

**C-7046**

**Sub. Code**

**80911**

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

**First Semester**

**Logistics and Supply Chain Management**

**MANAGEMENT CONCEPTS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. F.W. Taylor's concept of scientific management emphasized:
  - (a) Worker autonomy in decision-making
  - (b) Task standardization and efficiency
  - (c) Decentralization of authority
  - (d) Human relations in organizations
  
2. Elton Mayo's Hawthorne Studies revealed the significance of:
  - (a) Financial incentives in motivating workers
  - (b) Social and psychological factors in productivity
  - (c) Task specialization in reducing errors
  - (d) Formal authority in organizational structure

3. SWOT analysis aids planning by:
  - (a) Avoiding the assessment of competitive environments
  - (b) Simplifying challenges faced by organizations
  - (c) Reducing focus on strategic goal setting
  - (d) Identifying strengths, weaknesses, opportunities, and threats
  
4. MBO helps ensure:
  - (a) Dependence on vague and generalized targets
  - (b) Lack of collaboration among organizational teams
  - (c) Employees have clarity about their roles and responsibilities
  - (d) Reduced accountability for leaders and managers
  
5. What is the main disadvantage of a highly centralized organization?
  - (a) Slow decision-making process
  - (b) Empowerment of subordinates
  - (c) Decreased accountability
  - (d) High employee satisfaction
  
6. Which is NOT a characteristic of formal organizations?
  - (a) Clearly defined roles and responsibilities
  - (b) An established hierarchy of authority
  - (c) Informal networks of communication
  - (d) A focus on structured communication

7. In leadership, the ability to influence others to achieve organizational goals is known as:
- (a) Authority
  - (b) Charisma
  - (c) Power
  - (d) Motivation
8. In the staffing process, “acquisition” primarily refers to:
- (a) Providing training for new employees
  - (b) Attracting and hiring qualified candidates
  - (c) Managing employee performance
  - (d) Retaining employees through benefits
9. A major disadvantage of a rigid control system is:
- (a) Reduced flexibility
  - (b) Fast decision-making
  - (c) High employee satisfaction
  - (d) Increased innovation
10. Co-ordination within an organization is most successful when:
- (a) All decisions are made by top management
  - (b) Clear authority and responsibility are established
  - (c) Communication is limited to formal channels
  - (d) There is no need for collaboration across departments

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the concept of management and importance.

Or

- (b) Describe the process of management.

12. (a) Explain the nature of planning in organizations.

Or

- (b) Discuss the key characteristics of planning.

13. (a) Describe the different levels of organization in a company.

Or

- (b) Explain the benefits of departmentation in organizations.

14. (a) Explain the key elements of staffing in organizations.

Or

- (b) Discuss the primary functions of staffing in management.

15. (a) Explain the steps involved in the control process.

Or

- (b) Discuss the requirements of effective control system.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the principles of Henri Fayol's administrative theory of management.

Or

- (b) Describe the development of management thoughts.

17. (a) Describe the different types of plans used in management.

Or

- (b) Explain the objectives of planning in organizational success.

18. (a) Discuss the advantages and disadvantages of centralization in management.

Or

- (b) Explain the importance and limitations of decentralization in organizations.

19. (a) Describe the process of staffing and its importance.

Or

- (b) Discuss the steps involved in acquiring manpower for an organization.

20. (a) Describe the different types of standards used in the control process.

Or

(b) Explain the requirements of an effective control system in management.

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**C-7047**

**Sub. Code**

**80912**

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

**First Semester**

**Logistics and Supply Chain Management**

**CORPORATE COMMUNICATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is not an example of non-verbal communication?
  - (a) Grammar usage
  - (b) Facial expressions
  - (c) Tone of voice
  - (d) Posture
  
2. Which document is typically prepared before a business meeting to outline discussion points?
  - (a) Attendance sheet
  - (b) Agenda
  - (c) Budget report
  - (d) Minutes of the meeting

3. The communication method that best for providing immediate feedback is
  - (a) Company bulletin board
  - (b) Newsletter
  - (c) Email
  - (d) Face-to-face conversation
  
4. The interview style that follows a predetermined set of questions asked in the same order to every candidate is
  - (a) Unstructured interview
  - (b) Structured interview
  - (c) Exit interview
  - (d) Group interview
  
5. A circular is a form of \_\_\_\_\_.
  - (a) Group communication
  - (b) Visual communication
  - (c) Oral communication
  - (d) Face-to-face communication
  
6. A component of financial communication is
  - (a) Customer complaints
  - (b) Annual reports
  - (c) Product advertisements
  - (d) Employee attendance records
  
7. \_\_\_\_\_ reports are prepared and presented at regular and prescribed intervals.
  - (a) Informal reports
  - (b) Special reports
  - (c) Non-periodical reports
  - (d) Periodic reports

8. \_\_\_\_\_ is the main part of report.
- (a) Description
  - (b) References
  - (c) Recommendations
  - (d) Conclusion
9. A document typically accompanies a job application to introduce the candidate is
- (a) Letter of recommendation
  - (b) Cover letter
  - (c) Academic transcript
  - (d) Certificate of employment
10. The format that is most commonly used for a resume \_\_\_\_\_.
- (a) Numerical format
  - (b) Random format
  - (c) Alphabetical format
  - (d) Chronological format

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the components of business communication.
- Or
- (b) State the importance of non-verbal communication.
12. (a) How to manage relations with the government? Explain.
- Or
- (b) How to prepare for an interview?
13. (a) Explain the features of financial communication.
- Or
- (b) Write a short note about agenda.

14. (a) State about the scope of business report.

Or

(b) Explain the various techniques of writing.

15. (a) Write a short note about written presentation.

Or

(b) How to prepare a good resume?

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss about business meetings.

Or

(b) Briefly explain about work team communications.

17. (a) Discuss the techniques for write for media.

Or

(b) Explain the various types of Interviews.

18. (a) State the various crisis in communication.

Or

(b) Discuss about correspondence of company secretary with directors.

19. (a) Explain about project proposal.

Or

(b) Explain the documentation of sources.

20. (a) Briefly explain about team presentation.

Or

(b) Discuss about employment interviews.

**C-7048**

**Sub. Code**

**80913**

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

**First Semester**

**Logistics and Supply Chain Management**

**ACCOUNTING FOR MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a disadvantage of accounting?
  - (a) It helps track financial performance
  - (b) It is time-consuming and expensive
  - (c) It ensures compliance with tax regulations
  - (d) It facilitates informed decision-making
  
2. The golden rule for a nominal account is:
  - (a) Debit the receiver, credit the giver
  - (b) Debit all expenses and losses, credit all incomes and gains
  - (c) Debit what comes in, credit what goes out
  - (d) Credit what comes in, debit what goes out

3. What is the primary purpose of a trial balance?
  - (a) To record all transactions
  - (b) To ensure accuracy of ledger postings
  - (c) To prepare financial statements
  - (d) To calculate net profit
  
4. Depreciation is charged on which type of asset?
  - (a) Current Assets
  - (b) Intangible Assets
  - (c) Fixed Assets
  - (d) Inventories
  
5. Which of the following is a liquidity ratio?
  - (a) Debt-to-equity ratio
  - (b) Current ratio
  - (c) Return on equity
  - (d) Earnings per share
  
6. What does a high inventory turnover ratio indicate?
  - (a) Slow inventory movement
  - (b) Efficient inventory management
  - (c) Excess inventory levels
  - (d) High debt levels
  
7. Which budget is used to predict financial performance at various levels of activity?
  - (a) Fixed budget
  - (b) Flexible budget
  - (c) Master budget
  - (d) Production budget

8. The main objective of budgetary control is to:
- (a) Maximize profits by reducing employee salaries
  - (b) Establish financial control through budget comparisons
  - (c) Monitor external economic conditions
  - (d) Reduce the need for financial reporting
9. What is the purpose of a cost sheet?
- (a) To prepare financial statements
  - (b) To allocate budget for future activities
  - (c) To summarize the total cost of a product or service
  - (d) To analyze cash inflows and outflows
10. Prime cost is calculated as:
- (a) Direct material + Direct labor + Direct expenses
  - (b) Direct material + Overheads
  - (c) Direct material + Indirect labor
  - (d) Total cost - Fixed costs

**Part B**

(5 × 5 = 25)

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

11. (a) Explain reasons why users need accounting information.
- Or
- (b) Explain the steps involved in the accounting process.
12. (a) Discuss the components of a manufacturing account.

Or

- (b) Prepare a trading account from the following information of Mr. Murugan for the year ending 30 June 2022

Particulars	Amount (Rs.)
Opening Stock	5,900
Closing Stock	8,950
Purchases	6,200
Return outwards	610
Trading expenses	140
Carriage on sales	150
Sales	6,020
Return inwards	250
Wages	240
Carriage on purchases	50

13. (a) From the following data relating to the purchase of a firm, prepare trend percentage and Trend Ratios.

Year	2015	2016	2017	2018	2019	2020
Purchase Rs.	1,672	1,789	1,873	1,923	2,123	1,463
	('00,000')					

Or

- (b) What are the limitations of financial statement analysis?

