

N-0085

Sub. Code

205411/205511/

205611/205711/

205811

**(Common for M.B.A. (G)/FM/LM/T/HRM) DEGREE
EXAMINATION, MAY 2022 & DEC. 2022**

ONLINE PROGRAMME EXAMINATIONS

First Semester

MANAGEMENT – PRINCIPLES AND PRACTICES

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The heart of administration is the _____ function.
(a) Directing (b) Organizing
(c) Controlling (d) Co-operating
2. _____ involves a series of steps to be taken to accomplish desired goals.
(a) Values (b) Techniques
(c) Programmes (d) Actions
3. The Practice of Management written by _____
(a) Peter F. Drucker (b) Terry
(c) Louis Allan (d) Henry Fayol

4. Pioneer of Human Relations is _____
(a) Mary Parkett (b) Lillian Gilbert
(c) Henry Fayol (d) Elton Mayo
5. The first and foremost function of management is _____
(a) planning (b) organizing
(c) controlling (d) co-ordination
6. Contingent plan to meet environmental pressures is _____
(a) objective (b) strategies
(c) policies (d) rules
7. The decision which relates to day-to-day operation of an organization is known as _____
(a) Major decision (b) Organizational decision
(c) Personal decision (d) Operative decision
8. A decision taken to meet unexpected situations is known as _____
(a) economic decision
(b) crisis decision
(c) non-economic decision
(d) problem decision
9. Devices which show the organizational relationships _____
(a) organizational charts
(b) scalar chain
(c) overall plan
(d) Budgets

10. A system of co-operative activities of two or more persons is called _____
- (a) department (b) co-ordination
(c) organization (d) control
11. Departmentation is a part of the _____
- (a) Organization process
(b) Control process
(c) Planning process
(d) Staffing process
12. The process whereby a manager shares his work and authority with his subordinates is _____
- (a) Decentralisation
(b) Responsibility
(c) Delegation
(d) Decision making
13. The process of acquiring, deploying, and retaining a workforce of sufficient quantity and quality to create positive impacts on the organization's effectiveness is called
- (a) staffing (b) recruitment
(c) selection (d) placement
14. _____ is the "On the Job Training" method used to train electricians.
- (a) Web publishing (b) Job rotation
(c) Coaching (d) Apprenticeship
15. Positive motivation makes people willing to do their work in the best way they can and improve their _____
- (a) Productivity (b) Personality
(c) Performance (d) People

16. The motivation theory which classifies need in hierarchical order is developed by
(a) Fred Luthans (b) Scott
(c) Abraham Maslow (d) Peter. F. Drucker
17. Directing flows in _____ direction.
(a) Upward (b) Downward
(c) Diagonal (d) Horizontal
18. All decision-making power is centralized in the leader is under _____
(a) autocratic style (b) liberal leader
(c) democratic leader (d) institutional leader
19. Communication that flow from superior to subordinates is _____
(a) downward communication
(b) upward communication.
(c) horizontal communication
(d) informal communication.
20. Exchange of ideas, opinions, information etc between two or more persons is _____
(a) Planning (b) Organizing
(c) Communication (d) Staffing
21. Co-ordination is _____
(a) a management function
(b) the essence of management
(c) an objective of management
(d) a social objective

22. _____ refers to the planning, only planning is not sufficient, it is to be ensured that works are done as per the plan made.
- (a) Scalar chain (b) Order
(c) Equity (d) Initiative
23. All employees is guided are _____
- (a) code of ethics (b) word of ethics
(c) ethical dilemma (d) customers
24. Ethics should guide the technology towards
- (a) Political justice (b) Cultural justice
(c) Social justice (d) Economic justice
25. _____ is the process of ensuring that actual results are in accordance with planned results.
- (a) Controlling (b) Coordinating
(c) Planning (d) Directing
26. Controlling function finds out how _____ far deviates from standards
- (a) Actual performance
(b) Improvement
(c) Corrective actions
(d) Cost
27. _____ is defined as cooperation between two or more organizations with a common objective, shared control, and contributions (in terms of resources, skills, and capabilities) by the partners for mutual benefits.
- (a) Strategic alliance (b) Joint venture
(c) Merger (d) Acquisitions

28. Benchmarking is a/an _____ tool.
(a) improvement (b) cutting
(c) quality (d) production
29. Planning is looking ahead and control is _____
(a) looking back
(b) looking front
(c) looking sideward
(d) looking down
30. Motivation based on force of fear is called _____
(a) negative motivation
(b) positive motivation
(c) extrinsic motivation
(d) intrinsic motivation
31. Principles of management provide _____
(a) readymade solutions to problems
(b) general guidelines.
(c) methods and procedures
(d) rules and regulations
32. _____ specifies the end to be achieved.
(a) Objective (b) Strategy
(c) Policy (d) Method
33. The principles by which the process of perceptual organization work was first identified by Max Wertheimer in the year _____.
(a) 1918 (b) 1933
(c) 1924 (d) 1923

Part B

(7 × 6 = 42)

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

34. (a) Explain the various functions of management.

Or

- (b) Describe the contribution of Henry Fayol to management thought.

35. (a) What is decision making? Explain the rationals and steps involved in decision making.

Or

- (b) Explain the process of management by objectives.

36. (a) Discuss the nature and process of organizing.

Or

- (b) Explain the issues in organizational culture in modern business organizations.

37. (a) What is recruitment? Describe various methods of recruitment

Or

- (b) Discuss the importance of motivation as a function of Management.

38. (a) Explain various principles of Direction.

Or

- (b) Explain the types of formal organizational communication.

39. (a) Explain the need and importance of co-ordination in an organization.

Or

(b) Discuss the role of organization culture in ethics.

40. (a) Explain the nature and process of control.

Or

(b) Discuss the process of preparing a strategy for competitive advantage using core competence.

N-0086

Sub. Code

205412/

205512/

205612/

205712/

205812

**COMMON FOR M.B.A. (G)/FM/LM/T/HRM DEGREE
EXAMINATION, MAY 2022 & DEC. 2022**

ONLINE PROGRAMME EXAMINATIONS

First Semester

ORGANISATIONAL BEHAVIOUR

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** the questions.

1. Hawthorne studies is related to which stage of the organizational behavior evolution?
 - (a) industrial revolution
 - (b) scientific management
 - (c) organizational behavior
 - (d) human relations movement

2. Forces affecting organizational behavior are
 - (a) people
 - (b) environment
 - (c) technology
 - (d) all of the above

3. In present content, challenges for organizational behavior are _____.
- (a) employee expectation
 - (b) workforce diversity
 - (c) globalization
 - (d) all of the above
4. The _____ theory states a manager's choice of organizational structures and control systems depends on characteristics of the external environment
- (a) mechanistic
 - (b) management science
 - (c) organic
 - (d) contingency
5. Organizational commitment is defined as _____
- (a) the degree to which an employee identifies with the organization they work for and its goals
 - (b) an employee's belief that the organization they work for will go to considerable lengths
 - (c) the degree to which an employee's sense of fulfillment and self-worth is related to their job
 - (d) the degree to which an employee believes their work imparts their organization
6. Which of the following is not part of the definition of attitudes?
- (a) learned
 - (b) inherited
 - (c) relating to some attitude object as act
 - (d) having an evaluative dimension

7. Which of the following is not a contributing discipline of OB?
- (a) anthropology
 - (b) psychology
 - (c) physiology
 - (d) sociology
8. Work attitudes can be reflected in an organization through
- (a) job satisfaction
 - (b) organizational commitment
 - (c) both (a) and (b)
 - (d) none of the above
9. A program that asks managers to reconsider how work would be done and the organization structured if they were starting to develop the company from the beginning is
- (a) Reengineering
 - (b) MBO
 - (c) TQM
 - (d) Diversity training
10. Behaviors and attitudes can best be predicted by knowing
- (a) a person's belief
 - (b) social norms that influence a person's intention
 - (c) a person's value
 - (d) (a) and (c)

11. Factors related to person characteristics which affect perception include all of the following except
 - (a) values and attitudes
 - (b) needs and motives
 - (c) beliefs and culture
 - (d) human behavior

12. Factors that determine job satisfaction include all of the following except
 - (a) fairness
 - (b) discrepancy
 - (c) disposition
 - (d) high pay

13. An informed group is characterized by the
 - (a) stipulation of expected behaviours by the organization
 - (b) predetermined designation of tasks of members
 - (c) pursuit of particular organizational goals
 - (d) fulfillment of the need for social content

14. In the context of the social identify theory, people have _____ to the failure or success of group members.
 - (a) angry reactions
 - (b) lack of empathy or prie
 - (c) emotional withdrawal
 - (d) emotional reactions

15. _____ is when we connect with others because of our roles
- (a) collective identification
 - (b) schadenfreude
 - (c) relational identification
 - (d) informal group identification
16. _____ power is based on identification with a person who has desirable resources or personal traits
- (a) coercive (b) legitimate
 - (c) referent (d) expert
17. _____ power is influence wielded as result of proficiency, special skill or knowledge
- (a) legitimate (b) reward
 - (c) referent (d) expert
18. The three basic power relationship to ensure success are _____.
- (a) upward, downward and lateral
 - (b) upward, downward and oblique
 - (c) upward, lateral and oblique
 - (d) downward, lateral and external
19. Negotiating the interpretation of a vision contract is an example of _____
- (a) organizational politics
 - (b) lateral relations
 - (c) an approval relationship
 - (d) an ending leakage

20. A known OD conceptualize has identified prime responsibilities of OD, consultant the initiator's name is
- (a) Taylor
 - (b) Ishikawer
 - (c) Posovasky
 - (d) Argyris
21. Which of the following is not a conflict resolution technique?
- (a) appointing a devits advocate
 - (b) authoritative command
 - (c) subordinate goals
 - (d) avoidare
22. An interpersonal conflicts in which no participant is aware of the divergence of goals, needs or interests is known as _____.
- (a) latent conflict
 - (b) false conflict
 - (c) cause of action
 - (d) none of the given options
23. A situation involving actual incompatibility of needs, interests of goals is defined as _____.
- (a) false conflict
 - (b) true conflict
 - (c) vertical conflict
 - (d) both true and vertical conflict

24. The formal authority and control system are reduced, the _____ provided by a strong culture that everyone is painted in the same direction.
- (a) rules and regulations
 - (b) shared meaning
 - (c) rituals
 - (d) socialization
25. A strong culture should increase employee loyalty because it result in _____.
- (a) a highly centralized organization
 - (b) narrow spans of control
 - (c) cohesiveness and organizational commitment
 - (d) a highly formalized organization
26. Organizational climate is based on the _____ of members towards the organizations
- (a) perceptions (b) loyalty
 - (c) commitment (d) all of the above
27. Intrapersonal communications
- (a) Entails communication with another person
 - (b) denotes communication with its one's self that necessarily involves the processes of thinking and feeling
 - (c) Is a process in which individuals connect with themselves either consciously or subconsciously
 - (d) Both (b) and (c) only
28. In an organization, which of these is not a type of communication?
- (a) downward (b) upward
 - (c) curve (d) horizontal

29. Any business house is concerned with communication
- (a) external
 - (b) dumb
 - (c) deaf
 - (d) blind
30. Which of the following is/are the overall activity(s) to ensure the change is successful?
- (a) change management
 - (b) executive management
 - (c) board governance
 - (d) none of these
31. Cultural homogeneity refers to
- (a) cross-cultural movements
 - (b) inter-cultural movements
 - (c) adaptations to the local culture
 - (d) cultural uniformity
32. Organization development is a planned process of change through the utilization of
- (a) behavioural science technologies
 - (b) money
 - (c) machinery
 - (d) human
33. _____ is/are the major stem in OD
- (a) the emergence of action research
 - (b) the evolution of the Tavistock sociocinical approaches
 - (c) both (a) and (b)
 - (d) none of the above

Part B

(7 × 6 = 42)

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

34. (a) Define organizational behavior. Explain the elements of organizational behavior.

Or

- (b) Analyse the significance of organizational commitment.

35. (a) Discuss the relationship between attitude, behavior and consistency.

Or

- (b) Discuss the causes of human behavior.

36. (a) Write a detailed note on theories of group formation.

Or

- (b) Explain the basic sources of leadership power.

37. (a) Analyse the impact of organizational politics.

Or

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

38. (a) Explain the factors affecting organizational effectiveness.

Or

- (b) Explain the theories of organizational culture.

39. (a) Explain the essential elements of communication.

Or

- (b) Briefly mention the levels of change

40. (a) Why is it necessary to understand cultural differences to operate at a global level?

Or

(b) Explain the process of organizational development.

N-0087

Sub. Code

**205413/
205513/
205613/
205713/
205813**

**COMMON FOR M.B.A. (G)/FM/LM/T/HRM DEGREE
EXAMINATION, MAY 2022 & DEC 2022**

ONLINE PROGRAMME EXAMINATIONS

First Semester

MANAGERIAL ECONOMICS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Managerial economics uses
 - (a) Micro Economics only
 - (b) Macro Economics only
 - (c) Both Micro and Macro Economics
 - (d) None of the above

2. Business Profit =
 - (a) Total Sales Revenue - implicit Costs
 - (b) Total Sales Revenue - Explicit Costs
 - (c) Total Sales Revenue - Total Costs
 - (d) None of the above

3. Economic Profit =
- (a) Sales Revenue - (Implicit Costs + Explicit Costs)
 - (b) Sales Revenue - Explicit Costs
 - (c) Sales Revenue - Implicit Costs
 - (d) None of the above
4. The basic economic problem is the problem of
- (a) Abundance of resources
 - (b) Scarcity of resources
 - (c) Human Resources
 - (d) None of the above
5. In case of _____ demand, a slight change in the price will make greater change in demand.
- (a) Inelastic (b) Elastic
 - (c) Perfectly elastic (d) Perfectly inelastic
6. When the price of Coffee increases and the demand for Cooldrink increase then
- (a) Coffee and Cooldrink are
 - (b) Coffee and Cooldrink are complimentary for each other
 - (c) Coffee and Cooldrink are noncomplimentary for each other
 - (d) None of the above
7. Consumer surplus is the state where a consumer willing to pay higher price actually pays
- (a) Higher price
 - (b) Lower price
 - (c) Sometimes higher and sometimes lower price
 - (d) None of the above

8. 'Law of variable proportions' is also known as
- (a) Law of Diminishing Returns
 - (b) Law of Increasing Returns
 - (c) Law of Constant Returns
 - (d) None of the above
9. 'Return to scale' means
- (a) Change in output when only some factors of production are increased
 - (b) Change in output when only variable factors of production are increased
 - (c) Change in output when only fixed factors of production are increased
 - (d) Change in output when all factors of production are increased simultaneously
10. In 'Perfect competition' products are:
- (a) Heterogeneous (b) Homogeneous
 - (c) Differentiated (d) None of the above
11. In 'Perfect competition' factors of production are:
- (a) Perfectly mobile (b) Perfectly immobile
 - (c) Both (a) and (b) (d) None of the above

12. In 'Perfect competition' firms are:
- (a) Not Free to enter or exit
 - (b) Free to enter or exit
 - (c) Sometimes free and sometimes not free to enter or exit
 - (d) None of the above
13. In 'Imperfect competition' products are:
- (a) Heterogeneous (b) Homogeneous
 - (c) Differentiated (d) None of the above
14. In 'Imperfect competition' factors of production are
- (a) Perfectly mobile (b) Perfectly immobile
 - (c) Both (a) and (b) (d) None of the above
15. In economics competition refers to the market structure which means
- (a) The extent to which individual firm have the power to influence market price
 - (b) Competition among firms
 - (c) Number of firms
 - (d) None of the above
16. A monopolist is
- (a) Price maker and not price taker
 - (b) Price influencer
 - (c) Price taker and not price maker
 - (d) None of the above

