Explain the process of collecting diagnostic information.

Or

- (b) Discuss the need and significance of diagnosing the problem.

13. (a) Mention the conditions for organizing confrontation meeting in organizations.

Or

- (b) Write in brief about team building interventions.

14. (a) What are the various collaborative strategies? State the circumstances in which these strategy will be used.

Or

- (b) Describe the process of goal setting.

15. (a) Explain the role of leadership in implementing organizational development in healthcare.

Or

- (b) Explain how organizational development can enhance the effectiveness of public sector services.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the theories of planned change.

Or

- (b) Discuss the various diagnosing models.

17. (a) Examine the intergroup relations intervention.

Or

- (b) Write detail about self-designing organizations.

18. (a) Discuss the impact of organizational development on improving teaching and learning outcomes in educational institutions.

Or

- (b) Elucidate the Human process interventions.

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