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

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

Or

- (b) Explain the Principles of budgetary control.
15. (a) From the following particulars, calculate the labour cost per man day of 8 hours.
- Basic salary Rs. 5 per day
  - Dearness allowance 20 paise per every point over 100 (cost of living index for worker) current cost of living indexes is 800 points
  - Leave salary 5% of (i) and (ii)
  - Employers' contribution to PF 8 % (i) and (ii)
  - Employer's contribution to state insurance 5 % of (i), (ii) and (iii)
  - Number of working day in a month 25 date of 8 hours each.

Or

- (b) Distinguish between the marginal cost and absorption cost.

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the concept and conventions of accounting.

Or

- (b) Discuss the key differences between personal, real, and nominal accounts.

17. (a) The following balances are extracted from the books of Vigneshwaran. You are required to prepare the Trial Balance as on 31.03.2019

Particulars	Rs.
Purchases	20,000
Purchase returns	800
Sales	30,000
Sales returns	1,000
Capital	30,000
Interest (Dr)	400
Wages	7,000
Rent	800
Telephone charges	1,000
Miscellaneous income	400
Bills payable	7,000
Bills receivables	11,000
Cash in hand	1,800
Sundry creditors	4,000
Discount earned	800
Sundry debtors	15,000
Commission	1,000
Plant and Machinery	8,000
Cash at bank	6,000

Or

- (b) Prepare a format for a manufacturing account, clearly labeling each component.

18. (a) Discuss the classification of ratios.

Or

(b) From the following balance sheet of Kannan ltd.. prepare a comparative balance sheet and comment on the financial position of the concern.

Balance sheet of kannan ltd.					
Liabilities	2020	2021	Assets	2020	2021
Equity shares	2,20,000	2,50,000	Buildings	1,40,000	1,70,000
Debentures	1,00,000	1,20,000	Machinery	1,20,000	1,50,000
Reserves and surplus	60,000	80,000	Furniture	60,000	40,000
Sundry creditors	40,000	25,000	Sundry debtors	40,000	60,000
Bills payable	35,000	40,000	Marketing Securities	55,000	30,000
Outstanding Misc.exp	20,000	-	Stock	40,000	55,000
			Cash balance	20,000	10,000
	<u>4,75,000</u>	<u>5,15,000</u>		<u>4,75,000</u>	<u>5,15,000</u>

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

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

Or

(b) Explain about the types of budgets.

20. (a) Explain the managerial uses of marginal costing.

Or

(b) The following data relate to the manufacture of a product during the month of January:

Raw materials consumed Rs.80,000

Direct wages Rs.48,000

Machine hours worked 8,000

Machine hour rate Rs.4

Office overhead 10% of works cost

Selling overhead Rs.1.50 per unit

Units produced 4,000

Units sold 3,600 at Rs.50 each

Prepare a cost and show

(i) cost per unit,

(ii) profit for the period.

**C-7049**

**Sub. Code**

**80914**

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

**First Semester**

**Logistics and Supply Chain Management**

**INDUSTRIAL ECONOMICS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The first major industry established in India was
  - (a) Cotton textile industry
  - (b) Automobile industry
  - (c) Steel industry
  - (d) IT industry
2. Which market structure is most likely to lead to higher consumer welfare according to SCP paradigm?
  - (a) Oligopoly
  - (b) Monopoly
  - (c) Monopolistic competition
  - (d) Perfect competition
3. The primary factor influencing the location of an industry is
  - (a) Climate
  - (b) Cultural diversity
  - (c) Availability of raw materials
  - (d) Political stability

4. The founder of modern location theory is
  - (a) Adam Smith
  - (b) Alfred Weber
  - (c) August Losch
  - (d) Walter Christaller
5. The majority of employment in India's labor market is provided by the sector
  - (a) Finance and Banking
  - (b) Manufacturing
  - (c) Agriculture
  - (d) Information Technology
6. An example of a non-violent method used to settle industrial disputes in India is
  - (a) Conciliation
  - (b) Strikes
  - (c) Lockouts
  - (d) Demonstrations
7. The benefit of liberalization is
  - (a) Reduced foreign investment
  - (b) Increased competition
  - (c) Decreased technological advancement
  - (d) Increased monopolies
8. The tool commonly used for e-marketing is
  - (a) Social media platforms
  - (b) Television ads
  - (c) Flyers and brochures
  - (d) Newspaper classifieds
9. Which of the following is considered a type of foreign capital?
  - (a) Local bank loans
  - (b) Foreign direct investment (FDI)
  - (c) Domestic savings
  - (d) Government grants

10. An organization that provides a major source of foreign aid is
- (a) USAID
  - (b) World Bank
  - (c) IMF
  - (d) All of the above

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the scope of industrial economics.

Or

- (b) Explain the factors affecting industrialization.

12. (a) Enumerate the concept of planned location of industries.

Or

- (b) Describe the importance of balanced regional development of industries.

13. (a) Discuss the nature of labour problems.

Or

- (b) State the causes of industrial disputes.

14. (a) Elucidate the competition policy of India.

Or

- (b) Enumerate the impact of new economic policy.

15. (a) Describe the meaning and need for foreign collaborations.

Or

- (b) Describe the foreign collaborations in India.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the classification of firms based on ownership, sector, size and use-based classification.

Or

- (b) Discuss the industrial problems and measures taken by the government.

17. (a) Enumerate the theories of industrial location.

Or

- (b) Describe the factors influencing location.

18. (a) Discuss the characteristics of industrial labour and casual labour in India.

Or

- (b) State the industrial disputes in India.

19. (a) Elucidate the evolution of industrial policy and industrial development in India.

Or

- (b) Elaborate the concept of e-marketing and e-payments.

20. (a) Discuss the recent trends in the inflow of foreign capital in India.

Or

- (b) Discuss the merits and demerits of inflow of foreign capital.

**C-7050**

**Sub. Code**

**80915**

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

**First Semester**

**Logistics and Supply Chain Management**

**ORGANISATIONAL BEHAVIOUR**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Anthropology contributes to organisational behaviour by:
  - (a) Investigating cultural influences on work practices and leadership styles
  - (b) Focusing exclusively on financial management in companies
  - (c) Rejecting the importance of societal influences in the workplace
  - (d) Promoting authoritarian control over employees
2. A key challenge in applying organisational behaviour principles is:
  - (a) Preventing communication within teams
  - (b) Completely eliminating interpersonal relationships at work
  - (c) Managing diverse and evolving workforce expectations
  - (d) Ignoring cultural differences in multinational organisations

3. The cognitive process filtering information based on personal biases and expectations is:
  - (a) Sensory adaptation
  - (b) Selective perception
  - (c) Implicit cognition
  - (d) Conceptual encoding
4. The reinforcement schedule most resistant to extinction is:
  - (a) Fixed ratio
  - (b) Fixed interval
  - (c) Continuous reinforcement
  - (d) Variable ratio
5. The primary factor influencing early value formation is:
  - (a) Family and upbringing
  - (b) Workplace experience
  - (c) Economic status
  - (d) Government policies
6. The value system emphasizing duty, loyalty, and social harmony is most associated with:
  - (a) Individualist cultures
  - (b) Collectivist cultures
  - (c) Capitalist societies
  - (d) Postmodern ideologies
7. The leadership theory emphasizing the match between leader traits and situational demands is:
  - (a) Transformational theory
  - (b) Transactional theory
  - (c) Behavioral theory
  - (d) Contingency theory

8. The factor most likely to increase job-related stress is:
- (a) Role ambiguity
  - (b) Clear job expectations
  - (c) High job control
  - (d) Strong social support
9. The approach in OD focusing on long-term performance improvement through behavioural science techniques is:
- (a) Resource dependency model
  - (b) Six Sigma approach
  - (c) Action research model
  - (d) McKinsey 7S framework
10. The major challenge in cultural change initiatives is:
- (a) Overcoming deeply embedded employee beliefs
  - (b) Reducing financial investment
  - (c) Increasing bureaucratic complexity
  - (d) Eliminating all existing traditions

**Part B**

(5 × 5 = 25)

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

11. (a) Explain historical overview of Organisational behaviour.

Or

- (b) Write a note on Elton Mayo's Experiments.

12. (a) Describe the determinants of personality.

Or

- (b) Explain selective perception with suitable example.

13. (a) Brief the nature of attitude.

Or

- (b) Explain the functions of attitudes.

14. (a) Explain various types of groups.

Or

(b) Describe the causes of stress.

15. (a) Discuss the process of change.

Or

(b) Give short notes on organisational culture.

**Part C**

(5 × 8 = 40)

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

16. (a) Narrate an essay on the Disciplines that contribute to the Organisational behaviour field.

Or

(b) Discuss the challenges and opportunities of organisational behaviour.

17. (a) Explain the theories of learning.

Or

(b) Discuss the theories of personality.

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

Or

(b) Explain the process of formation of values.

19. (a) Elaborately explain the measures to manage stress.

Or

(b) Distinguish leader and manager with suitable illustration.

20. (a) Define resistance to change. Discuss the measures to overcome resistance to change.

Or

(b) Critically evaluates the merits and demerits of various types of change.