17. In 'Monopoly' firms entry of other firms are
- (a) Free
 - (b) Restricted
 - (c) Sometimes free and sometimes restricted
 - (d) None of the above
18. A seller under perfect competition
- (a) Can practice price discrimination
 - (b) Cannot practice price discrimination
 - (c) Sometimes can practice price discrimination
 - (d) None of the above
19. Balance of payments of a country includes
- (a) Balance of trade
 - (b) Capital receipts and payments
 - (c) Saving and investment account
 - (d) Both (a) and (b)
20. To avoid double counting when GDP is estimated, economists
- (a) Use GDP deflator
 - (b) Calculate value added at each stage of production
 - (c) Use retail prices
 - (d) Use price of only intermediate goods

21. Total value of all final goods and services produced in a country during one year is:
- (a) Net National Product (NNP)
 - (b) Gross National Product (GNP)
 - (c) Gross Domestic Product (GDP)
 - (d) National Income (NI)
22. The goods which are used directly by the people are called
- (a) Consumer goods
 - (b) Capital good
 - (c) Direct good
 - (d) None of these
23. National income of a country does not include
- (a) Self services, low wages
 - (b) Donations and high salaries
 - (c) Corporate taxes and gifts
 - (d) Illegal incomes and unreported incomes
24. Profit is
- (a) Total revenue - Implicit cost
 - (b) Total revenue - Explicit
 - (c) Total revenue - Explicit and Implicit cost
 - (d) None of the above
25. _____ profit is the difference between total revenue and total explicit and implicit cost.
- (a) Marginal Profit
 - (b) Gross Profit
 - (c) Net Profit
 - (d) None of the above

26. If the income and substitution effect of a price increase works in the same direction the good whose price has changed is a
- (a) Giffen goods
 - (b) Inferior goods
 - (c) Normal goods
 - (d) Superior
27. Inflation is
- (a) A decrease in the overall level of economic activity
 - (b) An increase in the overall level of economic activity
 - (c) An increase in the overall price level
 - (d) A decrease in the overall price level
28. If all resources used in the production of a product are increased by 20 percent and output increases by 20 percent, then there must be
- (a) economies of scale
 - (b) diseconomies of scale
 - (c) constant returns to scale
 - (d) increasing average total costs
29. Iso-cost line indicate the price of
- (a) Output
 - (b) Inputs
 - (c) Finished goods
 - (d) Raw material

30. The distinction between variable cost and fixed cost is relevant only in
- (a) long period
 - (b) short period
 - (c) medium term
 - (d) mixed period
31. Method is also known as Sales Force Composite method or collective opinion-method
- (a) Opinion survey
 - (b) Expert opinion
 - (c) Delphi method
 - (d) Consumer interview method
32. In ————— approach, on the basis of the growth of an established product, the demand for the new product is estimated.
- (a) Growth curve approach
 - (b) Evolutionary approach.
 - (c) Opinion polling approach
 - (d) vicarious approach
33. $E_p=0$ in the case of ————— elasticity.
- (a) Perfectly elastic demand
 - (b) Perfectly inelastic demand
 - (c) Relative elastic demand
 - (d) Unitary elastic demand

Part B

(7 × 6 = 42)

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

34. (a) What are the relationship between Managerial Economics and other disciplines.

Or

- (b) Write notes on :
(i) Opportunity Cost
(ii) Production Possibility Curve.

35. (a) What are the role of Equilibrium and Equi-marginalism in business decision making?

Or

- (b) Explain Law of Demand and role in Business Decisions.

36. (a) Write notes on:
(i) Supply Equilibrium
(ii) Giffen Paradox.

Or

- (b) Explain Cobb Douglas Production Function.

37. (a) Write notes on :
(i) Monopoly
(ii) Monopolistic Competition
(iii) Oligopoly

Or

- (b) Distinguish between fixed costs and variable costs.

38. (a) What is national income? How do we compute it?

Or

(b) What is collective bargaining? Explain the importance of collective bargaining.

39. (a) Define Profit. Discuss briefly theories of Profit.

Or

(b) Write notes on: (i) Business Cycle (ii) Inflation.

40. (a) Define monopolistic market and discuss its features.

Or

(b) Discuss features of perfectly competitive market.

N-0088

Sub. Code

205414/

205514/

205614/

205714/

205814

**COMMON FOR M.B.A. (G)/FM/LM/T/HRM DEGREE
EXAMINATION, MAY 2022 & DEC 2022**

ONLINE PROGRAMME EXAMINATIONS

First Semester

QUANTITATIVE TECHNIQUES

(CBCS – 2020 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. In a transportation problem, items are allocated from sources to destinations
 - (a) at a maximum cost
 - (b) at a minimum cost
 - (c) at a minimum profit
 - (d) at a minimum revenue

2. The linear programming model for a transportation problem has constraints for supply at each _____ and _____ at each destination.
 - (a) destination / source
 - (b) source / destination
 - (c) demand/source
 - (d) source/demand

3. The transshipment model is an extension of the transportation model in which intermediate transshipment points are _____ between the sources and destinations.
- (a) decreased (b) deleted
(c) subtracted (d) added
4. In a(an) _____ inventory system a constant amount is ordered when inventory declines to a predetermined level.
- (a) optional (b) economic
(c) periodic (d) continuous
5. As order size increases, total
- (a) inventory costs will increase, reach a maximum and then quickly decrease
(b) inventory cost will decrease, reach a minimum and then increase
(c) ordering costs will initially increase while total carrying cost will continue to decrease
(d) carrying cost decreases while the total ordering cost increases
6. A _____ probability is a probability that an event will occur given that another event has already occurred.
- (a) subjective (b) objective
(c) conditional (d) binomial
7. The events in an experiment are _____ if only one can occur at a time.
- (a) mutually exclusive
(b) non-mutually exclusive
(c) mutually inclusive
(d) non-mutually inclusive

8. In the linear programming formulation of the shortest route problem, there is one constraint for each node indicating
- (a) capacity on each path
 - (b) whatever comes into a node must also go out?
 - (c) capacity on each arc
 - (d) a maximum capacity on a path
9. The objective of the maximal flow solution approach is to _____ the total amount of flow from an origin to a destination
- (a) minimize
 - (b) maximize
 - (c) discriminate
 - (d) divide
10. If an activity cannot be delayed without affecting the entire project, it is a _____ activity.
- (a) completed
 - (b) critical
 - (c) conjugated
 - (d) none of the above
11. When an activity is completed at a node, it has been
- (a) finished
 - (b) ended
 - (c) realized
 - (d) completed
12. The critical path is the _____ time the network can be completed.
- (a) maximum
 - (b) minimum
 - (c) longest
 - (d) shortest
13. With the criterion _____, the decision maker attempts to avoid regret.
- (a) Minimax regret
 - (b) Equal likelihood
 - (c) Horwich
 - (d) Maximin

14. When is it most appropriate to use a decision tree?
- (a) if the decision-maker wishes to minimize opportunity loss
 - (b) if a decision situation requires a series of decisions
 - (c) if the decision-maker must use perfect information
 - (d) if all states of nature are equally likely to occur
15. According to the _____, the defensive player will select the strategy that has the smallest of the maximum payoffs.
- (a) maxi-max strategy
 - (b) mini-min strategy
 - (c) maximin strategy
 - (d) minimax strategy
16. Items may be taken from a queue
- (a) on a first-come-first-serve basis
 - (b) on a last-come-first-serve basis
 - (c) according to the due date of the item
 - (d) all of the above
17. In a single-server queuing model, the average number of customers in the queuing system is calculated by dividing the arrival rate by
- (a) service rate
 - (b) service time
 - (c) service rate minus arrival rate
 - (d) service rate plus arrival rate

18. The applicability of forecasting methods depends on
- (a) the time frame of the forecast
 - (b) the existence of patterns in the forecast
 - (c) the number of variables to which the forecast is related
 - (d) all of the above
19. _____ is good for stable demand with no pronounced behavioural patterns.
- (a) longer-period moving average
 - (b) shorter-period moving average
 - (c) moving average
 - (d) weighted moving average
20. Four sides of a die are pasted red while two are pasted green. When this die is rolled six times, what is the probability of getting 3 red?
- (a) 0.656, 0.660
 - (b) 0.556, 0.560
 - (c) 0.456, 0.450
 - (d) 0.756, 0.750
21. In exponential smoothing, the closer alpha is to _____ the greater the reaction to the most recent demand.
- (a) -1
 - (b) 0
 - (c) 1
 - (d) 5
22. The probability of getting ahead is 0.5. What is the probability of getting exactly four heads when tossed live times?
- (a) 0.15, 0.16
 - (b) 0.20, 0.21
 - (c) 0.25, 0.26
 - (d) 0.30, 0.31

23. A bag has 4 white and 3 black balls. Two balls are drawn at random. What is the probability of getting a white and a black (not necessarily in that order) without replacement?
- (a) 0.56, 0.58 (b) 0.46, 0.48
(c) 0.48, 0.50 (d) 0.38, 0.40
24. In a company 60% of the senior managers have an MBA. Out of the rest, 40% have an MBA. The company has 20% senior managers. What is the probability that an MBA that you meet is a senior manager?
- (a) 0.16, 0.18 (b) 0.26, 0.28
(c) 0.36, 0.38 (d) 0.46, 0.48
25. Find the variance of the sample that has an age of 5 students 19, 20, 22, 16, 26?
- (a) 13.79, 13.81
(b) 12.79, 12.81
(c) 13.49, 13.51
(d) 12.49, 12.51
26. Programming techniques are generally know as _____
- (a) mathematical techniques
(b) quantitative techniques
(c) operation research techniques
(d) linear programming techniques
27. Scatter diagram is also called _____
- (a) correlation graph
(b) positive correlation
(c) zero correlation
(d) negative correlation

28. If dots in a scatter diagram are lie in a haphazard manner, then $r =$
- (a) 0 (b) 1
(c) 2 (d) 3
29. Spearman's coefficient of correlation is usually denoted by
- (a) r
(b) K
(c) R
(d) None of the above
30. Regression lines are also called _____
- (a) correlation graph
(b) scatter diagram
(c) linear graph
(d) non-linear graph
31. The numerical value given to the likelihood of the occurrence of an event is called
- (a) regression
(b) probability
(c) both (a) and (b)
(d) none of the above
32. npq is the variance of _____
- (a) binomial distribution
(b) probability distribution
(c) poison distribution
(d) continuous distribution

33. _____ is an operation research technique which resembles a real-life situation.
- (a) decision theory (b) simulation
(c) game theory (d) queuing theory

Part B (7 × 6 = 42)

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

34. (a) 'All quantitative techniques have hardly any real-life applications.' Do you agree with the statement? Discuss.

Or

- (b) Find mean and standard deviation from the data :

Wages (in Rs.)	70-80	80-90	90-100	100-110	110-120	120-130	130-140	140-150
No. of persons	12	18	35	42	50	45	20	8

35. (a) Given the following transportation problem :

Plant	Market				Supply
	1	2	3	4	
A	8	7	5	3	150
B	5	8	9	8	250
C	12	6	10	11	600
Demand	300	300	200	200	

- (i) Find the initial solution using the north-west corner rule and least cost method.
- (ii) Calculate the total cost in each case.

Or

- (b) What are the significance of the duality theory of linear programming? Describe the general rules for writing the dual of a linear programming problem.

36. (a) With suitable illustrations, explain the relationship between costs and level of activity on minimizing costs and maximizing profits.

Or

- (b) Discuss the role of linear programming in managerial decision-making. Bring out its merits and demerits.
37. (a) Define the concept of sample space, sample points, and events in the context of probability theory.

Or

- (b) Suppose that a manufacturing product has 2 defects per unit of product inspected. Use Poisson distribution and calculate the probabilities of finding a product without any defect, with 3 defects, and with 4 defects.
38. (a) Explain the various phases of the operations research study.

Or

- (b) A machine operator has to perform three operations, turning, threading, and knurling on several different jobs. The time required to perform these operations (in minutes) on each job is known. Determine the order in which the jobs should be processed to minimize the total time required to turn out all the jobs. Also, find the minimum elapsed time.

Job	1	2	3	4	5	6
Turning	3	12	5	2	9	11
Threading	8	6	4	6	3	11
Knurling	13	14	9	12	8	13

39. (a) People arrive at a theatre ticket center in a Poisson distributed arrival rate of 25 per hour. Service time is constant at two minutes. Calculate, the mean number in the waiting line, the mean waiting time, and the utilization factor.

Or

- (b) Explain the methodology of the Monte Carlo simulation techniques.
40. (a) With suitable illustrations, explain the recent developments in the Indian economy.

Or

- (b) List and explain the performance paradigm of economic regulations of business.
-

N-0089

Sub. Code

205415/

205515/

205615/

205715/

205815

**COMMON FOR M.B.A. (G)/FM/LM/T/HRM DE
EXAMINATION, MAY 2022 & DEC. 2022**

ONLINE PROGRAMME EXAMINATIONS

First Semester

FINANCIAL AND MANAGEMENT ACCOUNTING

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Accounting to which concept the owners are considered to be different from the business —————
 - (a) Business entity concept
 - (b) Going concern
 - (c) Money measurement
 - (d) Accounting period concept

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

3. Which of the following is not the main objective of accounting?
- (a) Solving tax disputes with tax authorities
 - (b) Systematic recording of transaction
 - (c) Ascertaining profit and loss
 - (d) Ascertaining of financial position
4. Long term assets without any physical existence but, possessing a value are called
- (a) Intangible assets (b) Fixed assets
 - (c) Current assets (d) Investments
5. The assets that can be easily converted into cash within a short period, i.e., 1 year or less are known as
- (a) Current assets
 - (b) Fixed assets
 - (c) Intangible assets
 - (d) Liquid Asset
6. The debts which are to be repaid within a short period (a year or less) are referred to as
- (a) Current Liabilities
 - (b) Fixed liabilities
 - (c) Contingent liabilities
 - (d) All the above
7. Rent paid to land lord should be credited to _____
- (a) Cash account
 - (b) Rent account
 - (c) Expense account
 - (d) Land lords account

8. Gross profit is
- (a) Cost of goods sold + Opening stock
 - (b) Sales – cost of goods sold
 - (c) Sales – Purchases
 - (d) Net profit – expenses
9. Suppliers personal a/c are seen in the
- (a) Sales Ledger (b) Nominal ledger
 - (c) Purchases Ledger (d) General Ledger
10. If you want to ensure that your money will be secured if cheques sent are wasted in the post. you should
- (a) Always pay by cash
 - (b) Cross your Cheques 'Account Payee only, Not Negotiable'
 - (c) Always get the money in person
 - (d) Not use the postal service in future
11. At the balance sheet date, the balance on the Accumulated Provision for Depreciation Account is
- (a) Simply deducted from the asset in the Balance Sheet
 - (b) Transferred to Profit and Loss Account
 - (c) Transferred to the Asset Account
 - (d) Transferred to Depreciation Account
12. If we take goods for own use we should
- (a) Debit Drawings Account, Credit Purchases Account
 - (b) Debit Drawings Account: Credit Stock Account
 - (c) Debit Sales Account Credit Stock Account
 - (d) Debit Purchases Account: Credit Drawings Account

13. 'Principle' for preparation of working capital statement-
Increase in current asset
- (a) Increases working capital
 - (b) Decreases working capital
 - (c) Decrease fixed capital
 - (d) Increase fixed capital
14. In funds flow statement, sale of fixed assets is
- (a) Applications of funds
 - (b) Sources of cash
 - (c) Applications of cash
 - (d) Sources of funds
15. In funds flow statement, increase in working capital is
- (a) Applications of funds
 - (b) Sources of cash
 - (c) Applications of cash
 - (d) Sources of funds
16. A cash flow statement is a statement which portrays the changes in the cash position between
- (a) Two accounting periods
 - (b) Three accounting periods
 - (c) Four accounting periods
 - (d) Five accounting periods
17. If working capital is Rs. 1,00,000 and current ratio is 2:1, then the amount of current asset is
- (a) Rs. 1,00,000
 - (b) Rs. 2, 00,000
 - (c) Rs. 15,00,000
 - (d) Rs. 2, 50,000