**C-7051**

**Sub. Code**

**80916**

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

**First Semester**

**Logistics and Supply Chain Management**

**MARKETING MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is the primary focus of the production concept?
  - (a) Customer satisfaction
  - (b) Product quality
  - (c) Aggressive selling
  - (d) Cost efficiency and mass production
  
2. A qualitative tool used in marketing planning is \_\_\_\_\_.
  - (a) Focus group discussions
  - (b) Break-even analysis
  - (c) Market share forecasting
  - (d) Profit margin calculation
  
3. Seasonal discounts and promotional pricing strategies fall under the marketing mix element is
  - (a) Promotion
  - (b) Place
  - (c) Product
  - (d) Price

4. The primary source of marketing information is\_\_\_\_\_.
- (a) Hr records                      (b) Customer feedback  
(c) Legal records                  (d) Financial Data
5. The stage of the Product Life Cycle in which the competition increase significantly is \_\_\_\_\_.
- (a) Decline                          (b) Maturity  
(c) Growth                          (d) Introduction
6. The method often used to evaluate a product for potential elimination is \_\_\_\_\_.
- (a) Market segmentation analysis  
(b) SWOT analysis  
(c) Cost-plus pricing analysis  
(d) Profitability matrix
7. The Pavlovian model of buyer behavior is based on \_\_\_\_\_.
- (a) Cognitive dissonance theory  
(b) Classical conditioning  
(c) Utility maximization  
(d) Social influences
8. Which of the following is an example of a CRM tool?
- (a) Google Drive  
(b) Microsoft Excel  
(c) Adobe Photoshop  
(d) Sales force

9. The type of market research used to understand customer perceptions and preferences is
- (a) Qualitative research
  - (b) Experimental research
  - (c) Descriptive research
  - (d) Exploratory research
10. The tools that often used for digital advertising research is
- (a) Microsoft Excel    (b) Adobe Photoshop
  - (c) Google Analytics    (d) SAP ERP

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the functions of Marketing.
- Or
- (b) Explain the elements of market planning.
12. (a) Enumerate the phases in Decision making.
- Or
- (b) Describe the designing of marketing system.
13. (a) Discuss the benefits of market segmentation.
- Or
- (b) State the stages in development process.
14. (a) Elucidate the role of emotions in an individual's buyer behaviour.
- Or
- (b) Enumerate the importance of Customer Relationship Management.
15. (a) Discuss the applications of market research.
- Or
- (b) Describe the online marketing trends.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the importance of marketing in developing countries.

Or

- (b) Distinguish Marketing Management Vs Sales Management

17. (a) Enumerate the factors of marketing mix.

Or

- (b) Describe the components of marketing information system.

18. (a) Discuss the product mix strategies with examples in detail.

Or

- (b) State the stages of test marketing in detail.

19. (a) Elucidate the buyer behaviour models.

Or

- (b) Enumerate the methods of building and measuring customer satisfaction.

20. (a) Discuss the process of marketing research.

Or

- (b) Describe the emerging issues in market research.

**C-7052**

**Sub. Code**

**80917**

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

**First Semester**

**Logistics and Supply Chain Management**

**BUSINESS ENVIRONMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Technological environment in business affects all except :
  - (a) Automation in production
  - (b) Changes in consumer tastes
  - (c) Research and development
  - (d) Product innovation
  
2. Political and legal environments impact business by influencing :
  - (a) Profit maximization strategies
  - (b) Technology investments
  - (c) Customer preferences
  - (d) Regulations on business practices

3. Traditional values in a society often influence business by :
  - (a) Shaping consumer preferences and ethical standards
  - (b) Encouraging globalization
  - (c) Limiting technological advancements
  - (d) Promoting bureaucratic processes
  
4. Resistance to cultural change in a business environment is typically caused by :
  - (a) International trade agreements
  - (b) Fear of loss of identity and traditions
  - (c) Government policy reforms
  - (d) Technological advancements
  
5. Political stability within a country enables businesses to :
  - (a) Adapt quickly to rapidly changing laws and policies
  - (b) Operate without any regulations or government interference
  - (c) Build long-term strategies and make informed decisions
  - (d) Rely solely on state-owned enterprises for survival

6. Government's regulation function helps businesses by :
  - (a) Promoting the dominance of few large firms in the market
  - (b) Ensuring fair competition and transparency in market transactions
  - (c) Limiting market access to foreign companies
  - (d) Creating barriers for small and medium enterprises
  
7. Foreign Direct Investment (FDI) impacts domestic businesses by :
  - (a) Promoting access to advanced technologies, markets, and capital
  - (b) Limiting innovation through local monopolies
  - (c) Reducing the scope for domestic businesses to compete
  - (d) Increasing barriers to entry for foreign firms in local markets
  
8. FDI in a country often brings the benefit of :
  - (a) Reduced competition and higher profit margins for local firms
  - (b) The dominance of foreign companies over local economies
  - (c) A lack of innovation in local industries due to reliance on foreign capital
  - (d) Enhanced infrastructure, skills transfer, and market competitiveness

9. The liberalization process in India during the 1990s included the introduction of :
- (a) The Nationalization of Banks Act
  - (b) The Foreign Exchange Management Act (FEMA)
  - (c) The Trade Policy Control Act
  - (d) The State Industrialization Act
10. The WTO's role in shaping India's trade policies has been centered on :
- (a) Promoting protectionist policies in the domestic market
  - (b) Enforcing higher tariffs on Indian exports
  - (c) Encouraging multilateral trade agreements and reducing trade barriers
  - (d) Limiting India's trade relations with developing nations

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the various elements affecting business.

Or

- (b) Explain the various threats due to globalization.

12. (a) State the elements of culture.

Or

- (b) Explain about joint family system.

13. (a) Write short note about relationship between government and business.

Or

(b) Explain about government promotion schemes.

14. (a) Explain about social structure.

Or

(b) Explain about export import policy.

15. (a) Explain the industry policy changes for liberalization.

Or

(b) Explain the structure reforms in capital market.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the importance of globalization.

Or

(b) Explain about culture related social environment.

17. (a) Explain the various impact of foreign culture.

Or

(b) Discuss about caste and communication in culture.

18. (a) Discuss the importance of political stability.

Or

(b) Explain briefly about industrial political policies of government.

19. (a) Discuss the role of barriers.

Or

(b) Explain the impact of technology on business.

20. (a) Discuss the salient features of WTO.

Or

(b) Discuss about new economic policy.

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**C-7058**

**Sub. Code**

**80926**

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

**Second Semester**

**Logistics and Supply Chain Management**

**APPLIED OPERATIONS RESEARCH**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Operations Research was known as an ability to win a war without really going in to a \_\_\_\_\_.  
(a) Battle field                      (b) Fighting  
(c) War                                      (d) Both (a) and (b)
2. The term Operations Research was coined in the year \_\_\_\_\_.  
(a) 1950                                      (b) 1940  
(c) 1978                                      (d) 1960
3. \_\_\_\_\_ are the representation of reality.  
(a) Models                                      (b) Phases  
(c) Both (a) and (b)                      (d) None of the above

4. The operations Research technique, specially used to determine the optimum strategy is
- (a) Decision Theory
  - (b) Simulation
  - (c) Game Theory
  - (d) None of the above
5. If the feasible region of a LPP is empty, the solution is
- (a) Infeasible
  - (b) Unbounded
  - (c) Alternative
  - (d) None of the above
6. In simplex method, we add \_\_\_\_\_variables in the case of '='.
- (a) Slack Variable
  - (b) Surplus Variable
  - (c) Artificial Variable
  - (d) None of the above
7. Decision variables are
- (a) Controllable
  - (b) Uncontrollable
  - (c) Parameters
  - (d) None of the above

8. The term linearity implies \_\_\_\_\_ among the relevant variables:
- (a) Straight line
  - (b) Proportional relationships
  - (c) Linear lines
  - (d) Both (a) and (b)
9. What is being considered as one of the most versatile management tools?
- (a) Electronic Computers
  - (b) Linear Programming
  - (c) Computer Programming
  - (d) None of the above
10. An objective function which states the determinants of the quantity to be either maximized or minimized is called \_\_\_\_\_.
- (a) Feasible function
  - (b) Optimal function
  - (c) Criterion function
  - (d) None of the above

**Part B**

(5 × 5 = 25)

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

11. (a) What are the steps involved in the formulation of the LP problem?

Or

- (b) Sum up the limitations of linear programming.

12. (a) How do you formulate a transportation problem as LPP?

Or

- (b) Define and explain the following
- (i) Optimum solution
  - (ii) Feasible solution
13. (a) Consider a project with 5 jobs A, B, C, D and E with the following job sequence: Job A precedes C and D; Jobs B precedes D; Job C and D precede E. The completion times for A, B, C, D and E are 3, 1, 4, 2 and 5 respectively. Construct the project network, find earliest time, latest time and slack time of each event.

Or

- (b) Explain the application of assignment problem in operational research.
14. (a) Explain the Dynamic programming algorithm.

Or

- (b) How is the Hungarian method for obtaining solution if the matrix is rectangular?
15. (a) Explain the characteristics of MMI queuing model.

Or

- (b) Explain the concepts of multiple channel unlimited queue model.

**Part C**

(5 × 8 = 40)

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

16. (a) Solve the given linear programming problems graphically.

Maximize :  $Z = 8x + y$

Constraints are,

$$x + y \leq 40$$

$$2x + y \leq 60$$

$$x \geq 0, y \geq 0.$$

Or

- (b) Elaborate various types of mathematical models of Operation Research.

17. (a) Find Solution using Least Cost method.

	D1	D2	D3	D4	Supply
S1	19	30	50	10	7
S2	70	30	40	60	9
S3	40	8	70	20	18
Demand	5	8	7	14	

Or

- (b) What is Unbalanced assignment problem?

18. (a) How do you solve unbalanced transport problems?

Or

- (b) Elaborate the steps in MODI method.

19. (a) Explain the graphical method of solving a linear programming model Involving two variables.

Or

- (b) Write the procedure of two person zero sum games.
20. (a) Write a short note on elements of a queuing system.

Or

- (b) Discuss the advantages of Simulation.
-

**C-7060**

**Sub. Code**

**80931**

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

**Third Semester**

**Logistics and Supply Chain Management**

**LOGISTICS MANAGEMENT INFORMATION SYSTEM**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ was the main focus of early Management Information Systems.
  - (a) Decision support
  - (b) Data collection and processing
  - (c) Artificial intelligence
  - (d) Real-time analytics
  
2. \_\_\_\_\_ phase in MIS design involves identifying user requirements.
  - (a) System Implementation
  - (b) System Analysis
  - (c) System Testing
  - (d) System Conversion
  
3. \_\_\_\_\_ is the primary difference between MIS and data processing.
  - (a) MIS focuses on decision-making, while data processing focuses on routine operations
  - (b) Data processing uses advanced AI, While MIS does not
  - (c) MIS works offline, while data processing works online
  - (d) Data processing is manual, while MIS is always automated

4. DSS is most effective in helping managers with
  - (a) Routine operational decisions
  - (b) Highly unstructured and semi-structured decision
  - (c) Organizing employee schedules
  - (d) Automated task management
  
5. \_\_\_\_\_ is a feature of Electronic Bulletin Board Systems (BBS).
  - (a) Sending mass emails
  - (b) Uploading and downloading files, and hosting Forums for discussion
  - (c) Storing encrypted data only
  - (d) Managing online transactions
  
6. The main purpose of the World Wide Web (WWW) on the internet.
  - (a) To store email messages
  - (b) To serve as a platform for sharing and accessing documents, images and videos
  - (c) To manage Internet security
  - (d) To provide online banking services
  
7. How does MIS assist in marketing?
  - (a) By tracking customer data and analyzing sales trends
  - (b) By automating inventory management
  - (c) By managing employee performance records
  - (d) By Forecasting production schedules
  
8. \_\_\_\_\_ is the main focus of MIS in personnel management.
  - (a) Managing recruitment, training, and employee performance
  - (b) Controlling production costs
  - (c) Handling inventory and stock management
  - (d) Monitoring logistics and supply chain

9. Which of the following is a characteristic of a digital network?
- (a) Data is transmitted as analog signals
  - (b) Data is converted into binary format for transmission
  - (c) Digital networks can only transmit audio signals
  - (d) They do not support real-time communication
10. M-commerce stand for \_\_\_\_\_.
- (a) Mobile Commerce
  - (b) Managed Commerce
  - (c) Multimedia Commerce
  - (d) Manual Commerce

**Part B**

(5 × 5 = 25)

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

11. (a) Write a detailed note on evolution of management information system.

Or

- (b) Bring out the advantages and disadvantages of computerized information system.

12. (a) State and explain the role of Information management in operation research.

Or

- (b) Write a key difference between MIS and DSS.

13. (a) Outline the benefits of video conferencing for a logistics business.

Or

- (b) Write the characteristics of WAN.

14. (a) What are the features of Inventory management system?

Or

- (b) Write the need and importance of Financial information system.

15. (a) Write a short note on E-Business?

Or

(b) How website management is important EDI?

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the different types of information systems.

Or

(b) Briefly discuss about prototyping and its types.

17. (a) Discuss the role of MIS in Indian organization.

Or

(b) Explain the recent development in Information technology.

18. (a) Give explanation about the different types of communication network.

Or

(b) Describe the role of Information Technology in the modern world.

19. (a) Explain briefly about Model of MIS for Marketing?

Or

(b) Elucidate network and its types.

20. (a) Discuss the bases for c-commerce.

Or

(b) How Electronic Data Interchange Works? Explain.

**C-7061**

**Sub. Code**

**80932**

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

**Third Semester**

**Logistics And Supply Chain Management**

**LINER TRADE AND INTERNATIONAL  
TRANSPORTATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. “Ro-Ro” in Ro-Ro ships stand for?
  - (a) Roll On-Roll Off
  - (b) Rotate and Roll
  - (c) Run On-Run Off
  - (d) Rail Over-Rail Off
  
2. \_\_\_\_\_ equipment is commonly used for loading and unloading containers on container ships.
  - (a) Gantry cranes
  - (b) Forklifts
  - (c) Derricks
  - (d) Conveyor belts

3. Which organization sets the regulations for the transport of dangerous goods by sea?
- (a) World Trade Organization (WTO)
  - (b) International Maritime Organization (IMO)
  - (c) International Transport Forum (ITF)
  - (d) United Nations Development Programme (UNDP)
4. \_\_\_\_\_ is the primary role of port handling equipment.
- (a) Managing ship schedules
  - (b) Facilitating the movement of cargo within port terminals
  - (c) Repairing damaged cargo
  - (d) Inspecting dangerous goods
5. What does the Bill of Lading serve as evidence of?
- (a) Evidence of cargo shipment
  - (b) Proof of payment for goods
  - (c) Proof of ownership of the goods
  - (d) A contract for the delivery of goods
6. \_\_\_\_\_ is the primary purpose of a Bill of Lading.
- (a) To provide evidence of insurance coverage
  - (b) To serve as a receipt for cargo and a document of title
  - (c) To document the ship's schedule
  - (d) To record the shipping cost

7. Containerization refer \_\_\_\_\_
- (a) The use of multiple transportation methods
  - (b) The process of placing cargo into standardized containers for easier transport
  - (c) The legal documentation for shipping cargo
  - (d) The process of packaging goods for storage
8. Unitization in the context of cargo transport defines \_\_\_\_\_.
- (a) Using multiple modes of transportation for one shipment
  - (b) Packing cargo into standardized units, like containers or pallets
  - (c) Transporting goods without the use of containers
  - (d) Measuring the weight of cargo
9. \_\_\_\_\_ is the primary function of a Container Freight Station (CFS).
- (a) Storing bulk cargo
  - (b) Handling and sorting containers for customs clearance
  - (c) Managing the shipping schedules of vessels
  - (d) Providing insurance for cargo
10. Which of the following is an Inland Container Depot (ICD)?
- (a) A seaport facility for cargo unloading
  - (b) A customs office for international documentation
  - (c) A dry port located away from seaports used for container handling
  - (d) A terminal for bulk cargo loading

**Part B**

(5 × 5 = 25)

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

11. (a) Define liner trades and explain their role in global shipping.

Or

- (b) What challenges do liner shipping companies face in ensuring timely services?

12. (a) What are the different types of cargo commonly handled by liner ships, and how are they classified?

Or

- (b) List the responsibilities of a ship's officer in ensuring smooth liner operations.

13. (a) What was the significance of the UK Bill of Lading Act 1855 in shaping modern shipping law?

Or

- (b) How does a Documentary Credit (also known as a letter of credit) relate to the Bill of Lading in international trade?

14. (a) What are the primary advantages of using containers for international traders?

Or

- (b) How does intermodal transportation for international trade optimize the supply chain?

15. (a) What are the major benefits of using a Container Freight Station for cargo handling at seaports?

Or

- (b) What technologies and systems are typically used to track containers?

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the historical evolution of liners, focusing on key milestones in their development.

Or

- (b) Describe the different service options offered by liner shipping companies.

17. (a) Define insurance and explain its importance in international trade.

Or

- (b) How does terminal management contribute to the efficiency and safety of cargo handling?

18. (a) Discuss the legal implications of the Bill of Lading, particularly in cases of disputes between the shipper and carrier.

Or

- (b) Explain the primary functions of a Bill of Lading in the context of shipping and international trade.

19. (a) Explain the concept of containerization and how it has transformed global trade and shipping.

Or

- (b) What types of insurance are typically required in container shipping, and what risks are covered?
20. (a) Explain the steps involved in customs procedures at Container Freight Station (CFS) with Inland Container Depot (ICD) help in streamlining the clearance of goods?