18. Which one of the following is correct?
- (a) Cost of goods sold = sales – gross profit
 - (b) Cost of goods sold = op. stock – purchases + clo. stock
 - (c) Cost of goods sold = op. stock + purchases + clo. stock
 - (d) Cost of goods sold = op. stock – purchases – clo. stock
19. In common size income statement analysis, which is taken as too percent?
- (a) sales
 - (b) cost of goods sold
 - (c) purchases
 - (d) total assets
20. Which one of the following is not a tool of financial analysis?
- (a) trend percentages
 - (b) common size statement analysis
 - (c) comparative financial analysis
 - (d) budgeting
21. Under marginal costing, stock are valued at
- (a) Cost less
 - (b) Cost more
 - (c) Variable cost
 - (d) Market price
22. The budget is a
- (a) Post-mortem analysis
 - (b) Substitute of management
 - (c) An aid to management
 - (d) Calculation

23. Budget which shows the quantity of finished products to be sold and the price at which they are to be sold is
- (a) Fixed budget
 - (b) Flexible budget
 - (c) Sales budget
 - (d) Production budget
24. Fund flow statement is not holding significance for
- (a) Shareholders
 - (b) Financers
 - (c) Government
 - (d) Stock
25. The name for an order size that minimizes inventory ordering and carrying costs is
- (a) Order point
 - (b) EOQ
 - (c) Safety point
 - (d) EQO
26. ABC analysis deals with _____
- (a) Analysis of process chart
 - (b) Flow of material
 - (c) Ordering schedule of job
 - (d) Controlling inventory costs money
27. Net working capital refers to _____
- (a) Total assets minus fixed assets
 - (b) Current assets minus current liabilities
 - (c) Current assets minus inventories
 - (d) Current assets
28. In deciding the appropriate level of current assets for the firm, management is confronted
- (a) A trade-off between profitability and risk.
 - (b) A trade-off between liquidity and marketability
 - (c) A trade-off between equity and debt.
 - (d) Trade- off between current assets and profitability

29. An asset was purchased for Rs. 10,00,000 with the down payment of Rs.2,00,000 and bills accepted for Rs.8,00,000. What would be the effect on the total asset and total liabilities in the balance sheet?
- (a) Assets increased by Rs.8,00,000 and liabilities decreased by Rs. 8,00,000
 - (b) Assets decreased by Rs. 8,00,000 and liabilities increased by Rs. 8,00,000
 - (c) Assets increased by Rs. 10,00,000 and liabilities increased by Rs.8,00,000
 - (d) Assets increased by Rs. 8,00,000 and liabilities increased by Rs. 8,00,000
30. Determine working capital turnover ratio if. Current assets are Rs. 1,50,000, current liabilities are Rs. 1,00,000 and cost of goods sold is Rs.3,00,000
- (a) 5 times (b) 6 times
 - (c) 3 times (d) 1.5 times
31. Treasurer should report to _____
- (a) Chief financial officer
 - (b) Vice president of operations
 - (c) Chief executive officer
 - (d) Board of directors
32. Given sales is 1,20,000 and gross profit is 30,000 the gross profit ratio is
- (a) 24% (b) 25%
 - (c) 40% (d) 44%

33. A budget is tool which helps the management in decision planning and control of _____
- (a) All business activities
 - (b) Production activities
 - (c) Purchase activities
 - (d) Sales activities

Part B

(7 × 6 = 42)

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

34. (a) Distinguish between management accounting and financial accounting.

Or

- (b) What is trial balance? How does it differ from balance sheet? How do you prepare trial balance?
35. (a) Prepare trading and profit and loss account of Shri Lakshmi Pvt. Ltd., for the year ending 31st March 2010.

	Rs.
Stock April, 2009	50,000
Sales	2,89,600
Sales returns	9,600
Purchases	2,43,000
Purchases returns	3,000
Freight inwards	4,000
Carriage outwards	6,000
Salaries and wages	30,000
Bank interest paid	2,000
Printing and stationary	7,000

Discount received	900
Discount allowed	600
Audit fees	3,000
Insurance Premium	600
Trade expenses	2,500
Stock on 31 st March 2010 was Rs. 70,000	

Or

- (b) Distinguish between single entry system and double entry system.
36. (a) Outline the methods of analysing the financial statement.

Or

- (b) What is fund flow statement? How do you prepare it?
37. (a) What is cost sheet? How do you prepare it?

Or

- (b) What is contract costing? How do you ascertain profit for an incomplete contract?
38. (a) What is marginal costing? Explain the application of marginal costing in business.

Or

- (b) What is budgetary control? Explain the essentials of the effective budgeting system.
39. (a) The sales turnover and profit during two years were as follows :

Year	Sales (Rs.)	Profit (Rs.)
2020	1,40,000	15,000
2021	1,60,000	20,000

You are required to calculate :

- (i) P/V ratio
- (ii) Sales required to earn a profit of Rs. 40,000
- (iii) Profit when sales are Rs. 1,20,000.

Or

- (b) A manufacturing company has an expected usage of 50,000 units of certain product during the next year. The cost of processing an order is Rs.20 and the carrying cost per unit is Rs. 0.50 for one year. Lead time on an order is five days and the company will keep a reserve supply of two days usage you are required to calculate

- (i) EOQ
- (ii) The re-order point. (Assume 250-day year).

40. (a) What is zero based budgeting? Explain the process, merits and limitations of it.

Or

- (b) What is decision tree analysis? Describe the significance of decision tree analysis.

N-0090

Sub. Code

205421/

205521/

205621/

205721/

205821

**COMMON FOR M.B.A.(G)/FM/LM/T/HRM
DEGREE EXAMINATION,
MAY 2022 & DEC 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Semester

RESEARCH METHODS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. _____ research is based on the measures of quality or amount.
(a) Qualitative (b) Descriptive
(c) Quantitative (d) Numerical

2. A researcher selects a probability of sample of 100 out of total population. It is
(a) cluster sample
(b) random
(c) a stratified
(d) a systematic

3. _____ is the first step in starting the research process.
- (a) Searching online or offline
 - (b) Identification of problem
 - (c) Idea screening and concept development
 - (d) Data collection
4. In which of the following research hypotheses are usually implied rather than being explicit?
- (a) Descriptive survey method
 - (b) Historical method
 - (c) Experimental method
 - (d) Export facto method
5. Which of the following research focuses enhancing the corpus of knowledge in a given field?
- (a) Action Research
 - (b) Applied Research
 - (c) Evaluative Research
 - (d) Fundamental Research
6. Through which of the following methods of research cause and effect relationship is focused?
- (a) Historical method
 - (b) Experimental method
 - (c) Export factor method
 - (d) Case study method

7. The purpose of literature review is to
- (a) Get some idea about the Project
 - (b) Helps in framing research questions and hypothesis
 - (c) Get an idea about the availability of data and material about the proposed areas
 - (d) All of the above
8. Which is an important feature of a good research plan?
- (a) A good research design gives minimum experimental error
 - (b) A good research design should be flexible efficient and appropriate
 - (c) A good research design should be economical
 - (d) All of the above
9. Research is a process of
- (a) Repeated search for facts
 - (b) Search for a problem
 - (c) Collecting primary and secondary data
 - (d) Preparing report on a problem
10. Goodness of fit of a distribution is tested by
- (a) T-Test
 - (b) F-Test
 - (c) Chi-square Test
 - (d) Z-Test

11. A statement made about a population for testing purpose is called?
- (a) Statistic
 - (b) Hypothesis
 - (c) Level of Significant
 - (d) Test-Statistic
12. A statement whose validity is tested on the basis of a sample is called?
- (a) Null hypothesis
 - (b) Statistical Hypothesis
 - (c) Simple Hypothesis
 - (d) Composite Hypothesis
13. _____ hypothesis is a proposal based on specific observations.
- (a) Directional
 - (b) Null
 - (c) Deduction
 - (d) Induction
14. A research hypothesis is a
- (a) Theory
 - (b) Principle
 - (c) Tentative proposition
 - (d) Postulate

15. Which of the following is not a characteristic of good hypothesis?
- (a) Testability
 - (b) Objectivity
 - (c) Complexity
 - (d) Conceptual class
16. If all the units of a population are surveyed, it is called
- (a) Random Sample
 - (b) Random Sampling
 - (c) Sampled Population
 - (d) Census
17. The difference between a statistic and the parameter is called
- (a) Probability
 - (b) Sampling error
 - (c) Random
 - (d) Non-random
18. The process of drawing a sample from a population is known as _____.
- (a) Census
 - (b) Survey research
 - (c) Sampling
 - (d) None of the above

19. Which of the following is not a type of non-probability sampling?
- (a) Quota Sampling
 - (b) Convenience Sampling
 - (c) Snowball Sampling
 - (d) Stratified Random Sampling
20. Among these which sampling is based on equal Probability?
- (a) Simple Random Sampling
 - (b) Stratified Random Sampling
 - (c) Systematic Sampling
 - (d) Probability Sampling
21. Which of the following is not a type of non-random sampling?
- (a) Purposing sampling
 - (b) Cluster Sampling
 - (c) Convenience Sampling
 - (d) Quota Sampling
22. What is the main difference between focus group and a group interview?
- (a) Group interviews involve favorer participates
 - (b) Focus groups are used to study the ways people discuss a specific topic
 - (c) There is no moderator present in a focus group
 - (d) Focus groups save more time and money

23. Which of the following are types of in qualitative interviews?
- (a) Follow-up questions
 - (b) Indirect questions
 - (c) Interpreting questions
 - (d) All of above
24. Which of the following is not one of K vale's ten criteria of a successful interviewer?
- (a) Passive
 - (b) Knowledgeable
 - (c) Talkative
 - (d) Interpreting
25. A questionnaire that offers no swipe any respondents own view is called
- (a) Closed-Ended
 - (b) Schedule
 - (c) Open-Ended
 - (d) Unstructured
26. Mailed, Group administrated an personal questionnaire are created by
- (a) Bruner
 - (b) Frederick le play
 - (c) Mekorama
 - (d) None of the above

27. Which scale is the simplest form of measurement?
- (a) Ordinal
 - (b) Internal
 - (c) Ratio
 - (d) Nominal
28. Abilities attitudes and interests can be measured by
- (a) Rating scales
 - (b) Objective tests
 - (c) Self analysis
 - (d) Observational methods
29. What is the arrangement of data in rows and column known as?
- (a) Frequency distribution
 - (b) Cumulative frequency distribution
 - (c) Tabulation
 - (d) Classification
30. Which of the following is a data equalization method?
- (a) Line
 - (b) Circle and Triangle
 - (c) Pie chart and Bar chart
 - (d) Pentagon
31. Z-Test casual be used for
- (a) One-Trailed Test
 - (b) Two-Trailed Test
 - (c) Both of the above
 - (d) None of the above

32. Compare to parametric methods the non-Parametric methods are
- (a) Less accurate
 - (b) Less efficient
 - (c) Computationally Easier
 - (d) (b) and (c) but not (a)
33. In research methodology interpretation is the search of
- (a) Statistical data
 - (b) Research Problem
 - (c) Research Findings
 - (d) Research Plan

Part B (7 × 6 = 42)

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

34. (a) Examine the various steps in the research process.
- Or
- (b) What is Online research? Discuss its advantages and disadvantages.
35. (a) What is observation method? Enumerate its merits and demerits.
- Or
- (b) Examine the various types of research.
36. (a) Describe the ways and means of identifying and selection of research problems.
- Or
- (b) Explain methods of sampling techniques.

37. (a) Elucidate the components of research design.

Or

(b) What is hypothesis? How do you use hypothesis in research.

38. (a) Distinguish between Interview schedule and questionnaire.

Or

(b) Explain briefly the processing of data.

39. (a) 'Research is much concerned with data' – Discuss.

Or

(b) Explain the methods collecting primary data.

40. (a) List the steps in a factor analysis exercise.

Or

(b) Elucidate briefly the layout of the research report.

N-0091

Sub. Code

205422/

205522/

205622/

205722/

205822

**COMMON FOR MBA (G)/FM/LM/T/HRM DEGREE
EXAMINATION, MAY & DEC 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Semester

BUSINESS ENVIRONMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Which of the following is not a feature of Business environment?
 - (a) Interrelated Elements
 - (b) Dynamics
 - (c) Complexity
 - (d) Continuous

2. Identification of opportunities to get first more advantage is one of the importance of business environment
 - (a) True
 - (b) False
 - (c) Cannot say
 - (d) Business

3. Which of the following are the dimensions of the business environment?
- (a) Economic and Social.
 - (b) Technological and Economic
 - (c) Legal and Social
 - (d) All of the above
4. Which of the following does not explain the impact of government policy changes on business & industry?
- (a) Increasing competition
 - (b) More demanding market customers
 - (c) Market orientations
 - (d) Change in agricultural prices
5. Which one is odd?
- (a) Economic Policy
 - (b) Economic Planning
 - (c) Socio — cultural factors
 - (d) Macroeconomic scenario
6. What are the decisions taken by government of India pertaining to Industrial Sector in the new industrial policy of 1991?
- (a) VRS to shed the excess load of workers
 - (b) Disinvestment of public sector share holding
 - (c) Referring sick units to BIFR
 - (d) All of the above

7. The analysis which helps to diagnose the competitive forces and to identify the strength And weakness is called _____
- (a) SWOT analysis
 - (b) Structural analysis
 - (c) Competitive analysis
 - (d) Financial analysis
8. _____ sector contributes more than 70% of world GDP.
- (a) Agriculture
 - (b) Automobile
 - (c) Service
 - (d) Manufacturing
9. Strategy of a firm is shaped by _____
- (a) Mission
 - (b) SWOT
 - (c) Objectives
 - (d) All the above
10. By which act does the government check restrictive trade?
- (a) MRTP Act
 - (b) FEMA act
 - (c) Industrial Policy Act 1991
 - (d) None of these
11. Industrial policy resolution of 1948 was divided industries into
- (a) 3 categories
 - (b) 4 categories
 - (c) 5 categories
 - (d) 6 categories

12. Industrial policy resolution 1956 divided industries into categories _____
- (a) 2 (b) 3
(c) 4 (d) 5
13. As per Industrial Policy resolution 1956, reserved industries for public sector are
- (a) 12 (b) 14
(c) 16 (d) 17
14. The concept of small scale industries (SSIs) was brought to the fore by the
- (a) Industrial Policy Resolution 1948
(b) Industrial Policy Resolution 1956
(c) Industrial Policy Statement 1977
(d) None of the above
15. Which one of the following is the impact of Government policy changes on business and industry?
- (a) Increase in agricultural productivity
(b) Increase in product prices
(c) Increase in competition
(d) Increase in urbanization
16. Is the integration of world economy into a single market through removal of trade barriers between countries?
- (a) Privatization
(b) Liberalization
(c) Globalization
(d) Both (a) and (b)

17. Export promotion is concerned with
- (a) Privatization
 - (b) Globalization
 - (c) Liberalization
 - (d) None of the above
18. Rise in GDP lead to rise in
- (a) Increase in new taxes
 - (b) Cost of Production
 - (c) Disposable income of people
 - (d) None of the above
19. Privatization of ownership through sale of equity share is called
- (a) Disinvestment
 - (b) Denationalization
 - (c) Contracting
 - (d) None of the options
20. Public Enterprise is defined as _____
- (a) An organization run by joint efforts of Centre and State Governments
 - (b) An organization which caters to the needs relating to public utilities
 - (c) An organization in which capital is invested by public.
 - (d) An organization owned and managed by public