Or

- (b) Discuss the future trends in CFS and ICD operations.
-

**C-7062**

**Sub. Code**

**80933**

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

**Third Semester**

**Logistics and Supply Chain Management**

**WAREHOUSE MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary purpose of warehouse?
  - (a) Manufacturing products
  - (b) Storing goods
  - (c) Advertising products
  - (d) Temporary goods
  
2. What is the primary factor to consider when determining the position of a warehouse?
  - (a) Proximity to suppliers and customers
  - (b) Availability of luxury facilities
  - (c) Cost of warehousing equipment
  - (d) Number of employees

3. State the primary role of a stores division in an organisation.
  - (a) Advertising products
  - (b) Managing procurement and stock levels
  - (c) Recruiting employees
  - (d) conducting market surveys
  
4. Which of the following is an advantage of maintain stock?
  - (a) Increase in cost
  - (b) Reduce Lead time
  - (c) Decrease in operation efficiency
  - (d) wastage of stock
  
5. Which of the following is not a warehouse control tool?
  - (a) Goods received note
  - (b) RFID system
  - (c) Marketing dashboards
  - (d) Inventory management software
  
6. What is the purpose of conducting regular stock audit?
  - (a) To reduce warehouse space
  - (b) To evaluate the accuracy of inventory
  - (c) To minimize employee workload
  - (d) To forecast customer demand

7. Which of the following is a direct result of computerization in warehouse management?
- (a) Increased stock
  - (b) Faster response times to customer demands
  - (c) Reduced access to stock data
  - (d) Higher rate of product.
8. How does computerization improve inventory tracking in workhouses?
- (a) By relying on manual stocktaking
  - (b) By using automated system for real time updates
  - (c) By eliminating the need for stock records
  - (d) By simplifying handwriting processes
9. What is the process of quality control in warehouse activities?
- (a) To train employees
  - (b) To ensure that products meet required standard before
  - (c) To calculate employee attendance
  - (d) All the above
10. What is ISO stands for?
- (a) International standard organization
  - (b) International organization for standardization
  - (c) International safety organization
  - (d) International systems organisation

**Part B**

(5 × 5 = 25)

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

11. (a) What are the benefits of effective warehouse management in terms of cost reduction?

Or

- (b) Explain the key functions performed by the stores division in inventory control.

12. (a) What are the difference between a goods receipt note and a delivery note?

Or

- (b) Explain the different types of control samples used in industries.

13. (a) How can improper storage of conveyor belt their performance and lifespan?

Or

- (b) Why is it important to store splice materials in their original packaging?

14. (a) Explain the common challenges faced in designing a control database for warehouse operations.

Or

- (b) Describe the role of inventory control database system in a warehouse.

15. (a) Bring out the relationship between ISO 9001 and warehouse activities.

Or

- (b) Write short notes on facilities planning.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the process of replenishment of stock items in stores.

Or

- (b) Describe the importance of accurate material requisition in preventing procurement delays in an organisation.

17. (a) Describe the potential risks of not using control samples in the quality control process, and how can this impact product quality and compliance?

Or

- (b) Discuss the key factors to consider when deciding on the stocking Levels for materials in a warehouse.

18. (a) Explain how regular performance evaluation of stores can lead to continuous improvement in operations, and what are the key areas for ongoing assessment.

Or

- (b) Discuss the common criticisms of inventory management in stores.

19. (a) Explain how computerization enhances inventory management in a work environment.

Or

- (b) Analyse the skills and quality required to be an effective leading store keeper.

20. (a) Describe the process of obtaining ISO certification for an organization.

Or

- (b) Discuss the key activities of the stores division in alignment with ISO standards and their importance in ensuring operational efficiency and compliance.
-

**C-7063**

**Sub. Code**

**80934**

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

**Third Semester**

**Logistics and Supply Chain Management**

**MARITIME AND TRANSPORT LAWS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Bill of Lading is a \_\_\_\_\_ for goods shipped.
  - (a) insurance policy
  - (b) receipt
  - (c) letter of credit
  - (d) declaration form
  
2. The Carriage of Goods by Sea Act (COGSA) primarily governs:
  - (a) Air freight transportation
  - (b) Road transport of goods
  - (c) The transportation Of goods by sea
  - (d) The sale of goods

3. According to the Indian Railway Act, 1989, a “Railway” includes:
- (a) All trains operating on public highways
  - (b) All railway stations and tracks within a state
  - (c) All tracks, stations, and services used for transporting goods and passengers
  - (d) Only the freight trains operating on national routes
4. The Consumer Protection Act, 1986 provides for the establishment of which of the following bodies to address consumer complaints?
- (a) Consumer Courts
  - (b) Consumer Tribunals
  - (c) District Forum, State Commission, and National Commission
  - (d) Consumer Protection Department
5. The Multi modal Transportation of Goods Act, 1993 governs:
- (a) The carriage of goods by road only
  - (b) The carriage of goods by air only
  - (c) The transport of goods using two or more different modes of transport
  - (d) The export and import of goods in India

6. Under the Multi modal Transportation of Goods Act, 1993, which of the following is the liability of the Multi modal Transport Operator (MTO)?
- (a) Liability for the entire journey, even if only one mode of transport is involved
  - (b) Liability only for the part of the journey undertaken by the MTO
  - (c) Liability only for damages during loading and unloading
  - (d) No liability for the condition of the goods
7. The Customs Act, 1962, deals with
- (a) The taxation of imported goods only
  - (b) The regulation and taxation of goods imported into, and exported from, India
  - (c) The protection of domestic industries only
  - (d) The regulation of shipping companies
8. According to the Customs Act, 1962, the “customs duty” is
- (a) A fee paid for customs clearance services
  - (b) A tax levied on imported and exported goods
  - (c) A surcharge imposed on domestic goods
  - (d) A payment for port services
9. The Special Additional Duty (SAD) is imposed on
- (a) Imports to counter the sales tax/VAT paid on goods
  - (b) Imported goods to protect domestic industries
  - (c) Goods brought into special economic zones
  - (d) Exported goods to earn foreign currency

10. The Anti-Dumping Duty is imposed to
- (a) Protect domestic industries from below-cost pricing of imported goods
  - (b) Encourage the importation of foreign goods
  - (c) Provide revenue for the government
  - (d) Penalize the exporter of goods

**Part B**

(5 × 5 = 25)

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

11. (a) Comment on statutory transferents.

Or

- (b) Write short notes on carriage of goods by sea.

12. (a) Bring out the salient features of carriers act.

Or

- (b) What are the various provisions of cargo transported by road.

13. (a) Comment on the insurance of Multi modal transport.

Or

- (b) What are the objects mentioned in Multi modal transportation?

14. (a) Mention the purpose of Customs act 1962.

Or

- (b) Differentiate between basic custom duty and Countervailing Duty.

15. (a) Comment on confiscation of goods.

Or

(b) How custom cases are been settled?

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the disputes relating to carriage of Goods.

Or

(b) Give detailed note on the rights of a third party.

17. (a) Discuss the various rights of a consumer when buying a product in India.

Or

(b) Describe the complaint failing procedure related to cargo.

18. (a) Discuss the important factors multi modal transportation.

Or

(b) Who is an multi modal transport authority? What are his authorities and liabilities?

19. (a) Elaborate on officers of customs and their powers.

Or

(b) Give a detailed note on the various prohibitions on importation and exportation of goods.

20. (a) Explain the procedure for clearance of imported goods and exported goods.

Or

(b) Compare and contrast the anti-dumping duty and safeguard duty.

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**C-7064**

**Sub. Code**

**80935**

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

**Third Semester**

**Logistics and Supply Chain Management**

**INTERNATIONAL BUSINESS MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is a common challenge faced by companies engaging in international business?
  - (a) Decreased labor productivity
  - (b) Increased tariffs and trade barriers
  - (c) Decreased competition in domestic markets
  - (d) Reducing global customer demand
  
2. Which of the following is NOT a stage of internationalization?
  - (a) Domestic market establishment
  - (b) Licensing foreign firms
  - (c) Developing joint ventures
  - (d) Outsourcing domestic operations

3. Which of the following is a feature of a turnkey project?
  - (a) Ownership remains with the local firm after completion
  - (b) The firm that sets up the operation retains long-term control
  - (c) It involves handing over a fully operational facility to the foreign client
  - (d) It is commonly used in the retail industry
  
4. What is a key benefit of Foreign Direct Investment (FDI)?
  - (a) It reduces the firm's exposure to international competition
  - (b) It grants complete ownership and control over foreign operations
  - (c) It is the least expensive mode of entry
  - (d) It avoids the complexities of managing a foreign workforce
  
5. An International SWOT analysis involves:
  - (a) Focusing only on internal factors
  - (b) Assessing strengths, weaknesses, opportunities, and threats in both domestic and international markets
  - (c) Ignoring global competition
  - (d) Limiting analysis to economic factors
  
6. At the business unit level, which strategy focuses on reducing costs across all business operations?
  - (a) Differentiation strategy
  - (b) Innovation strategy
  - (c) Cost leadership strategy
  - (d) Focus strategy

7. The main objective of the Global Monetary System is to:
- (a) Control inflation within specific countries
  - (b) Facilitate international trade and investment by managing exchange rates
  - (c) Provide loans to developing countries
  - (d) Ensure equal distribution of resources globally
8. Which organization primarily oversees the global monetary system?
- (a) World Trade Organization (WTO)
  - (b) International Monetary Fund (IMF)
  - (c) United Nations (UN)
  - (d) World Bank
9. In international marketing, branding decision primarily aim to.
- (a) Standardize all products across different markets
  - (b) Create a recognizable identity for the product in various cultural contexts
  - (c) Increase production costs
  - (d) Limit product variations
10. Which of the following is NOT considered an advantage of e-commerce?
- (a) Global reach
  - (b) Increased operational costs
  - (c) 24/7 availability
  - (d) Improved customer service

**Part B**

(5 × 5 = 25)

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

11. (a) Identify and explain the main problems faced in international business.

Or

- (b) Discuss the changing nature of international business in the modern era.

12. (a) What is the changing nature of international business in the 21<sup>st</sup> century?

Or

- (b) How does globalization affect small businesses entering international markets?

13. (a) Briefly explain the key steps in the global strategic management process.

Or

- (b) How do business unit-level strategies differ from corporate-level strategies in a global?

14. (a) What advantages can home countries gain from FDI?

Or

- (b) Explain the significance of central banks in the global monetary system.

15. (a) Identify and explain two advantages of e-commerce for international businesses.

Or

- (b) What is the significance of product development in international marketing?

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the evolution of international business and discuss its nature in the context of modern markets.

Or

- (b) Evaluate the different approaches to international business. How do companies choose their international strategies?

17. (a) Discuss the challenges related to cultural differences, political and economic risks, legal systems, and ethical issues.

Or

- (b) Explain the different stages of internationalization and how companies typically progress through these stages.

18. (a) Conduct an International SWOT analysis for a company operating in multiple countries. How can this analysis help in formulating effective global strategies?

Or

- (b) Discuss the business unit level strategies that global companies might employ.

19. (a) Discuss the role of key institutions such as the International Monetary Fund (IMF) and the World Bank in maintaining global financial stability.

Or

- (b) Elaborate on the functions of the Foreign Exchange Market.
20. (a) Discuss the current state of internet usage and e-commerce in India. What opportunities does it present for international marketers?

Or

- (b) Identify and explain the main problems faced in international business.
-

**C-7065**

**Sub. Code**

**80936**

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

**Third Semester**

**Logistics and Supply Chain Management**

**RETAIL AND SUPPLY CHAIN MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which type of retail chain focuses on selling a limited range of products at low prices?
  - (a) Specialty Stores
  - (b) Department Stores
  - (c) Discount Stores
  - (d) Convenience Stores
2. Which of the following is NOT a type of retail chain business?
  - (a) Franchise
  - (b) Independent Retailer
  - (c) Cooperative
  - (d) Manufacturer

3. Which of the following is considered a risk in the retail supply chain?
  - (a) High employee satisfaction
  - (b) Supplier reliability issues
  - (c) Strong customer loyalty
  - (d) Efficient logistics
  
4. What is a key benefit of implementing effective retail supply chain metrics?
  - (a) Increases employee workload
  - (b) Reduces overall sales
  - (c) Provides insights for better decision-making
  - (d) Limits customer feedback
  
5. Which of the following skills is most critical for supply chain management excellence?
  - (a) Financial analysis
  - (b) Creative writing
  - (c) Supply chain analytics
  - (d) Graphic design
  
6. Innovative products are typically characterized by :
  - (a) Low demand variability and stable supply chains
  - (b) High demand uncertainty and shorter life cycles
  - (c) Standardization and mass production
  - (d) Predictable sales patterns

7. Which of the following is considered a core competency for supply chain collaboration?
- (a) Price negotiation
  - (b) Flexible distribution networks
  - (c) Real-time information sharing
  - (d) Minimal use of technology
8. RFID technology is mainly used in retail supply chains for :
- (a) Recording financial transactions
  - (b) Tracking inventory and managing product flow
  - (c) Conducting market surveys
  - (d) Customer relationship management
9. What is potential opportunity in managing retail returns?
- (a) Increased transportation costs
  - (b) Reduced customer satisfaction
  - (c) Product refurbishment for resale
  - (d) Decreased warehouse space utilization
10. Which of the following is a financial impact of poor supply chain management?
- (a) Increased market share
  - (b) Reduced lead times
  - (c) Higher operating costs
  - (d) Lower inventory turnover

**Part B**

(5 × 5 = 25)

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

11. (a) What is the definition of a retail supply chain, and what are its primary components?

Or

- (b) Identify and describe the different segments within the retail industry.

12. (a) What are the key drivers that influence changes in the retail supply chain?

Or

- (b) How does globalization impact retail supply chain management?

13. (a) What are the different stages of the product life cycle, and how do they affect retail strategy?

Or

- (b) How do supply chain strategies differ between innovative and functional products? Provide examples of each.

14. (a) What are the key steps involved in the PDCA approach for retail supply chain process improvement?

Or

- (b) Explain the five phases of the DMAIC approach used in supply chain improvement.

15. (a) What are the primary cost drivers in a retail supply chain?

Or

- (b) Explain the impact of supply chain costs on a retailer's profitability.

**Part C**

(5 × 8 = 40)

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

16. (a) Analyze the challenges and strategies involved in making branding decisions for international markets.

Or

- (b) Evaluate the role of new information technologies in transforming international business processes.

17. (a) Describe the concept of Quality Function Deployment (QFD) and its application in retail supply chains.

Or

- (b) What key performance indicators (KPIs) should retailers monitor to ensure operational efficiency and customer satisfaction? Provide examples of how these metrics can drive strategic decision-making.

18. (a) Analyze the significance of market segmentation in retail strategy.

Or

- (b) Identify the essential skills required for effective supply chain management in the retail.
19. (a) Describe the role of demand forecasting in a demand-driven supply chain.

Or

- (b) What are the advantages of using RFID technology in supply chain management?
20. (a) What are the common root causes of high costs in retail supply chain operations?

Or

- (b) How can retailers identify opportunities to reduce supply chain costs? Discuss.
-

**C-7066**

**Sub. Code**

**80937**

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

**Third Semester**

**Logistics and Supply Chain Management**

**EXIM PROCEDURE AND DOCUMENTATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What does “export” primarily mean in the context of international trade?
  - (a) Selling goods or services within the country
  - (b) Importing goods or services from other country
  - (c) Sending of goods or services to another country
  - (d) Exchanging goods with a company
  
2. Export can be broadly classified into two main types. What are they?
  - (a) Direct and indirect exports
  - (b) Capital and consumer exports
  - (c) Visible and invisible exports
  - (d) Domestic and foreign exports

3. What is the main purpose of commercial invoice in international trade?
  - (a) To serve as a contract between buyer and seller
  - (b) To provide proof of ownership of goods
  - (c) To detail the transaction and serve as a customs document
  - (d) To guarantee payment to the exporter
  
4. Freight declarations are essential for calculating.
  - (a) customs duties and taxes
  - (b) Export license fees
  - (c) Product liability Insurance
  - (d) Warehouse storage charges
  
5. Who is responsible for ensuring excise clearance of goods?
  - (a) Importer
  - (b) Manufacturer
  - (c) Freight forwarder
  - (d) Retailer
  
6. Who typically uses EDI system?
  - (a) Importers
  - (b) Exporters
  - (c) Freight forwarders
  - (d) All of the above

7. What is the first step in the pre-import procedure?
- (a) Customs clearance
  - (b) Identify the goods to be imported
  - (c) Payment of import duties
  - (d) Inspection of goods
8. What is the primary purpose of customs formalities?
- (a) To ensure correct calculation and collection of duties and taxes
  - (b) To increase trade restriction
  - (c) To eliminate the need for documentation in trade
  - (d) To provide license to import goods
9. Which organization formulates and implement the foreign trade policy in India?
- (a) RBI
  - (b) Ministry of commerce and industry
  - (c) Ministry of finance
  - (d) NITI Aayog
10. What does ITPO stands for?
- (a) Indian trade promotion office
  - (b) Indian trade promotion organisation
  - (c) International trade promotion organisation
  - (d) Indian trade product organization

**Part B**

(5 × 5 = 25)

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

11. (a) What are the key steps involved in export marketing plan?

Or

- (b) How can secondary data sources help in identifying exports?

12. (a) Explain the key features of an aligned documentation system.

Or

- (b) What is commercial invoice, and why it is essential in international trade?

13. (a) Elucidate the challenge faced by exporters in obtaining export finance.

Or

- (b) What are the key responsibilities of a clearing agent during the import and export process?

14. (a) Explain the different methods of payment used in the regulation of export proceeds.

Or

- (b) What are the key legal aspects involved in the import procedure?

15. (a) How do export promotion councils contribute to incentivizing exporters?

Or

- (b) What are deemed exports, and how do they differ from regular exports.

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the process and requirements for obtaining an importer exporter code in India.

Or

- (b) Discuss the different types of letter of credit used in international trade.

17. (a) What are the advantages and disadvantages of using a negotiable Bill of Lading in international trade?

Or

- (b) How does a marine insurance policy contribute to risk Management in international shipping?

18. (a) Analyse the impact of pre-shipment inspection on exporters, importers and the overall supply chain.

Or

- (b) Explain the different types of marine insurance policies and their significance.

19. (a) Evaluate the challenges faced in warehousing imported goods and suggest measures to overcome them.

Or

- (b) Discuss the significance of exchange control provisions in regulating imports.

20. (a) Describe the role of EXIM bank in promoting international trade and economic development.