21. Which among the following is not opened for private sector participation?
- (a) Power sector
 - (b) Telecommunication sector
 - (c) Education sector
 - (d) Railways
22. A monopolistic trade practice is deemed to be prejudicial to public interest except when
- (a) Authorized by Central Government
 - (b) Authorized by State Government
 - (c) Authorized by Supreme Court
 - (d) None of the above
23. Which among these is not a method of privatization?
- (a) Denationalization
 - (b) Franchising
 - (c) Sale of Business
 - (d) All of these
24. The pre-liberalization era of Indian Economy was under the grip of
- (a) Unemployment
 - (b) Under-employment
 - (c) Fiscal Deficit
 - (d) Unfavorable and alarming balance of payment

25. Which among these can be condition for the success of privatization?
- (a) Alternative institutional arrangements
 - (b) Barriers to enter the market
 - (c) Measurability of performance
 - (d) All of the above
26. Which of the following steps under the fiscal policy is an example for stabilizing the economy?
- (a) Making payments towards unemployment insurance benefits
 - (b) Making payments towards pensions for retired military personnel
 - (c) Allocating more capital for spending on construction of national highways
 - (d) Decreasing the supply of money within the economy
27. Which of the following agencies is responsible for formulating the Fiscal Policy in India?
- (a) Securities and Exchange Board of India (SEBI)
 - (b) Reserve Bank of India (RBI)
 - (c) Ministry of Finance, Government of India
 - (d) National Bank for Agricultural and Rural Development (NABARD)
28. Under the Consumer Protection Act, the rights of a consumer do not include to be
- (a) Safety
 - (b) Choose
 - (c) Presented
 - (d) Informed

29. How many rights does a consumer have under the Consumer Protection Act?
- (a) 8 (b) 6
(c) 4 (d) 5
30. When did The Environment (Protection) Act, 1986, come into force?
- (a) 01 April 1986
(b) 01 March 1986
(c) 01 May 1986
(d) 19 November 1986
31. Which section of The Environment (Protection) Act, 1986 deals with the Offences by companies?
- (a) Section 16 of the Environment (Protection) Act, 1986
(b) Section 14 of the Environment (Protection) Act, 1986
(c) Section 13 of the Environment (Protection) Act, 1986
(d) Section 18 of the Environment (Protection) Act, 1986
32. Reduction in the role of public sector is due to
- (a) Political Environment
(b) Privatization
(c) Globalization
(d) Liberalization

33. A possible obstacle to growth of privatization is
- (a) Sale of least profitable enterprises
 - (b) Profit earned by public enterprises
 - (c) Licensing
 - (d) All the options

Part B

(7 × 6 = 42)

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

34. (a) Explain in detail about the dynamic factors of environment.

Or

- (b) Describe the legal and ecological environment in detail.

35. (a) Explain the role of Government in business.

Or

- (b) Describe briefly about the promotion schemes of the Government of India.

36. (a) What is regional disparities? How do you overcome the regional disparities in India?

Or

- (b) Outline the structure of financial market in India.

37. (a) What is Export and import policy? Explain its significance.

Or

- (b) What is trade union? Enumerate the merits and demerits of registered trade union.

38. (a) What is industrial licensing? Explain the procedure and exemption of getting license.

Or

(b) Explain the role of information technology in business.

39. (a) Distinguish between primary and secondary market.

Or

(b) Describe the services rendered by the store markets.

40. (a) What is LPG? Describe the uniqueness of LPG.

Or

(b) Explain briefly the law relating to consumer protection.

N-0092

Sub. Code

205423/

205523/

205623/

205723/

205823

**COMMON FOR ALL M.B.A. (G)/FM/LM/T/HRM DEGREE
EXAMINATION, MAY 2022 & DEC 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Semester

BUSINESS LAWS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. An agreement enforceable by law is _____
(a) agreement (b) contract
(c) offer (d) promise

2. Contract which is made by words spoken or written or both is called _____ contract.
(a) Quasi (b) Express
(c) Declaration (d) Simple

3. An offer must be _____ before it lapses.
(a) changed (b) accepted
(c) countered (d) destroyed

4. The performance of the conditions of a proposal or the acceptance of any consideration for a reciprocal promise which may be offered with a proposal is an _____ of the proposal.
- (a) Acceptance
 - (b) Mutual acceptance
 - (c) Written acceptance
 - (d) Reciprocal promise
5. Consideration to a contract moves at the desire of _____
- (a) Businessman (b) Promisor
 - (c) Minister (d) Valuer
6. As a general rule, an agreement made without consideration is _____
- (a) Void (b) Voidable
 - (c) Valid (d) Unlawful
7. In a contract of indemnity the right of the indemnifier is similar to that of the _____
- (a) debtor (b) creditor
 - (c) surety (d) agent
8. The term property in Sale of Goods Act refers to _____
- (a) Ownership (b) Possession
 - (c) Real Estate (d) Government Office
9. A Finder of lost goods is a _____
- (a) Bailor (b) Bailee
 - (c) True owner (d) Thief

10. There are ——— implied conditions in a contract of sale.
- (a) Six (b) Eight
(c) Seventeen (d) Zero
11. Resisting the officer of the force for the recovery of the Railway property found in unlawful possession is punishable under section ———
- (a) 180 IPC (b) 183 IPC
(c) 183 CrPC (d) 184 IPC
12. 'A' permits a coolie to put his luggage to a carriage. The contract comes into existence as soon as the coolie puts the luggage. So 'A' has only to fulfill his part. This is an example for _____
- (a) unilateral contract
(b) bilateral contract
(c) implied contract
(d) executed contract
13. In India, the law regulating the Negotiable instruments are _____
- (a) Banking Regulation Act 1949
(b) Reserve Bank of India Act 1934
(c) Negotiable Instruments Act 1881
(d) Companies Act 1956
14. A drawer in the bill of exchange can also be a _____
- (a) Paymaster (b) Payee
(c) Banker (d) Creditor

15. _____ is concerned with overseas trade.
(a) Life Insurance (b) Non-life insurance
(c) Marine insurance (d) Fire insurance
16. _____ is a social device for eliminating or reducing the loss of society from certain risk.
(a) Premium (b) Policy
(c) Insurance (d) Contract
17. A partnership for which no period or duration is fixed, under the Partnership Act, 1932 known as _____
(a) General partnership
(b) Partnership at will
(c) Particular partnership
(d) Co-ownership
18. Partnership Firm Agreement is known as _____
(a) Partnership Contract
(b) Partnership Deed
(c) Partnership Act
(d) Agreement
19. Minimum paid up share capital in case of a public company is _____
(a) 1 lakh (b) 3 lakhs
(c) 5 lakhs (d) 7 lakhs
20. Memorandum of Association does not include _____
(a) Subscription Clause
(b) Capital Clause
(c) Liability Clause
(d) Assets Clause

21. _____ is a legal person which capable of perpetual succession and common seal.
- (a) Company
 - (b) Firm
 - (c) Voluntary Association
 - (d) Partnership
22. _____ Acts as the official signature of the company.
- (a) Registration (b) Special resolution
 - (c) Legal entity (d) Common seal
23. The authentication to be affected by use of asymmetric crypto system and hash function is known as _____
- (a) Public key (b) Private Key
 - (c) Digital Signature (d) e-governance
24. The things Carried out by means of electronic data interchange, and other means of electronic communication is commonly referred to as _____
- (a) e-communication (b) e-governance
 - (c) e-record (d) e-commerce
25. The RTI Act gives right to seek information from the following
- (a) Private companies
 - (b) MNCs
 - (c) Public authorities
 - (d) Associations

26. The first Indian state that introduced the law on RTI was _____
- (a) Tamil Nadu (b) U.P.
(c) Maharashtra (d) Gujarat
27. Legal position of a promoter of a company is _____
- (a) That of an agent
(b) That of a Trustee
(c) In a judiciary capacity
(d) That of a solicitor
28. On a winding up order being made, the company's property comes under the custody of _____
- (a) Central Government
(b) Tribunal
(c) Share holders
(d) Liquidator
29. The term _____ means putting a person under fear
- (a) Coercion (b) Fraud
(c) Mistake (d) Undue Influence
30. Maturity of the instrument is the date on which the instrument is _____
- (a) Noted (b) Due
(c) Made (d) Dishonoured
31. Discharge of Contract means
- (a) termination of contract
(b) postponing of contract
(c) temporary injunction
(d) discharge of parties

32. No public notice to be given in the case of _____

- (a) minor attending majority
- (b) retirement of a partner
- (c) death of a partner
- (d) admission of a partner

33. A quasi - contract _____

- (a) is a contract
- (b) is an agreement
- (c) creates only a legal obligation
- (d) illegal agreement

Part B

(7 × 6 = 42)

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

34. (a) Explain various kinds of contract on the basis of the formation and performance.

Or

(b) What is offer? Explain the features of valid offer.

35. (a) Explain the various modes of discharge of a contract.

Or

(b) Describe the Contract of Indemnity and rights of indemnity holders.

36. (a) Explain the circumstances under which conditions can be treated as warranty.

Or

(b) Discuss the rights and immunities of the carrier under the Carriage of Goods by Sea Act, 1925.

37. (a) Describe the various types of Negotiable Instruments.

Or

(b) Explain the essentials of valid insurance contract.

38. (a) Explain the essential elements of a Partnership.

Or

(b) Distinguish between Memorandum of association and Article of Association.

39. (a) Briefly state the provisions of the Companies Act, 1956, regarding the mode of appointment of the directors of a Company.

Or

(b) Discuss briefly various stages involved in the formation of a company.

40. (a) What is meant by Digital Signature Certificate as under the IT Act, 2000? Discuss the legal framework of issuing the digital signature certificate.

Or

(b) Explain the procedure relating to Appeals and Penalties provided under the Right to Information Act, 2005.

N-0093

Sub. Code

**205424/205524/205624/
205724/205824**

**COMMON FOR ALL M.B.A. (G) / FM / LM / T / HRM
DEGREE EXAMINATION,
MAY 2022 & DEC 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Semester

MANAGEMENT INFORMATION SYSTEM

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The information of MIS comes from the
 - (a) internal source
 - (b) external source
 - (c) both internal and external source
 - (d) none of the above

2. The term used to describe those people whose jobs involve sponsoring and funding the project to develop, operate, and maintain the information system is
 - (a) information worker (b) internal system user
 - (c) systems owner (d) external system user

3. The flow of information through MIS is
 - (a) organization dependent
 - (b) information-dependent
 - (c) need dependent
 - (d) management dependent

4. DSS stands for _____.
 - (a) Decision Support System
 - (b) Decide Support System
 - (c) Decision Supplier System
 - (d) Decide Supplier System

5. Quality of information will be high if the information is delivered
 - (a) on time
 - (b) before time
 - (c) after a lot of time
 - (d) on real-time

6. Processed data leads to
 - (a) vision
 - (b) revision
 - (c) information
 - (d) knowledge

7. An organization is
 - (a) an animal
 - (b) a collection of people
 - (c) a collection of people and processes for attaining a pre-defined objective
 - (d) management

8. Inventory management leads to
 - (a) better materials management
 - (b) better finance management
 - (c) both (a) and (b)
 - (d) only (a)

9. Controls are of
(a) 2 types (b) 3 types
(c) 4 types (d) 5 types
10. If a system modifies itself with changes in its environment it is called
(a) complex system (b) adaptive system
(c) abstract system (d) deterministic system
11. Decision support systems help in making _____ decision
(a) structured (b) unstructured
(c) nonsense (d) none
12. Porter's model deals with _____ forces.
(a) 4 (b) 3
(c) 5 (d) none
13. Strategic information systems
(a) are systems that have a strategic role in the organization
(b) that are strategically located in the organization
(c) that are used to play strategy games
(d) none of the above
14. IS planning has _____ levels.
(a) 1 (b) 2
(c) 3 (d) 4
15. Long-range planning is done with a time horizon of
(a) more than 10 years
(b) 2-3 years
(c) 5-10 years
(d) none of the above

16. SSAD deals with
- (a) system analysis
 - (b) system design
 - (c) both (a) and (b)
 - (d) none of the above
17. DFD stands for
- (a) Data Flow Diagram
 - (b) Data Flow Design
 - (c) Data Fundamental Diagram
 - (d) Data Fundamental Design
18. BPR principles are
- (a) capturing data once
 - (b) link parallel activities
 - (c) both (a) and (b)
 - (d) either (a) or (b)
19. Feasibility study entail _____ steps
- (a) 2
 - (b) 3
 - (c) 4
 - (d) 5
20. RFP stands for
- (a) Request For Plan
 - (b) Resolution For Project
 - (c) Request For Project
 - (d) Request For Proposal
21. Successful implementation to a large extent depends on
- (a) diligent project management
 - (b) time management
 - (c) cost management
 - (d) people management

22. Data warehousing
- (a) is storage of transaction data
 - (b) all data of the organization required for decision making
 - (c) both (a) and (b)
 - (d) none of the above
23. Find the names of all customers with poor credit rating
- (a) the above query requires data mining to answer
 - (b) the above query requires data warehousing to answer
 - (c) both (a) and (b)
 - (d) none of the above
24. RFID stands for
- (a) Radio Frequent Identification
 - (b) Radiology Frequent identification
 - (c) Radio Frequency Identification
 - (d) Radio Frequency Identifier
25. Incident response is a _____ step process
- (a) 2
 - (b) 4
 - (c) 6
 - (d) 8
26. Data centers can have
- (a) 1 tier
 - (b) 2 tiers
 - (c) 3 tiers
 - (d) 4 tiers
27. ISO/IEC 9126 standard relates to
- (a) quality assurance
 - (b) quality planning
 - (c) quality agenda
 - (d) quality making

28. DSS has a
- (a) model
 - (b) user interface
 - (c) both (a) and (b)
 - (d) either (a) or (b)
29. ERP stands for
- (a) Enterprise Resource Planner
 - (b) Enterprise Resource Planning
 - (c) Enterprise Recovery Planning
 - (d) Enterprise Recover Planner
30. CRM deals with
- (a) customer satisfaction
 - (b) customer support
 - (c) customer management
 - (d) all of the above
31. KM stands for
- (a) Knowledge Management
 - (b) Known Management
 - (c) Knowledge Manager
 - (d) Known Manager
32. When a bank uses the information to launch a personalized credit card product this
- (a) manages risks
 - (b) creates a new opportunity
 - (c) adds values
 - (d) reduces costs

33. The most important attribute of information quality that a manager requires is:

- (a) media
- (b) presentation
- (c) timeliness
- (d) relevance

Part B (7 × 6 = 42)

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

34. (a) Explain the role of information in the decision-making process.

Or

(b) Explain the growing trends in modern business that demand the use of MIS.

35. (a) Enumerate the merits and limitations of MIS.

Or

(b) Explore the benefits that ERP systems offer to organizations.

36. (a) Discuss the role of the executive support system in an organization.

Or

(b) What are the recent developments in information technology? Discuss.

37. (a) Describe the variety of services being offered by BBS.

Or

(b) Discuss the need for optical fiber communication.

38. (a) How does MIS help in product development? Explain with the help of an example.

Or

(b) Explain the golden rules of client-server implementation.

39. (a) Discuss the administration business, and consumer models of e-commerce.

Or

(b) Discuss the difference between online processing and online real-time processing.

40. (a) Discuss the significance of MIS in businesses globally.

Or

(b) Discuss the different phases involved in hacking a network.

N-0094

Sub. Code

205425/

205525/

205625/

205725/

205825

**COMMON FOR ALL M.B.A. (G)/FM/LM/T/HRM DEGREE
EXAMINATION, MAY 2022 & DEC 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Semester

HUMAN RESOURCE MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** the questions.