Or

- (b) Explain the various types of export credit insurance policies offered by ECGC.
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**C-7067**

**Sub. Code**

**80911/81011**

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

**First Semester**

**MANAGEMENT CONCEPTS**

**(Common for MBA Logistics and Supply chain  
management /Integrated Shipping and Logistics)**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is management?
2. Write short note on unity of command.
3. What do you understand by performance of appraisal?
4. What is planning promises?
5. What is decentralization?
6. Write short note delegation of authority.
7. Define “directing”.
8. What do you mean by acquisition?
9. State any three advantages of control system.
10. Write short note on co-ordination.

**Part B**

(5 × 5 = 25)

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

11. (a) Briefly explain the concept of management.

Or

- (b) Describe the process of management.

12. (a) Enumerate the types of planning.

Or

- (b) Explain the limitation of planning.

13. (a) Describe the nature and purpose of planning.

Or

- (b) Briefly explain the formal and informal organization.

14. (a) Enumerate the advantages of proper staffing.

Or

- (b) Describe the process of staffing.

15. (a) Briefly explain the types of co-ordination.

Or

- (b) Describe the problems of co-ordination.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the emergence of modern management.

Or

- (b) Describe the characteristics and objectives of planning.

17. (a) Enumerate the types of committee.

Or

(b) Explain the organization level and span of management.

18. (a) Describe the controlling process.

Or

(b) Explain the approaches to achieve effective co-ordination.

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**C-7068**

**Sub. Code**

**80912/81012**

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

**First Semester**

**CORPORATE COMMUNICATION**

**(Common for M.B.A (Logistics and Supply Chain  
management /Integrated shipping and Logistics))**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the merits of videoconferencing?
2. Why is upward communication essential for organizational performance.
3. What is Business communication?
4. Define Business etiquette.
5. What are the benefits of telephonic interview?
6. Define time management.
7. Who is called a company secretary?
8. What is meant by minutes of the meeting?
9. State the importance of Business report.
10. List down any two merits of written presentation.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the process of communication.

Or

(b) Discuss the barriers of communication.

12. (a) State merits and demerits of minutes of business meeting.

Or

(b) Discuss about formal employee communication with suitable example.

13. (a) Enumerate the merits of Time management.

Or

(b) Explain in detail about financial communication.

14. (a) Explain about secondary documents and its sources.

Or

(b) Explicit about the significance of informal communication.

15. (a) Explain in detail about employment interviews.

Or

(b) Enumerate the importance of career planning.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the strategies to overcome barriers to communication.

Or

- (b) Discuss how to run effective business meetings.

17. (a) Enumerate different types of interview in detail.

Or

- (b) Explain about the format for preparing an effective Report.

18. (a) Explain different types of business report in detail.

Or

- (b) Explain oral presentation and enumerate its advantages.
-

**C-7069**

**Sub. Code**

**80913/81013**

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

**First Semester**

**Logistics and Supply Chain Management**

**ACCOUNTING FOR MANAGEMENT**

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

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Book keeping.
2. Mention the limitations of accounting.
3. What is Depreciation?
4. Write the Golden rules of book-keeping.
5. What is meant by posting?
6. Define Flexible budget.
7. What is a Current asset?
8. What is meant by Turnover ratio?
9. What are the different elements of cost?
10. Define Zero-based budget.

**Part B****(5 × 5 = 25)**Answer **all** questions choosing either (a) or (b).

11. (a) Journalize the following transactions

	Rs.
2010 Jan 1 Business started with	2,50,000
And cash deposited in bank	1,50,000
3 Purchased machinery on credit from Rangan	50,000
6 Bought furniture for cash	25,000
12 Goods sold to Yesodha	22,500
13 Goods returned by Yesodha	2,500
15 Goods sold for cash	50,000
17 Bought goods for cash	25,000
20 Cash received from Yesodha	10,000
21 Cash paid to Ramola	20,000
25 Cash withdrawn from bank	50,000
29 Paid advertisement expenses	12,500
30 Bought office stationery	5,000
31 Paid salaries	15,000
Paid rent	2,500
31 Cash withdrawn from bank for personal use	6,250

Or

(b) Explain the features of double entry system.

12. (a) Explain Money Measurement Concept.

Or

(b) From the under mentioned balanced, prepare a Trial Balance as on 31-03-2017.

	Rs.
Cash in hand	4,800
Purchases	4,80,000
Opening Stock	1,40,000
Sundry Creditors	96,000
Machinery	2,40,000
Wages	64,000
Sales	8,04,000
Furniture	60,000
Bills receivable	80,000
Salaries	80,000
Capital	4,00,000
Bill Payable	88,000
Sundry Debtors	2,00,000
Rent	40,000

13. (a) Explain the nature and limitations of financial statement analysis.

Or

- (b) From the following information calculate
- (i) P/V ratio
  - (ii) BEP
  - (iii) Margin of safety

	Rs.
Total sales	3,60,000
Selling price per unit	100
Variable cost per unit	50
Fixed cost	1,00,000

14. (a) From the following information prepare a cost sheet to show :
- (i) Prime cost
  - (ii) Works cost.,
  - (iii) Cost of product ion
  - (iv) Cost of sales, and
  - (v) Profit

	Rs.
Raw materials purchased	32,250
Carnage on purchases	850
Direct wages	18,450
Factory overhead	2,750
Selling overhead	2,450
Office overhead	1,850
Sales	75,000
Sale of factory scrap	250
Opening stock of finished goods	9,750
Closing stock of finished goods	11,100

Or

- (b) Explain the different classification of Cost.

15. (a) Elucidate the steps involved in installation of budgetary system.

Or

- (b) From the following forecast of income and expenditure, prepare a cash budget for the months January to April, 2011 Additional information is as follows :
- (i) The customers are allowed a credit period of 2 months.
  - (ii) A dividend of Rs. 10,000 is payable in April
  - (iii) Capital expenditure to be incurred Plant purchased on 15<sup>th</sup> January for 15,000; a Building has been purchased on 1<sup>st</sup> March and the payments are to be made in monthly installments of Rs. 2,000 each
  - (iv) The creditors are allowing a credit of 2 months.
  - (v) Wages are paid on the 1<sup>st</sup> of the next month.
  - (vi) Lag in payment of other expenses is one month
  - (vii) Balance of cash in hand on 1<sup>st</sup> January 2011 is Rs. 15,000

**Part C**

(3 × 10 = 30)

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

16. (a) List out the different methods of costing and explain their practical applications.

Or

- (b) Prepare a corrected Trial balance from the following.

Sl.No.	Name of the account	L.F	Debit	Credit
1	Capital		–	15,560
2	Sales		–	27,560
3	Sales return		–	980
4	Drawings a/c		5,640	–
5	Sundry debtors		–	5,300
6	Freehold premises		7,410	–
7	Purchases		12,680	–
8	Return outwards		2,640	–
9	Loan from Sharma		–	2,500
10	Sundry creditors		5,280	–
11	Administrative expenses		7,840	–
12	cash		1,420	–
13	Bills payable		1,000	–
14	Wages		5,980	–
15	Opening stock		–	2,640
16	Factory expenses		4,650	–
	Total		<u>54,540</u>	<u>54,540</u>

17. (a) From the following information prepare a cost sheet for the month of January.

	Rs.
Stock of raw materials on 1 <sup>st</sup> Jan	25,000
Stock of raw materials on 31 <sup>st</sup> Jan	26,200
Purchase of raw materials	21,900
Carriage on purchase	1,100
Sale of finished goods	72,300
Direct wages	17,200
Non productive wages	800
Direct expenses	1,200
Factory overheads	8,300
Administrative overheads	3,200
Selling overheads	4,200

Or

- (b) Explain different types of Budget.
18. (a) Explain the different tools and techniques used in Financial Statement Analysis.

Or

- (b) With the help of the following ratios regarding the Jasmine Co Ltd, Draw the balance sheet of the company for the year 2005.

Particulars	
Current Ratio	2.5
Liquidity Ratio	1.5
Net Working Capital	Rs. 3,00,000
Stock Turnover Ratio (cost of sales/closing stock)	6 times
Gross Profit Ratio	20%
Debt Collection Period	2 months
Fixed Assets Turnover Ratio (on cost of sales)	2 times
Fixed Assets to shareholders net worth	0.80
Reserves and Surplus to Capital	0.50

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**C-7071**

**Sub. Code**

**80915/81015**

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

**First Semester**

**ORGANISATIONAL BEHAVIOUR**

**Common for MBA (Logistics and Supply Chain  
Management / Integrated Shipping and Logistics)**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Organizational behavior?
2. Write a short note on Hawthorne studies and Elton Mayo
3. What is learning?
4. Demarcate formation of values
5. Write the difference between Attitudes and values?
6. Write the process theories of work motivation?
7. Define the reasons for group formation
8. Define reinforcement
9. List out the types of changes?
10. Define organizational culture

**Part B**

(5 × 5 = 25)

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

11. (a) Describe the challenges for organizational behaviour

Or

- (b) Explain the opportunities for organizational behaviour

12. (a) Define personality and describe the theories of personality?

Or

- (b) Enumerate the perceptual process of individual behaviour and give some examples of individual behaviour.