1. Human resource management is amalgam of _____
 - (a) Job analysis, recruitment and selection
 - (b) Social behavior and business ethics
 - (c) Organizational behavior and personal management and industrial relation
 - (d) Employer and employees

2. Following are the characteristics of HRM except _____
 - (a) Pervasive function
 - (b) Interdisciplinary function
 - (c) Integrating mechanism
 - (d) Job oriented

3. Challenges faced by Human resource management includes
 - (a) Technological changes, workforce diversity, globalization
 - (b) Productivity, career planning
 - (c) Compensation management
 - (d) Downsizing and voluntary retirement scheme
4. Human resource management means
 - (a) A method which an organization collects, maintains and reports information on people and jobs
 - (b) The process of integrating the employees' needs and aspirations with organizational needs
 - (c) The process of bringing people and organization together so that the goals of each are achieved
 - (d) The efforts to make life worth living for workers
5. A list, consisting of job duties and responsibilities, part of
 - (a) Job descriptions
 - (b) Job analysis
 - (c) Job specifications
 - (d) Both (a) and (c)
6. Job Analysis is a systematic procedure for securing and reporting information defining
 - (a) Specific job
 - (b) Specific product
 - (c) Specific service
 - (d) All of these

7. The process of analyzing jobs from which job descriptions are developed are called _____
- (a) Job analysis
 - (b) Job evaluation
 - (c) Job enrichment
 - (d) Job enlargement
8. What is that describes the duties of the job, authority relationship, skills requirement, conditions of work etc.
- (a) Job analysis
 - (b) Job enlargement
 - (c) Job enrichment
 - (d) Job evaluation
9. _____ can be promoted for the top level job.
- (a) Potential employees
 - (b) Legal employees
 - (c) Skilled employees
 - (d) Trained employees
10. How many stages does the recruitment process comprise of?
- (a) 2
 - (b) 6
 - (c) 9
 - (d) 5
11. What is the natural perception of people on the process of recruitment and selection?
- (a) Positive
 - (b) Negative
 - (c) Both positive and negative
 - (d) None of the above

12. What is the main objective of the recruitment and selection process?
- (a) Recruit the right candidates
 - (b) Meet the high labor turnover
 - (c) To reduce the costs of recruiting
 - (d) None of the above
13. An interview in which, the candidate is asked about behavior in past for given situation is
- (a) Situational interview
 - (b) Situational test
 - (c) Behavioral tests
 - (d) Job related questions
14. In group interview, questions are being asked from interviewee, known as _____
- (a) Panel interview
 - (b) Mass interview
 - (c) Computer interview
 - (d) None of above
15. An interview in which the candidates are asked about relevant past experiences is a
- (a) Situational interview
 - (b) Situational test
 - (c) Behavioral tests
 - (d) Job related questions

16. OJT stands for _____
- (a) On the job training
 - (b) On the job technique
 - (c) On the job technology
 - (d) Off the job training
17. Training process is
- (a) Short term
 - (b) Medium term
 - (c) Long term
 - (d) None of these
18. In training, a training centre is set-up and actual job conditions are duplicated or simulated in it
- (a) Classroom
 - (b) Apprenticeship
 - (c) Internship
 - (d) Vestibule
19. Off the job training method includes:
- (a) Vestibule training
 - (b) Syndicate
 - (c) Sensitivity training
 - (d) All of these
20. Simulation technique of off the job method includes:
- (a) Role playing
 - (b) Case study
 - (c) Management game
 - (d) All of these

21. Methods of training and development are
- (a) Off the job
 - (b) On the job
 - (c) Both (a) and (b)
 - (d) None of these
22. Which of the following would not be a part of a flexible reward package?
- (a) Performance-related pay
 - (b) Non-pay items such as child care vouchers
 - (c) Cafeteria benefits
 - (d) Ability to buy and sell leave days
23. Which one of the following is time based incentive plan?
- (a) Henrick Plan
 - (b) Merck Plan
 - (c) Rowan Plan
 - (d) Emily Plan
24. _____ means putting together the entire properly evaluated standard wages rates, which are arranged in sequence according to evaluation of the job and size of the rate?
- (a) Wage rate
 - (b) Wage scale
 - (c) Wage factors
 - (d) Wage grade

25. _____ is a wage received by a worker for a unit of time or production excluding special payments for overtime, night work and incentive earning?
- (a) Wage rate
 - (b) Wage scale
 - (c) Nominal wages
 - (d) Real wage
26. Problem of _____ is lead to the majority of disputes in industry.
- (a) Salaries
 - (b) Benefits
 - (c) Wages
 - (d) All of the above
27. _____ provides assistance to top-level management for strategic plans.
- (a) Center of expertise
 - (b) Transactional HR group
 - (c) Embedded HR group
 - (d) Corporate HR group
28. Industrial action generally does not include _____
- (a) Strike
 - (b) Block-out
 - (c) Demonstration
 - (d) Bandh

29. Concept of MBO was first developed by _____
- (a) Peter Drucker
 - (b) Douglas McGregor
 - (c) Henry Fayol
 - (d) Clayton P. Alderfer
30. _____ is a performance appraisal technique in which appraiser's rate critical employee behavior.
- (a) MBO
 - (b) BARS
 - (c) BOS
 - (d) BOSS
31. Qualitative job evaluation method are
- (a) Ranking
 - (b) Grading
 - (c) Point Rating
 - (d) Both (a) and (b)
32. Welfare is associated _____ in HRM.
- (a) Staff
 - (b) Product
 - (c) Service
 - (d) Role
33. Which of the following was the first registered trade union of India?
- (a) Hind Mazdoor Sabha
 - (b) Bharatiya Mazdoor Sangh
 - (c) Madras Labor Union
 - (d) Indian National Trade Union Congress

Part B

(7 × 6 = 42)

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

34. (a) Define HRM, Explain the functions of HRM.

Or

- (b) Explain the roles and responsibilities of HR department.

35. (a) What is human resource policy? Explain the need and process involved in human resource policy.

Or

- (b) What is recruitment? How do you recruitment employees in private sector?

36. (a) What is an interview? How does IT companies conduct interview to select lower level officers?

Or

- (b) Describe the methods of training for workers in manufacturing companies.

37. (a) What is human resource accounting? Discuss the Salient Features of this accounting.

Or

- (b) Write short note on wages and salary administration.

38. (a) Explain the employment retention strategies for production and service industry.

Or

- (b) Elaborate significance of career planning and development.

39. (a) Explain the following

- (i) Promotion
- (ii) Demotions
- (iii) Transfers

Or

(b) Discuss about the employee welfare and safety measures.

40. (a) What is meant by job evaluation? How do you evaluate jobs in public companies?

Or

(b) What is collective bargaining? When and how the employees of a service sectors use this concepts. Enumerate its uniqueness.

N-0153

Sub. Code

205431/

205531/

205631/

205731/

205831

**Common for M.B.A. (G)/FM/LM/T/HRM DEGREE
EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

MARKETING MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. _____ Concept highlights the importance of aggressive pushing and promotion of products.
(a) Sales (b) Selling
(c) Marketing (d) Social marketing

2. _____ concept believes in achieving profits and conquering markets through new product, product excellence.
(a) Production (b) Product
(c) Marketing (d) Selling

3. The process of dividing the market of a product or service in smaller groups of customers is _____.
- (a) Positioning (b) Segmentation
- (c) Targeting (d) PLC
4. Multisegment marketing is practicing of _____ more than one market segment.
- (a) Targeting (b) Positioning
- (c) Profiting (d) Concentrating
5. _____ environment consists of the environment within the organization.
- (a) Macro (b) External
- (c) Micro (d) Public
6. Which one is NOT digital marketing method?
- (a) Data driven marketing
- (b) Content marketing
- (c) Search engine marketing
- (d) Direct marketing
7. The person who starts the process of considering a purchase is _____
- (a) Influencer (b) Initiator
- (c) Payer (d) Decider

8. _____ learning is the development of beliefs and attitude without reinforcement.
- (a) Classical conditioning
 - (b) Operant conditioning
 - (c) Cognitive learning
 - (d) Modeling
9. _____ interviews in marketing research involve interviewing consumer individually for one or two hours about a topic.
- (a) Panel
 - (b) Depth
 - (c) Stress
 - (d) Group
10. _____ containing outline of agreed brief, statement of objectives, scope and methods of research.
- (a) Preface
 - (b) List of content
 - (c) Methodology
 - (d) Appendices
11. At this stage, the company needs to ascertain whether the new products will fit in with the company's strategy and available resources.
- (a) Test marketing
 - (b) Idea screening
 - (c) Idea generation
 - (d) Final decision
12. _____ are market leaders and earn high revenues in BCG matrix.
- (a) Cash cows
 - (b) Dogs
 - (c) Stars
 - (d) Problem children

13. Product mix _____ is achieved by increasing the depth within a particular product line.
- (a) Expansion (b) Diversification
- (c) Collaboration (d) Modification
14. After crossing the introduction stage the product enters the _____ stage.
- (a) Maturity (b) Growth
- (c) Decline (d) Prosperity
15. Which facilitates the establishment of a mutually beneficial economic relationship and transfer of possession of goods?
- (a) Place (b) Pricing
- (c) Promotion (d) Product
16. Charging different prices for different customers is _____ price.
- (a) Skimming (b) Penetrative
- (c) Discriminatory (d) Bundle
17. Manufacturer to industrial customers is a most common channel for _____ industrial products like heavy equipment and machines.
- (a) Expensive (b) Less expensive
- (c) Repetitive (d) Non-repetitive
18. If the service provider is geographically distant from the customers, _____ are used.
- (a) Internet (b) Agents
- (c) Software (d) Direct suppliers

19. Distribution _____ is deciding the number of outlets in a region or for a population.
- (a) Intensity (b) Strategy
(c) Channel (d) Selectivity
20. A franchise is legal contract in which _____ and the intermediary agrees to each member's rights and obligation.
- (a) Retailer (b) Wholesaler
(c) Manufacturer (d) Agent
21. _____ selling involves face to face contact with the customer.
- (a) Personal (b) Impersonal
(c) Indirect (d) Online
22. Job _____ includes job title, duties, responsibilities, and technical requirements.
- (a) Analysis (b) Description
(c) Specification (d) Design
23. _____ is a paid form of communication.
- (a) Personal selling (b) Advertisement
(c) Sales promotion (d) Publicity
24. Stimulate the purchase of large stocks is one of the activities of _____
- (a) Publicity (b) Personal selling
(c) Sales promotion (d) Advertisement

25. Advertising agencies are _____ by the advertiser to plan and execute commercial advertisement.
- (a) Served (b) Employed
- (c) Developed (d) Hired
26. A company's advertising _____ is a specified percentage of its current or expected sales revenue.
- (a) Budget (b) Plan
- (c) Mix (d) Strategy
27. In _____ attack, an aggressor attacks unguarded or weakly guarded markets.
- (a) Bypass (b) Frontal
- (c) Encirclement (d) Flanking
28. Preemptive defense involves taking _____ steps to protect oneself from the imminent attack of a competition.
- (a) Adaptive (b) Reactive
- (c) Proactive (d) Directive
29. _____ segmentation refers to the practice of splitting up a unified system into many isolated segments.
- (a) Macro (b) Micro
- (c) Multi (d) Market mix

30. This is the process of focusing on a particular object in the environment for a certain period of time.
- (a) Selective attention
 - (b) Selective distortion
 - (c) Selective retention
 - (d) Selective perception
31. The process of managing groups of brands and product lines is called _____ planning.
- (a) Market (b) Sales
 - (c) Portfolio (d) Profit
32. The contractor decides on a price on the basis of expectations of how competitors will bid price is _____ pricing.
- (a) Sealed-bid (b) Going rate
 - (c) Perceived value (d) Target
33. In shipping break bulk cargo or general cargo are goods that must be loaded _____ and neither in intermodal containers nor in bulk as with oil or grain.
- (a) Together (b) Combine
 - (c) Directly (d) Individually

Part B (7 × 6 = 42)

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

34. (a) Discuss the modern marketing concept.
- Or
- (b) Describe the bases for marketing segmentation.
35. (a) Explain the internal marketing environment.
- Or
- (b) Describe the consumer buying process.

36. (a) Explain the process of marketing research.
Or
(b) Discuss the steps involved in new product development.
37. (a) Describe the stages of product line management.
Or
(b) State the objectives of pricing.
38. (a) Describe the types of physical distribution.
Or
(b) Discuss the choice considerations in marketing channel decisions.
39. (a) Compare and contrast personal selling and impersonal selling.
Or
(b) Describe online sales promotional activities with illustration.
40. (a) Explain the importance of media planning and selection in advertisement.
Or
(b) Describe the competitive strategies framing for leaders and challenges.
-

N-0154

Sub. Code

**205432/205532/
205632/205732/
205832**

**M.B.A. DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

FINANCIAL MANAGEMENT

(Common for M.B.A. (G)/FM/LM/T/HRM)

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Wealth maximization means maximizing the _____
of a course of action.
(a) NPV (b) IRR
(c) Profit (d) Growth
2. The modern approach to Financial Management view
(a) The total funds requirements of the firm.
(b) The assets to be acquired.
(c) The pattern of financing the assets
(d) All of the above.
3. The financing of Long-term assets should be made from:
(a) Short-term funds (b) Debt funds
(c) Long-term funds (d) Equity funds

4. Liquidity and profitability are _____ goals for the finance manager.
- (a) Different
 - (b) Separate
 - (c) Competing
 - (d) Finance
5. Investment is the
- (a) Net additions made to the nation's capital stocks
 - (b) Person's commitment to buy a flat or house
 - (c) Employment of funds on asset to earn returns
 - (d) Employment of goods and services that are used in production process.
6. The time value of money exists not due to
- (a) Inflationary conditions exists for money.
 - (b) Personal Consumption preference is delayed.
 - (c) The possibility to increase profits.
 - (d) Forgoing reinvestments opportunities for sometime.
7. Market value of the shares are decided by
- (a) The respective companies
 - (b) The Investment Market
 - (c) The Government
 - (d) Shareholders
8. Capital budgeting is related to _____
- (a) Long term Assets
 - (b) Short term Assets
 - (c) Long term and Short term Assets
 - (d) Fixed Assets

9. SEBI imposes a blanket restriction on all short sales to prevent speculation in stocks. This will cause the market efficiency to
- (a) Increase (b) Decrease
(c) No change (d) None of the above
10. Indicate the odd-one in the following
- (a) Book building (b) Green shoe option
(c) Underwriting (d) Road Show
11. The cost of capital is not similar to one of the following
- (a) Cut-off rate (b) Target rate
(c) Hurdle rate (d) Internal rate of return
12. Future value interest factor takes _____
- (a) Compounding rate (b) Inflation rate
(c) Discounting rate (d) Deflation rate
13. Financial leverage helps one to estimate
- (a) Business risk (b) Financial risk
(c) Production risk (d) None of the above
14. The net operating income approach to capital structure is based on the assumption that
- (a) The overall cost of capital is constant
(b) The cost of Debt is constant
(c) The investors see the firm as a whole
(d) All of the above.
15. IRR of a project is that rate where NPV tends to:
- (a) Zero (b) Less than 1
(c) More than 1 (d) 1

16. The net initial investment is divided by uniform increasing in future cash flows to calculate
- (a) Discounting period
 - (b) Investment period
 - (c) Payback period
 - (d) Earnings period
17. If greater risk is associated with receiving of future economic benefit, the _____ discount rate is adopted.
- (a) Lower
 - (b) Normal
 - (c) Higher
 - (d) Positive
18. Decision tree is most powerful for _____
- (a) Classification
 - (b) Prediction
 - (c) Both (a) and (b)
 - (d) None of these
19. Working capital management is managing
- (a) Short term assets and liabilities
 - (b) Long term assets
 - (c) Long term Liabilities
 - (d) Only short – term assets
20. The excess of current assets over current liabilities is called:
- (a) Net current assets
 - (b) Net working capital
 - (c) Working capital
 - (d) All of these

21. The meaning of inventory means
- (a) Stock of raw material and stores
 - (b) Stock of work in progress and semi finished goods
 - (c) Stock of finished goods
 - (d) All of the above
22. A high debtor turnover ratio indicates
- (a) Low amounts tied up in debtor balances
 - (b) Increases in sales turnover
 - (c) Efficient conversion of debtor into cash
 - (d) As stated in (a) and (c)
23. The availability of cash in the near future after taking account of financial commitments is known as
- (a) Liquidity
 - (b) Solvency
 - (c) Cash flow
 - (d) Cash rich
24. In a Miller-orr cash management model, 'z' represents
- (a) Upper Control limit
 - (b) Lower control limit
 - (c) Return Point
 - (d) Optimum point
25. The dividend irrelevance theorem to share valuation was propounded by
- (a) James E. Walter
 - (b) Myron Gordon
 - (c) Modigliani and Miller
 - (d) None of the above

26. MM theory in perfect market suggests that dividend payment
- (a) Has a positive impact on the value of the firm
 - (b) Has a negative impact on the value of the firm
 - (c) Has negligence impact on the firm
 - (d) None of the above
27. The dividend policy of the firm and its market price of share is determined by
- (a) Earnings per share
 - (b) Dividend Yield
 - (c) Price earning ratio
 - (d) Books value
28. Stock dividend is also known as
- (a) Scrip dividend (b) Bonus shares
 - (c) Right shares (d) Property dividend
29. Receivables arise
- (a) If the goods are sold on credit
 - (b) If the goods are sold in cash
 - (c) If the services are rendered on cash
 - (d) None of the above
30. Marketable securities are primarily
- (a) Short term debt instrument
 - (b) Short term equity shares
 - (c) Long term debt instrument
 - (d) Long term equity instrument

31. The fixed rate of _____ is payable on debentures.
(a) Dividend (b) Commission
(c) Interest (d) Brokerage
32. Cost of retained earnings is equal to
(a) Cost of equity (b) Cost of debt
(c) Cost of bank loan (d) Cost of term loans
33. The expansion of CAPM
(a) Capital amount pricing models
(b) Capital asset pricing model
(c) Capital asset printing model
(d) Capital amount printing model

Part B (7 × 6 = 42)

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

34. (a) What are the objectives of financial management?
Or
(b) What are the various functions of a finance manager?
35. (a) Explain the relevance of time value of money in investment decisions.
Or
(b) Describe the different types of debentures.
36. (a) Briefly explain the various kinds of capital issues.
Or
(b) “Cost of capital is used by a company as a minimum benchmark for its yield” – Comment.

37. (a) Critically evaluate the MM theory on capital structure.

Or

(b) Enumerate the various methods for evaluation of capital expenditure projects.

38. (a) Explain the sensitivity analysis in capital budgeting.

Or

(b) Explain the significance of working capital.

39. (a) What are the ratios used in control of receivables?

Or

(b) Explain the Baumol model of cash management.

40. (a) Explain the assumptions and implication of Gordon's dividend model.

Or

(b) Explain the factors that influence the dividend policy of a firm.

N-0155

Sub. Code

**205433A1/
205833**

**M.B.A. (G/HRM) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

INDUSTRIAL RELATIONS MANAGEMENT

(Common for M.B.A.(G)/HRM)

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The principal chronicled session of Indian Constituent Assembly held its gathering on
(a) December 1946 (b) 22 January 1947
(c) 15 August 1947 (d) 26 November 1949
2. Fundamental rights are enumerated in _____ of the Constitution.
(a) Part I (b) Part II
(c) Part III (d) None of the above
3. _____ that represent skilled workers belonging to a specific field like carpentry or welding.
(a) General unions (b) Craft unions
(c) Company Unions (d) White collar unions

4. AITUC stands for
- (a) All India Trade Union Committee
 - (b) All India Textile Union Congress
 - (c) All India Trade Union Congress
 - (d) All Industrial Trade Union Committee
5. The Hind Mazdoor Sabha (Indian Labour Congress) was setup at _____
- (a) Calcutta (b) Madras
 - (c) Bombay (d) Ahmedabad
6. The year 2001 witnessed several amendments of great importance, made in the Trade Unions Act, 1926. However, such amendments came into force in the year of _____.
- (a) 2002 (b) 2003
 - (c) 2004 (d) 2005
7. The primary source of income to the union is _____.
- (a) Government fund
 - (b) Company contribution
 - (c) Membership subscription
 - (d) Social fund
8. In 2006, WFTU merged with _____
- (a) INTUC (b) ICFTU
 - (c) United Nations (d) WCL

9. The ILO's Governing Body has diagnosed _____ conventions as "fundamental", masking topics which are taken into consideration as fundamental ideas and rights at work.
- (a) Seven (b) Eight
(c) Nine (d) Ten
10. Factories Act, 1948 prescribed a separate chapter for welfare related provisions. Among that washing facilities come under,
- (a) Section 42 (b) Section 43
(c) Section 44 (d) Section 45
11. Following assumptions are related to _____ approach of Industrial relations,
- ✓ Any industrial relation should be based on fundamental principles of truth and non-violence.
 - ✓ The worker is expected to seek redressal of reasonable demands only through collective action; he/she should avoid strikes and unionism.
- (a) Sociological
(b) Human relations
(c) Gandhian
(d) Socio-ethical
12. Who are not the Actors of Industrial Relations?
- (a) Workers and their organisations
(b) Employers and their organisations
(c) Community and cultural associations
(d) Government and the role of the State

13. A conciliation officer is _____
- (a) Trade union appointed person
 - (b) Employer representative
 - (c) Political member
 - (d) Government servant
14. _____ is a method of settling industrial disputes with the help of an outsider who plays a positive role by assessing the views and interest of the parties in dispute and by advancing suggestions for compromise for their consideration.
- (a) Conciliation
 - (b) Mediation
 - (c) Works committee
 - (d) Adjudication
15. The Industrial Disputes (Amendment and Miscellaneous Provisions) Act, 1956, introduces a _____ system for industrial adjudication.
- (a) Two-tier
 - (b) Three-tier
 - (c) Four-tier
 - (d) Unilateral
16. The Industrial Tribunal becomes functus officio if the application is not moved within _____ of the publication of the award in the Official Gazette.
- (a) 15 days
 - (b) 20 days
 - (c) 30 days
 - (d) 45 days
17. Which of the following cannot be regarded as a method of State Regulation of Wages?
- (a) Wage Boards
 - (b) A Statutory Minimum Wage
 - (c) Adjudication and arbitration awards
 - (d) Collective Bargaining

18. In which type of collective bargaining workers lose something instead of gaining?
- (a) Concession Bargaining
 - (b) Coalition Bargaining
 - (c) Productivity Bargaining
 - (d) All the above
19. The first Wage Board in India was set up in
- (a) 1957 (b) 1958
 - (c) 1959 (d) 1960
20. The characteristic feature of this type of withdrawal of labour is that the workmen suddenly withdraw their labour and bargain afterwards. This type of strike is called
- (a) Go-slow strike (b) Pen-down strike
 - (c) Wildcat strike (d) Hunger strike
21. According to the National Safety Council USA, accident prevention depends on _____
- (a) Three E's (b) Four E's
 - (c) Five E's (d) None of the above
22. For health safety and Welfare, Artificial Humidification comes under which section of the Factories Act,1948?
- (a) Section 11
 - (b) Section 13
 - (c) Section 14
 - (d) Section 15

23. Which one of the following Labour Legislations provides comprehensive benefits to industrial workers in India?
- (a) Employee Provident Funds Act
 - (b) Employees' Compensation Act
 - (c) Employees State Insurance Act
 - (d) Maternity Benefit Act
24. The Factories Act, 1948 provides for the employment of a welfare officer in every factory ordinarily employing _____ workers.
- (a) 50 or more (b) 100 or more
 - (c) 200 or more (d) 500 or more
25. The _____ is designed to enlist the cooperation of subordinates in effecting improvements and in eliminating waste, and to provide an avenue for a working communication with the management.
- (a) Suggestions scheme
 - (b) Notice board
 - (c) House journals
 - (d) Weekly meeting

26. The process of converting the message into meaningful symbols is called
- (a) Channel (b) Decoding
- (c) Encoding (d) Feedback
27. The employment of women is the lowest in _____ and it is highest in _____.
- (a) Mines, Plantation
- (b) Factories, Transport service
- (c) Plantation, Machine works
- (d) Hospitals, Railways
28. Knowledge workers are known for their special characteristics. Which among the following is NOT a special characteristics?
- (a) Analyzing skills
- (b) Synthesize ability
- (c) Evaluating information
- (d) Good body language
29. Canteen is to be provided if more than _____ employees are employed.
- (a) 250 (b) 230
- (c) 300 (d) 275

30. The Bhopal Gas Tragedy led to an amendment under which of the following legislations?
- (a) Factories Act
 - (b) Mines Act
 - (c) Plantation Labour Act
 - (d) None of the above
31. The international labor organization was established in
- (a) April 9, 1918
 - (b) April 19, 1919
 - (c) May 20, 1920
 - (d) January 19, 1949
32. Which of the following is/are the non economic cause of dispute?
- (a) Ill-treatment by staff
 - (b) Sympathetic strike
 - (c) Indiscipline
 - (d) All of these
33. If the workers of different categories form into a union, that union is called
- (a) Industrial union
 - (b) Company union
 - (c) Craft union
 - (d) None of these

Part B

(7 × 6 = 42)

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

34. (a) Explain fundamental rights of state policy.

Or

- (b) State the relationship between trade union and economic development.

35. (a) Explain about the development of Trade unionism in India.

Or

- (b) Discuss about the International labour movement.

36. (a) Briefly explain about the PCR rights and duties.

Or

- (b) State the Social obligations of Industry.

37. (a) Explain about works committee.

Or

- (b) Discuss the importance of workers participation in management.

38. (a) Explain the process of collective bargaining.

Or

- (b) What measures to be taken to stop strikes and lockout disputes.

39. (a) Explain briefly about the employee safety programme.

Or

(b) Write in detail about grievance redressal.

40. (a) Explain the upward communication and its benefits in organizations.

Or

(b) Explain the procedure adopted in employee counselling.

N-0156

Sub. Code

**205434A2/
205834**

**M.B.A. DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

LABOUR LEGISLATIONS – I

(Common for M.B.A. (G)/(HRM))

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Who is an adult as per Factories Act, 1948?
 - (a) Who has completed 18 years of age
 - (b) Who is less than 18 years
 - (c) Who is more than 14 years
 - (d) Who is more than 15 years

2. Which of the following is not a statutory welfare facility under the Factories Act, 1948?
 - (a) Crèche
 - (b) Canteen
 - (c) Transport
 - (d) First-Aid Boxes

3. What is the penalty payable by parents/guardian for permitting double employment of a child?
- (a) Rs,2,500
 - (b) Rs.5,000
 - (c) Rs.500
 - (d) Rs.1,000
4. To close down a factory, the occupier has to give _____ days notice to the authorities.
- (a) 30 Days
 - (b) 60 Days
 - (c) 90 Days
 - (d) 14 Days
5. Under Workmen's Compensation Act, 1923
- (a) Individual manager subordinate to an employer cannot act as managing agent
 - (b) Managing agent includes an individual manager subordinate to an employer
 - (c) Only employer can act as managing agent
 - (d) The appropriate government shall appoint managing agent
6. If there is willful removal or disregard by the workman of any safety guard or other device which he knew to have been provided for the purpose of securing safety of workman,
- (a) Employer is liable to pay compensation
 - (b) Employer is not liable to pay compensation
 - (c) Appropriate government is liable to pay compensation
 - (d) The Trade Union is liable to pay compensation

7. Section 16 of the Employees Compensation Act 1923 provides?
- (a) Returns as to compensation
 - (b) Appearance of parties
 - (c) Effect of failure to register agreement
 - (d) Recovery
8. No contribution is required for getting benefit under which of the following legislations?
- (a) Maternity Benefit Act
 - (b) Employees' Compensation Act
 - (c) Both under (a) and (b)
 - (d) Employee State Insurance Act
9. The dispute of individual workman is deemed to be industrial dispute if the dispute or difference is connected with or arising out of the following where no other workman nor any union of workman is a party to the dispute.
- (a) Grievance of an individual workman
 - (b) Discharge of an individual workman
 - (c) Dismissal of an individual workman
 - (d) Discharge, dismissal, retrenchment or otherwise termination of services of an individual workman
10. Which of the following is a machinery for the settlement of Industrial Disputes in India?
- (a) National Commission on Labour
 - (b) Wage Board
 - (c) Industrial Tribunal
 - (d) Standing Labour Committee

11. The characteristic feature of this type of withdrawal of labour is that the workmen suddenly withdraw their labour and bargain afterwards. This type strike is called
- (a) Wildcat strike
 - (b) Pen-down strike
 - (c) Go-slow strike
 - (d) Hunger strike
12. 'First come last go and last come first go' is the principle of
- (a) Lay-off
 - (b) Closure
 - (c) Retrenchment
 - (d) Dismissal
13. Unfair labour practices are codified in the Industrial Disputes Act in section _____ and _____.
- (a) 2(ra) and 23
 - (b) 2a and 25
 - (c) 3b and 25
 - (d) 3a and 26
14. Under which Schedule of the Industrial Disputes Act, 1947 Public Utility Services have been listed out?
- (a) 1st Schedule (b) 2nd Schedule
 - (c) 3rd Schedule (d) 4th Schedule
15. Subject to the provisions of Shops and Establishment Act 1947, no person employed in any establishment shall be required or allowed to work for more than _____ in any day.
- (a) 7 hours (b) 8 hours
 - (c) 10 hours (d) 11 hours

16. Which chapter of Shops and Establishment Act 1947 deals with Health and Safety aspects?
- (a) Chapter III (b) Chapter IV
(c) Chapter V (d) Chapter VI
17. The ESI scheme is yet to be implemented
- (a) Andhra Pradesh
(b) Lakshadweep
(c) Jammu & Kashmir
(d) Both (a) and (b)
18. Which section of the ESI act allows constituting a Standing committee of the Corporation?
- (a) Section 4 (b) Section 5
(c) Section 7 (d) Section 8
19. Inspectors are appointed by
- (a) Corporation
(b) Central government
(c) State government
(d) Occupier
20. In case of failure to pay the employee's contribution which has been deducted by him from the employee's wages, he shall be punishable with imprisonment for a period not less than one year and shall also be liable to fine of Rs. _____.
- (a) Five thousand
(b) Seven thousand
(c) Ten thousand
(d) Fifteen thousand

21. Employees' Provident Funds Appellate Tribunal was constituted under Section _____, of the EPF Act.
- (a) 7D
 - (b) 6A
 - (c) 7C
 - (d) 6D
22. The chairman and members of Central Board constituted under Employees Provident Fund are appointed by
- (a) Central Government
 - (b) State Government
 - (c) Supreme Court
 - (d) None of the above
23. Mode of recovery of moneys due from employers, is provided in section _____ of the Employees Provident Fund and Miscellaneous Provisions Act 1952.
- (a) Section 5
 - (b) Section 2
 - (c) Section 8
 - (d) Section 3
24. Under Section 13 of the Employees Provident Funds and Miscellaneous Provisions Act, 1952 the Inspector is appointed by the _____ for the purpose of the Act and the Scheme.
- (a) State Government
 - (b) Appropriate Government
 - (c) Supreme court
 - (d) ESIC

25. Under this Act, "Insurance Fund" means _____.
- (a) Medical Insurance Fund
 - (b) Employees' Group Accident Insurance
 - (c) Unit Linked Insurance Plan
 - (d) Deposit Linked Insurance Scheme
26. Who can file an application for claim under payment of Wages Act 1936?
- (a) Legal practitioner
 - (b) Registered trade union
 - (c) Inspector
 - (d) All the above
27. Under the Contract Labour (Regulation and Abolition) Act, 1970, the Chairman of the State Advisory Contract Labour Board is appointed by:
- (a) The Governor of the State
 - (b) The State Government
 - (c) The Employers of the establishments by a secret ballot
 - (d) The Labour Commissioner of the State
28. Contract Labour (Regulation and Abolition) Act, 1970 applies to every establishment/contractor in which _____ workmen are employed or were employed on any day of the preceding twelve months as contract labour.
- (a) Ten or more
 - (b) Fifteen
 - (c) Twenty or more
 - (d) Twenty-five or more

29. Which Section of the Factories Act 1948 defines 'factory'?
- (a) Section 2(h)
 - (b) Section 2(k)
 - (c) Section 2(m)
 - (d) Section 2(n)
30. As per Factories Act 1948, who shall be an Inspector in a district
- (a) Tahsildar
 - (b) Sub Divisional Magistrate
 - (c) Labour Officer
 - (d) District Magistrate
31. The Industrial Disputes Act, 1947 empowers the appropriate government to require an employer having _____ workmen to constitute a works committee.
- (a) 50 or more
 - (b) 100 or more
 - (c) 200 or more
 - (d) minimum 500
32. The final stage in the settlement of industrial disputes is _____.
- (a) Compulsory arbitration
 - (b) Conciliation
 - (c) Works committee
 - (d) Strike
33. Section 47 of ESI Act provides the following with regard to,
- (a) Sickness benefit
 - (b) Funeral benefit
 - (c) Maternity benefit
 - (d) Disablement benefit

Part B

(7 × 6 = 42)

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

34. (a) Explain the safety provisions of Factories Act, 1948.