13. (a) Explain attitude and Evaluate the functions of attitudes and changing attitudes

Or

- (b) Explain the components of attitudes

14. (a) Enumerate the types of group behaviour

Or

- (b) Explain the reason for group formation

15. (a) Explain briefly about Organizational development interviews

Or

- (b) Enumerate the challenges of resistance to change in organizational behaviour

**Part C**

(3 × 10 = 30)

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

16. (a) Explain briefly about concepts of organizational behaviour to understand the behaviour of people in organization

Or

- (b) Enumerate the developments of values and theories of motivation.

17. (a) Explain the merits and demerits of anthropology

Or

- (b) Define personality and describe its functions of attitudes.

18. (a) Explain briefly about Elton Mayo

Or

- (b) Describe the leadership style and give some perfect examples.

**C-7072**

**Sub. Code**

**80922/81022**

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

**Second Semester**

**Common for MBA (Logistics and Supply Chain  
Management / Integrated Shipping and Logistics)**

**HUMAN RESOURCE MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define human resource management.
2. Define personnel management.
3. What is training?
4. What do you mean by appraisal system?
5. What is collective bargaining?
6. What do you mean by employee grievances?
7. What is mentoring?
8. Write short note on audit
9. What is repatriation?
10. What do you mean by globalization?

**Part B**

(5 × 5 = 25)

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

11. (a) Briefly explain the functions of personnel.

Or

- (b) Describe the job analysis.

12. (a) Enumerate the benefits of training.

Or

- (b) Describe the methods of performance appraisal.

13. (a) Explain the importance of industrial relations.

Or

- (b) Enumerate the importance of industrial relations.

14. (a) Briefly explain the centered theory.

Or

- (b) Describe the audit and research in human resource management.

15. (a) Enumerate the economic factors of international HRM.

Or

- (b) Describe the theories of counseling.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the evolution concept of HRM.

Or

- (b) Describe the essential characteristics of an effective appraisal system.

17. (a) Enumerate the factors of industrial relations.

Or

- (b) Explain the industrial disputes in detail.

18. (a) Describe the objectives of counselling.

Or

- (b) Explain the Function of international human resource management in detail.

**C-7073**

**Sub. Code**

**80923/  
81023**

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

**Second Semester**

**Logistics and Supply Chain Management**

**FINANCIAL MANAGEMENT**

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

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Mention the significance of financial management.
2. What do you mean by optimum capital structure?
3. What is Capital budgeting?
4. What do you mean by fund allocation?
5. What is Operating leverage?
6. Define fixed budget.
7. What is Cost of Capital?
8. What is Operating cycle?

9. Define “Net operating income approach”.
10. What are the functions of financial management?

**Part B**

(5 × 5 = 25)

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

11. (a) Describe the steps involved in financial planning process.
- Or
- (b) Describe the steps involved in financial planning process.
12. (a) Explain the features of Debenture.
- Or
- (b) Explain the characteristics and advantages of equity share.
13. (a) What are the features of optimum capital structure?
- Or
- (b) Differences between Net Income Approach and Net Operating Income Approach.
14. (a) Define working capital and explain the concept of working capital.
- Or
- (b) A company issued Rs. 1,00,000, 10% redeemable debentures at a discount of 5%. The cost of floatation amount to Rs. 3,000. The debentures are redeemable after 5 years.
- Compute before-tax and after-tax cost of debt. The tax rate is 50%.

15. (a) Explain merits and Demerits of Pay-Back period Method in Capital budgeting.

Or

- (b) Explain the need for capital budgeting.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain functional areas of Financial management.

Or

- (b) Explain are the problems in determining cost of capital.

17. (a) Victory Ltd, decided to purchase a machine to increase the installed capacity. The company has four machines under consideration. The relevant details including estimated yearly expenditure and sales are give below. All sales are for cash. Corporate Tax Rate @ 33.99% (inclusive of surcharge @ 10%. Deduction cess @ 2% and secondary and Higher Education cess @ 1%)

Particulars	M1	M2	M3	M4
Initial Investment (Rs. lacs)	30.00	30.00	40.00	35.00
Estimated Annual sales (Rs. lacs)	50.00	40.00	45.00	48.00
Cost of production (Estd) (Rs. lacs)	18.00	14.00	16.70	21.00
Economic life (yrs)	2	3	3	4
Scrap values (Rs. lacs)	4.00	2.50	3.00	5.00

Calculate payback Period.

Or

- (b) Explain Long term source of finance used by different companies.

18. (a) Critically examine the three financial approaches in working capital.

Or

(b) Explain arbitrage process and its reverse working in MM approach.

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**C-7074**

**Sub. Code**

**80924/81024**

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

**Second Semester**

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

**(Common for MBA (Logistics and Supply Chain  
Management/ Integrated Shipping and Logistics)**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Research.
2. Write a Short notes on Process of Research.
3. Define Research Design.
4. Define Sample Size.
5. Explain the types of Data.
6. Differentiate between a questionnaire and schedule.
7. What is Regression?
8. What do you mean by Multivariate Analysis?

9. What is Research Report? List out its types.
10. Give the meaning of Report format.

**Part B**

(5 × 5 = 25)

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

11. (a) What do you mean by Research? Classify different types of research with the help of Suitable examples.

Or

- (b) What is the necessity of defining a research problem, explain with suitable example.

12. (a) Give your understanding of a good Research Design.

Or

- (b) Explain the types of Research Design.

13. (a) Distinguish between Questionnaire and Interview Schedule.

Or

- (b) Explain in Detail about the Concept of Data Collection.

14. (a) What is Multiple Regression and Correlation? Elucidate.

Or

- (b) Discuss the application of Chi-Square Test.

15. (a) Explain the contents of Research Report.

Or

(b) Define the various steps involved in drafting a research Report.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the process of research in detail like framing of Research Questions, identifying Research Problems, Research Objectives, hypothesis framing etc.,

Or

(b) Explain the sampling Methods with example.

17. (a) Explain the methods of collecting primary Data.

Or

(b) Differentiate the one way Anova and multi way anova.

18. (a) Explain in detail about report design and writing. What is the role of audience in report design and writing?

Or

(b) Why Review of literature so important for a Research – Comment.

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**C-7075**

**Sub. Code**

**80927/81027**

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

**Second Semester**

**SHIPPING AND PORT MANAGEMENT**

**(Common for : M.B.A. (Logistics and Supply Chain Management)) (IS & L)**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write a short note on international trade.
2. Principles and practices of shipping.
3. What is organisation structure in ports?
4. Define marketing of port services.
5. What is mean by international ships and port facility code?
6. List out the functions of intermediaries.
7. What you meant by economic impact of ports.
8. Define terminal operations.
9. Define concept of hinterland.
10. Define infrastructure in ports and terminal.

**Part B**

(5 × 5 = 25)

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

11. (a) Elaborate the principles and practices of shipping.

Or

- (b) Explain the markets of maritime transport.

12. (a) Explain the terminal management.

Or

- (b) Enumerate the location characteristics.

13. (a) Discuss the port operations.

Or

- (b) Explain the intermodal connectivity.

14. (a) Elaborate the marketing of port services.

Or

- (b) Explain the identifying stakeholder.

15. (a) Enumerate the infrastructure in ports and Terminal.

Or

- (b) Elaborate the port security issues.

**Part C**

(3 × 10 = 30)

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

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

Or

- (b) Explain the roles and functions of intermediaries.

17. (a) Explain the containerization.

Or

(b) Enumerate the port operations.

18. (a) Explain the identifying customer needs handling competition and adding values.

Or

(b) Comparative analysis coastal shipping Vinland movement.

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**C-7076**

**Sub. Code**

**80935/81035**

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

**Third Semester**

**INTERNATIONAL BUSINESS MANAGEMENT**

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

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Bring out the concept of Multi national Company
2. What do you mean by transnational company?
3. Bring out the concept of Turn Key project.
4. State the objectives of GATT.
5. Mention in brief about Environmental Scanning.
6. Distinguish between Vision and Mission.
7. Enumerate the term Foreign Exchange.
8. State any two demerits of Foreign Direct Investment.
9. What do you mean by Product Life Cycle?
10. Write the disadvantages of Electronic Commerce.

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss in brief about the importance of International Business.

Or

- (b) Write short note on Comparative Cost Advantage Theory.

12. (a) Distinguishing between Licensing and franchising

Or

- (b) Explain in brief about the demerits of Joint Venture.

13. (a) Elucidate the various corporate level strategies of Global business.

Or

- (b) Write short on Global business Strategy implementation.

14. (a) Determine the functions of Foreign Direct investment to home country.

Or

- (b) Mention in brief about Vertical Foreign Direct Investment.

15. (a) Discuss in brief about the models of international product life cycle.

Or

- (b) State the opportunities in Electronic business.

**Part C**

(3 × 10 = 30)

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

16. (a) What do you mean by International Marketing? Discuss the pricing decisions in International Marketing.

Or

- (b) Elaborate the role of internet in development of E-Commerce.

17. (a) Determine the role of regional grouping in enhancing Foreign trade.

Or

- (b) Discuss in detail about Global strategic management.

18. (a) Write in detail about the merits of going global in terms of business.

Or

- (b) Elucidate the various stages of internationalizing a business.

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