Or

- (b) Describe the powers of Inspectors provided under Factories Act, 1948.

35. (a) Discuss the scope and coverage of Workmen's compensation Act, 1923.

Or

- (b) Write a note on distribution of compensation.

36. (a) Briefly explain about the powers of conciliation authorities for settlement of industrial disputes.

Or

- (b) What is strike? Explain its types.

37. (a) Explain about Unfair labour practices on part of the employers and trade unions of employees.

Or

- (b) What are the powers of authority under Shops and establishments Act?

38. (a) Discuss about the standing committee.

Or

- (b) Describe the functions of Inspectors in Employees' State Insurance Act, 1948.

39. (a) Define provident fund. List down the duties of Employers under the Employees Provident funds Scheme.

Or

(b) Detail the appointment of Inspectors and their duties under Employees Provident Fund act.

40. (a) Explain the provisions relating to transfer of accounts and liability in case of transfer.

Or

(b) State the reasons for employing contract labours. What are the problems faced by them?

N-0157

Sub. Code

**205435A3/
205835**

**M.B.A. DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

TRAINING AND DEVELOPMENT

(Common for M.B.A. (G)/(HRM)

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Training is most effective in resolving:
 - (a) Skill gaps
 - (b) Fearness
 - (c) Poor motivation
 - (d) Attendance issue

2. How does training and development offer competitive advantage to an organization?
 - (a) Removing performance deficiencies
 - (b) Deficiency is caused by a lack of ability
 - (c) Individuals have the aptitude and motivation to learn
 - (d) None of the above

3. The following is not a part of lower level management
 - (a) Worker
 - (b) Foreman
 - (c) Supervisor
 - (d) Inspector

4. The following is vertical expansion of the job
 - (a) Job rotation
 - (b) Job enrichment
 - (c) Management by Objectives (MBO)
 - (d) All of the above

5. Organization structure designates relationships of
 - (a) Formal reporting
 - (b) Informal reporting
 - (c) Authority
 - (d) Dynamism

6. Organization structure is reflected in the
 - (a) Organization hierarchy
 - (b) Organization chart
 - (c) Departments
 - (d) Span of Control

7. Maximum rate of CGST prescribed by law for intrastate supply made is
 - (a) 18%
 - (b) 40%
 - (c) 20%
 - (d) 28% + Cess

8. Which of the following taxes have been subsumed in GST?
- (a) Central sales tax
 - (b) Central excise duty
 - (c) VAT
 - (d) All of the above
9. Which of the following is evolved in staffing?
- (a) Termination
 - (b) Estimation of workload
 - (c) Personnel appointments and placements
 - (d) All of the above
10. _____ few key jobs are selected and compared in terms of common factors.
- (a) Factor comparison method
 - (b) Ranking method
 - (c) Grading method
 - (d) Point rating method
11. _____ is the process of imparting or increasing knowledge or skill of an employee to do a particular job.
- (a) Training (b) Development
 - (c) Motivation (d) Leadership
12. In _____ training, a training centre is set-up and actual job conditions are duplicated or simulated in it.
- (a) Classroom
 - (b) Apprenticeship
 - (c) Internship
 - (d) Vestibule

13. Off the job training method includes:
- (a) Vestibule training
 - (b) Syndicate
 - (c) Sensitivity training
 - (d) All of these
14. The term which describes long term training which includes a combination of both on-the-job and in-class training is
- (a) Mentorship
 - (b) Computer based training
 - (c) Vestibule training
 - (d) Apprenticeship
15. Which pair in order of sequences represents the first and last steps in a T&D programme?
- (a) Determination of T&D needs and evaluation of T&D programme
 - (b) Determination of T&D needs and designing the T&D programme
 - (c) Designing T&D Programme and implementing it
 - (d) Evaluating of T&D programme and implementing it
16. ————— Career development involves
- (a) Conscious is determination of career aspirations and potentialities of employees and matching them with the organization's needs
 - (b) Providing counseling to students to choose their careers
 - (c) Providing information to students about opportunities of employment
 - (d) Determining the potentialities of students for a suitable career

17. When structuring training objectives, the trainer should:
- (a) Give trainees a clear understanding of what to expect
 - (b) Isolate all learning objectives in a single learning domain
 - (c) Encourage trainees to evaluate whether they can omit certain course objectives
 - (d) Others
18. Training works best under which of the following conditions:
- (a) The task is easy and perfection is not required
 - (b) Correct performance is critical
 - (c) The task is infrequently performed
 - (d) Human Resource Management
19. Which of the following provides necessary information for job evaluation?
- (a) Job Enrichment (b) Job Description
 - (c) Job Ranking (d) Job Enlargement
20. Which of the following is involved in the in-basket training?
- (a) Simulation
 - (b) On-the-job training
 - (c) Vestibule training
 - (d) Coaching
21. The following is not on the job training method
- (a) Understudies
 - (b) Job rotation
 - (c) Management by Objectives (MBO)
 - (d) Case study method

22. Training Within the Industry (TWI) scheme imparts training in
- (a) Job instructions
 - (b) Job rotation
 - (c) Job method
 - (d) All of the above
23. Which of these is the benefit of needs assessment?
- (a) Assessment makes training department more accountable
 - (b) Higher training costs
 - (c) Loss of business
 - (d) Increased overtime working
24. Which of the following is a method used in group or organizational training needs assessment?
- (a) Consideration of current and projected changes
 - (b) Rating Scales
 - (c) Interviews
 - (d) Questionnaires
25. Corporate governance structure
- (a) Varies a great deal across countries
 - (b) Has become homogenized following the integration of capital markets
 - (c) Has become homogenized due to cross-listing of shares of many public corporations
 - (d) is almost similar in all countries
26. CSR field is closely linked with that of
- (a) Sustainable revolution
 - (b) Sustainable improvement
 - (c) Sustainable development
 - (d) Sustainable living

27. The public sector enterprises are owned, managed and controlled by the _____.
- (a) Government
 - (b) Individuals
 - (c) Foreigners
 - (d) Investors
28. _____ is public enterprises brought into existence by a Special Act of the Parliament:
- (a) Departmental undertakings
 - (b) Statutory corporation
 - (c) Government companies
 - (d) Joint ventures
29. GST is levied on supply of all goods and service except
- (a) Alcoholic liquor for human consumption
 - (b) Tobacco
 - (c) Health care service
 - (d) All of the above
30. The following training aims to provide broad training to enable the trainee to take up a wide variety of tasks within his field of specialization.
- (a) Demonstration
 - (b) On-the-Job training
 - (c) Apprenticeship
 - (d) All of the above

31. The Corporate Social Responsibility does relate most to the following EXCEPT
- (a) Ethical conduct
 - (b) Environmental practice
 - (c) Employee satisfaction
 - (d) Community investment
32. Which of the following is least relevant for Learning in any Training exercise?
- (a) Costly Equipment
 - (b) Design and Implementation of Training
 - (c) Motivation of trainees
 - (d) Climate of Organization
33. Which of the following is a benefit of employee training?
- (a) Improves morale
 - (b) Helps people identify with organizational goals
 - (c) Provides a good climate for learning, growth and co-ordination
 - (d) None of the above

Part B

(7 × 6 = 42)

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

34. (a) What is Training? Explain the Objectives of training and Development.

Or

- (b) Enumerate the Design of HRD system in detail.

35. (a) Explain the Importance of GST in detail.

Or

(b) Describe the following:

(i) Organisational analysis

(ii) Task analysis

(iii) Individual analysis.

36. (a) Discuss about the Duties and Responsibilities of Training Managers.

Or

(b) Explain the Functions of employees training in detail.

37. (a) Discuss about the On the job and Off the job training.

Or

(b) Enumerate the Need and Importance of employees training in detail.

38. (a) Explain the types of training.

Or

(b) Illustrate the Implications of evaluation training in detail.

39. (a) Explain the following :

(i) ROI

(ii) IRR

(iii) CPA.

Or

(b) Explain the Role and Functions of CSR.

40. (a) Describe the Cost benefit Analysis in detail.

Or

(b) Explain the Kirkpatric's Model.

N-0158

Sub. Code

205433B1

**M.B.A. (General) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year — Third Semester

MARKETING OF SERVICES

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Services have become an integral part of any economy's infrastructure and have become
 - (a) Dispensable to rural life
 - (b) Indispensable to urban life
 - (c) Indispensable to rural life
 - (d) Dispensable to urban life
2. Difficulty in quality control of services
 - (a) Intangibility (b) Inseparability
 - (c) Heterogeneity (d) Perishability
3. Which of the following is not an attribute used to segment the market under behavioristic segmentation?
 - (a) Occasion (b) Education
 - (c) User frequency (d) Attitudes

4. Based on age, income, gender, education, family, etc.,
 - (a) Psychographic Segmentation
 - (b) Geographic Segmentation
 - (c) Demographic Segmentation
 - (d) Niche Marketing

5. Effective _____ statement will unify the focus of an organization and their target audience.
 - (a) Service marketing planning
 - (b) Mission and Vision
 - (c) Strategic approaches
 - (d) Management approaches

6. Every company has to do _____ although the nature and extent may vary for a task of choice to decide what to do? and what not to do? to achieve the organization's goals
 - (a) Market analysis
 - (b) Strategic planning
 - (c) Environment analysis
 - (d) Customer identification

7. 'Reliance Communications positions itself as the No.1 network in India' what kind of positioning this statement refers to?
 - (a) Positioning by Attributes
 - (b) Positioning by Service category
 - (c) Positioning by quality
 - (d) Positioning by Competition

8. If the brand is able to set its offer apart from those of the rest of the competition, it gets a decisive _____.
- (a) Service category (b) User category
(c) Product attributes (d) Competitive advantage
9. 'Repositioning is changing consumers' perceptions of a brand in relation to competing brands.'" - defined by
- (a) Lamb, Hair & McDaniel
(b) Vashisht
(c) Philip Kotler
(d) Hooley and Saunders
10. A marketer has to concentrate on _____ aspects, as they clearly communicate a company's position to customers.
- (a) Quality and Price
(b) Quantity and Cost
(c) Processing and Planning
(d) Promotional and Advertising
11. Marketers have identified three levels in developing the product element of the marketing mix as far as services are concerned _____ levels.
- (a) Place, Product and Price
(b) Routinized, service and Cue
(c) Core, Augmented and tangible
(d) Physical, Drive and Core
12. Hair dressing can be called a _____ as the result may lead to greater satisfaction or dissatisfaction.
- (a) Critical incident (b) Cognitive dissonance
(c) Cognitive therapy (d) Commercial

13. The first step in designing an Integrated Marketing Communication (IMC) programme is to _____.
- (a) Identifying a Programmer
 - (b) Identifying a tool
 - (c) Identifying a Channel
 - (d) Identifying target audience
14. The service marketer's three promotional goals are
- (a) To inform, to persuade & to remind
 - (b) To promote, to ensure & to price
 - (c) To perform, to process & to find
 - (d) To categorize, to cue & to drive
15. In _____ strategy, the products or SBUs are disposed off from the portfolio of the service organization if they are not performing well.
- (a) Invest (b) Protect
 - (c) Harvest (d) Divest
16. Which of the following decisions is most likely to be taken at the corporate level?
- (a) Marketing strategy to launch a product
 - (b) Hire new front-line employees
 - (c) Designing the mission and vision of the service organization
 - (d) Testing the service delivery process
17. The _____ of a service influences customer perceptions of value, quality, and satisfaction.
- (a) Position (b) Price
 - (c) Quality (d) Promotion

18. Expectations make a customer perceive the received offer in a _____ mode.
- (a) Judgmental (b) Buying
(c) Understanding (d) Willing
19. The consumers who is loyal to a brand might spread the word within their own circles of influence, which can turn them into
- (a) Loyal customers
(b) Existing customers
(c) Brand ambassadors
(d) Satisfied Customers
20. Service industry focuses on delivering experiences processes and other _____ to the customers.
- (a) Intangible (b) Tangible
(c) Perishable (d) Goods
21. Indian Tourism board in association with experience India society has launched the _____ campaign to attract upscale tourists from across the world.
- (a) 'Incredible India'
(b) 'Ministry of tourism'
(c) 'Tourism board of India'
(d) 'Tourism Management'
22. _____ Hotels are a type of economical hotels quite common in Japan.
- (a) Garden (b) Underwater
(c) Snow (d) Capsule

23. If an educational institute employ visiting/part time faculties from outside to take classes, they are altering _____ to match _____.
- (a) Courage/performance
 - (b) Capacity/demand
 - (c) Loyalty/ service
 - (d) SBU/ service recovery
24. Internet has almost become a _____ for entertainment for most of the people
- (a) Entertainment Industry
 - (b) Social Media
 - (c) Media and Entertainment
 - (d) Mainstream Media
25. The service availed from railway enquiry machines are _____ encounter.
- (a) Recovery (b) Remote
 - (c) Spontaneity (d) Implicit
26. Government launched a special enrolment drive _____ comprising of sale of gifts cheques and launch of deposit schemes in bank branches.
- (a) Enrollment drive
 - (b) Suraksha Bandhan drive
 - (c) Atal Pension Yojana
 - (d) Jeevan Jyoti Bhima

27. Consider the case of an HR manager hiring the services of a particular consultancy to take care of recruitment in the company. In this case, the _____ is the consultancy and the _____ is the HR manager.
- (a) Employer/Owner
 - (b) Worker/Employer
 - (c) Service provider/Customer
 - (d) Employer/Customer
28. Transport experts consider considerable influence upon the stabilization of the prices of several commodities. This is achieved by moving commodities from _____ to _____ areas.
- (a) One area/another
 - (b) Owner area/customer
 - (c) Production area/demand
 - (d) Surplus/deficit
29. "Consistent + Courtesy + Common sense + Professional dignity = _____.
- (a) Effective management
 - (b) Mass Marketing
 - (c) Distribution
 - (d) Effective Client
30. Customer relationship analytics is sometimes also called
- (a) Analytics CRM (b) Analytical CRM
 - (c) CRM Analysis (d) Advanced CRM
31. Big Bazaar has positioned itself on the basis of _____.
- (a) Service (b) Price
 - (c) Variety (d) Packing

32. Service providers have high degree of contact with the customers, is _____.
- (a) High Contact Services
 - (b) Low Contact Services
 - (c) Performance contact Services
 - (d) Service Marketing
33. Transport increases the _____ and _____. It makes people of one place migrate to other places in search of jobs.
- (a) Cost/sales
 - (b) Demand/services
 - (c) Availability/affordability
 - (d) Mobility of labor/ capital

Part B

(7 × 6 = 42)

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

34. (a) Do you think that classification of services can help in developing the marketing strategy better? How?

Or

- (b) In which category would you put the following services? Give reasons also
- (i) A Day care center
 - (ii) Chartered bus service
 - (iii) Tele-shopping
35. (a) Explain the current positioning used by Airtel in India and contrast it with the positioning of Vodafone.

Or

- (b) Write about Vision and Mission of any Service sector which attract and inspire you the most with proper explanation.

36. (a) What are the options available for a firm to position a service? If you want to position healthcare services, how would you do it?

Or

- (b) Do you think that the argument of some theorist that the traditional Ps are not enough for services marketing is valid? Give suitable examples to prove your point.
37. (a) “Sales promotions are only short-term incentives to boost sales” Discuss.

Or

- (b) Critically analyze the BCG matrix in context to the services sector.
38. (a) With tangibility and intangibility on either ends of a continuum, can you identify services which can be classified along this continuum? Select one of those services used by you as an individual, as family and as an organization.

Or

- (b) CRM is a business strategy that goes beyond increasing transaction volume”. Comment.
39. (a) Critically assess the usefulness of the Gap model for measuring quality in the hospitality industry.

Or

- (b) “Video parlors with all their stocks of videocassettes were either forced to close shop or shift to other business areas with the emergence of satellite television broadcasting, twenty-four-hour movie channels” — Discuss.

40. (a) The physical appearance and ambience of the place of service offering. The ambience in a bank makes the waiting customers satisfied or dissatisfied? Give proper solution for better ambience, and too suggestions for customer satisfaction.

Or

- (b) Consider the case of an HR manager hiring the services of a particular consultancy to take care of recruitment in the company, being a service provider what kind of process do they identify a right employee to the company and mention the role of HR manager in this recruiting process.

N-0159

Sub. Code

205434B2

**M.B.A. (General) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

PROMOTIONAL MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. _____ is any paid form of non-personal presentation and promotion of ideas or products by an identified sponsor.
 - (a) Marketing
 - (b) Promotions
 - (c) Advertising
 - (d) Publicity

2. Developing _____ involves a series of decisions for planning, creating, delivering, and evaluating an advertising effort.
 - (a) Marketing plan
 - (b) Advertising message
 - (c) Advertising campaigns
 - (d) None of these

3. What is CPA?
- (a) Continuous Partial Attention
 - (b) Customer's Partial Attention
 - (c) Continued Partial Advertising
 - (d) Continuous Partial Advertising
4. In _____ advertising, products that are forbidden from being advertised are promoted through another product of the same brand, using the brand image.
- (a) Stealth (b) Surrogate
 - (c) Ethical (d) Non Ethical
5. Which is the oldest largest advertisement agency in India?
- (a) Lowas Lintas
 - (b) Ogilvy and Mather
 - (c) Hindustan Thompson Associates Ltd
 - (d) None of these
6. Production is a part of which department?
- (a) Creative
 - (b) Media
 - (c) Client Servicing
 - (d) Marketing Research
7. _____ are the wordsmiths who do the wording of an advertisement.
- (a) Creative director (b) Accounts Executive
 - (c) Copychief (d) Copywriters

8. What is the term used for advertising done for intermittent and irregular periods and alternating with shorter periods of no advertising?
- (a) Continuity Scheduling
 - (b) Pulse Scheduling
 - (c) Intermittent Scheduling
 - (d) Flight Scheduling
9. Expand DAGMAR
- (a) Defining Advertising Goals for Measured Advertising Results
 - (b) Developing Advertising Goals for Measuring Advertising Results
 - (c) Defining Agency Goals for Measured Advertising Results
 - (d) Defining Advertising Goals for Marketing and Advertising Results
10. _____ is a long-term tool and often not even designed to increase sales immediately.
- (a) Promotions
 - (b) Marketing Mix
 - (c) Advertising
 - (d) Both (b) and (c)
11. This process of transforming the content of a message (thoughts, ideas, news, etc.) into a symbolic form is known as
- (a) Decoding
 - (b) Encoding
 - (c) Noise
 - (d) Communication process

12. What is Zapping?
- (a) Switching of channels during boring programs or ad commercials
 - (b) Switching programs using a remote
 - (c) Fast-forwarding through commercials in programs recorded on a video cassette/TV
 - (d) None of these
13. _____ is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world.
- (a) Decoding
 - (b) Perception
 - (c) Perceptual mapping
 - (d) Mind fitters
14. _____ characteristics are at the feeling level, hardly measurable, but vital for brand selection if associated with positive experiences.
- (a) Pseudo physical
 - (b) Psychological attributes
 - (c) Physical
 - (d) Rational
15. The _____ is considered to be the most important part of a print copy that is supposed to convey the main message in an advertisement.
- (a) Copy
 - (b) Pictures
 - (c) Jingle
 - (d) Headline

16. Which type of advertising aims at selling capital goods, B-to-B, and intermediary industrial products?
- (a) Corporate advertising
 - (b) Industrial advertising
 - (c) Financial advertising
 - (d) Specialty Advertising
17. What is the term used for determining an advertisement's effectiveness based on consumer responses, feedback, and behavior?
- (a) Pre-Testing (b) Copy- Testing
 - (c) Both (a) and (b) (d) None of these
18. _____ is essentially a science and an art that helps determine the most effective manner of spending the marketer's money across media.
- (a) Flight Scheduling (b) Continuity Scheduling
 - (c) Market Research (d) Media Planning
19. Who among the following is responsible to keep updates with media trends, obtain media costs, discover market trends and understand the motivations of consumers?
- (a) Client Service executive
 - (b) Media Planner
 - (c) Media Buyer
 - (d) Advertising Agency
20. What factors should be considered while setting the advertising budget?
- (a) Competition (b) Market situation
 - (c) Sales decay rate (d) All of the above

21. Expand AIC
- (a) Advertising Information Curve
 - (b) Advertising Intensiveness Curve
 - (c) Advance Information Curve
 - (d) Advertising Investment Curve
22. The All- you- can- afford method is used in which of the below?
- (a) Market Research (b) Budgeting
 - (c) Media Planning (d) Media Buying
23. _____ is an interactive computer-based system.
- (a) Management Information system
 - (b) Self Support System
 - (c) Decision Support System
 - (d) Direct Support System
24. An offer is a value for money that the _____ campaign offers.
- (a) Media (b) Advertising
 - (c) Direct (d) Mass
25. Which of the below is an example of Direct Mail?
- (a) Personal Selling (b) Advertising
 - (c) Direct Marketing (d) Public Relations
26. In which type of marketing Interactive Voice Recording (IVR) is used?
- (a) Direct Mail
 - (b) Internet Marketing
 - (c) Direct Marketing
 - (d) One to one marketing

27. What is Brat Power?
- (a) Importance of new mediums like the internet
 - (b) Evolving customer segment of kids, children
 - (c) Evolving customer segment
 - (d) Evolving media power
28. For which type of market small packaging, single-use packets are suitable?
- (a) Urban (b) Rural
 - (c) Semi-Urban (d) Metros
29. A successful campaign mixes the _____ and modern media cleverly to get the best results.
- (a) Traditional (b) Popular
 - (c) Preferred (d) None of these
30. Which of the following are examples of mass media used in rural areas?
- (a) TV (b) Radio
 - (c) Village melas (d) All of the above
31. _____ is the watchdog organization that lays down ethical standards for the advertising industry.
- (a) IRDA (b) ASCI
 - (c) DMA (d) TRAI
32. Misleading advertisements are covered by the _____ Protection Act of 1986.
- (a) Company (b) Customer
 - (c) Agency (d) None of these
33. _____ is the portrayal of people in a way that is devoid of individuality.
- (a) Puffery (b) Stereotyping
 - (c) Endorsements (d) Halo Effect

Part B

(7 × 6 = 42)

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

34. (a) Explain the need for promotion management.
Or
(b) Enumerate the importance of setting the promotional budget.
35. (a) State the benefits and objectives of advertising.
Or
(b) Explain the functions of Advertising Agency.
36. (a) Explain the Advantages of print Advertising.
Or
(b) What are the factors to be considered during the media selection?
37. (a) Explain the need for measuring advertising effectiveness.
Or
(b) Explain the role of public relation in promotion.
38. (a) Explain the importance of Direct marketing.
Or
(b) Explain the different techniques of sales promotion.
39. (a) Enumerate the characteristics of personal selling.
Or
(b) Explain the recent trends in personal selling.
40. (a) Differentiate sales promotion and personal selling.
Or
(b) Discuss about the Ethics in promotion.

N-0160

Sub. Code

205435B3

**M.B.A. (General) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

PRODUCT MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

- Industrial goods are categorized into _____ categories.
(a) 4 (b) 6
(c) 3 (d) 7
- CDS stands for
(a) Credit Default Swaps
(b) Current Default Swaps
(c) Credit Discount Swaps
(d) Current Discount Swaps
- New product development process consists of _____ steps.
(a) 6 (b) 5
(c) 8 (d) 10

4. _____ takes an object apart to see its mechanism and then makes a strategy to enhance it.
- (a) Reverse Engineering
 - (b) Modularization
 - (c) Standardization
 - (d) None of the above
5. Innovations are classified into _____ types.
- (a) 3 (b) 2
 - (c) 4 (d) 5
6. Innovation level depends on the degree of _____ of the product.
- (a) Uniqueness (b) Experimental
 - (c) Standardization (d) Modular design
7. The companies create a single umbrella image that covers all its products. That company is called as _____
- (a) Umbrella Branding
 - (b) Corporate Branding
 - (c) Sales Branding
 - (d) Customer Branding
8. There are _____ major elements of product positions.
- (a) 4 (b) 5
 - (c) 3 (d) 2
9. How many ways are there to evaluate the brand?
- (a) 2 (b) 4
 - (c) 5 (d) 3

10. PLC stands for
- (a) Production Life Cycle
 - (b) Prevention Life Cycle
 - (c) Product Life Cycle
 - (d) Provision Life Cycle
11. A PLC undergoes _____ stages.
- (a) 3 (b) 4
 - (c) 5 (d) 6
12. What is the third stage of the PLC?
- (a) Maturity (b) Growth
 - (c) Introduction (d) Decline
13. The first stage in an industry life cycle begins with a single _____
- (a) Innovation Method
 - (b) Start-Up
 - (c) MSME
 - (d) Product Management
14. _____ refers to a decline in sales volume, sales revenue, and market share of a product.
- (a) Product Management
 - (b) Standardization
 - (c) Design Engineering
 - (d) Cannibalization
15. There are _____ types of product development policy.
- (a) 2 (b) 3
 - (c) 4 (d) 5

16. There are two features of product research concept
- (a) Product Engineering and Market Analysis
 - (b) Production Management and Market Analytics
 - (c) New Product Development and Market Analysis
 - (d) Production Management and Innovation Methods
17. There are _____ features of product line decisions.
- (a) 2 (b) 3
 - (c) 4 (d) 5
18. _____ is a bundle of products offered for sale by a company.
- (a) Market Mix
 - (b) Market Segmentation
 - (c) Product Mix
 - (d) Product Segmentation
19. A _____ product results from modifying an existing product.
- (a) Differentiation (b) Deviation
 - (c) Derivatives (d) Design
20. The product is the _____ point of planning.
- (a) Beginning (b) Central
 - (c) Finishing (d) Innovative
21. A company can boost the success of its product by paying attention to _____ factors.
- (a) 2 (b) 3
 - (c) 4 (d) 6

22. _____ strategy is the process of reclaiming defective goods from consumers and providing them with replacement or compensation.
- (a) Product Mix
 - (b) Product Recall
 - (c) Product Segmentation
 - (d) Product Positioning
23. How many variables are mentioned in Ansoff's matrix?
- (a) 2 (b) 5
 - (c) 3 (d) 4
24. A set of customers which buy a product only after it has acquired status in the market is called as _____
- (a) Innovators (b) Early Adopters
 - (c) Laggards (d) None of the above
25. Products may be standardized by the _____ methods.
- (a) 2 (b) 4
 - (c) 3 (d) 5
26. QFD stands for
- (a) Quality Function Development
 - (b) Quantity Function Department
 - (c) Quality Function Department
 - (d) Quantity Function Development

27. _____ aims to lure a target consumer segment with unique images created by advertising and provided by salespeople.
- (a) Distribution Differentiation
 - (b) Logistics Differentiation
 - (c) Promotional Differentiation
 - (d) Product Differentiation
28. _____ is a method of determining the ways to simplify an existing or future product design or manufacturing process to minimize costs.
- (a) QFD
 - (b) PDF
 - (c) DFMA
 - (d) None of the Above
29. The innovation process involves a lot of _____ and _____
- (a) Money and Time
 - (b) Investment and Product
 - (c) Money and Product Design
 - (d) Money and Travel
30. At the decline stage of a product, a company should analyze the changing preferences of _____
- (a) Products
 - (b) Innovation
 - (c) Strategy
 - (d) Customers
31. _____ strategies help the companies in improving the quality and functional utility of the product.
- (a) Product Modification
 - (b) Product Differentiation
 - (c) Product Deviation
 - (d) Product Development

32. _____ is a process where a product line is liquidated.
- (a) Product Modification
 - (b) Product Divestment
 - (c) Product Deviation
 - (d) Product Differentiation
33. A _____ manager has more knowledge about the prospective customers in the consumer good companies.
- (a) Market (b) Sales
 - (c) Product (d) Finance

Part B

(7 × 6 = 42)

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

34. (a) Discuss the importance of a product in an economy.

Or

- (b) 'Product differentiation results from added features which give customers benefits that rival cannot match.' Elucidate.
35. (a) Explain the various reasons of a product failure in the market.

Or

- (b) Describe the eight-step new product development process.
36. (a) Describe the process of innovation diffusion and adoption. Explain how they are linked to each other.

Or

- (b) Discuss product standardization Explain how this process helps a company in the global market.

37. (a) What are the eight strategies of product replacement? Explain them with suitable illustrations.

Or

(b) Describe disruptive innovation. Why does it happen and how does it affect the market?

38. (a) Open-market innovations improve speed, cost and quality of innovation. Do you agree? Give your reasons.

Or

(b) Discuss the use of 7-S framework in the new product development process. Draw a diagram to show the interconnectivity between all the 7 factors.

39. (a) 'A brand is both abstract and real.' Discuss the statement.

Or

(b) Explain the concept of brand equity. How is it measured?

40. (a) What is product disinvestment strategy? Explain the reason why a company resorts to this strategy.

Or

(b) List the various policies meant for new product development policy. Explain every policy with the support of an example.

N-0161

Sub. Code

**205433C1/
205533**

**M.B.A. DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Third Semester – Second Year

**MANAGEMENT OF FUNDS
(Common for M.B.A. (G) / (FM))
(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Trade credit is a source of
 - (a) Long-term finance
 - (b) Medium-term finance
 - (c) Short-term finance
 - (d) None of the above

2. The physical possession of equity shares in cases of a GDR is with
 - (a) Depository
 - (b) No depository
 - (c) Foreign investor
 - (d) Custodian

3. _____ is the organisations, institutions that provide long term funds.
 - (a) Capital market
 - (b) Money market
 - (c) Primary Market
 - (d) Secondary Market

4. Which of the following are the instruments of money market?
- (a) Call money (b) Certificate of deposits
(c) Trade bills (d) All of the above
5. The par value of the stocks and bonds outstanding is termed as
- (a) Capitalisation (b) Planning
(c) Capital (d) Financial planning
6. The period of revival of business activity is termed as the period of
- (a) Fixed (b) Recovery
(c) Wind up (d) Excess of capital
7. The NI approach assumed
- (a) K_e is to be same and constant
(b) There are no taxes
(c) K_o falls as the degree of leverage
(d) All the above
8. In NOI approach, which one of the following is constant?
- (a) Cost of Equity
(b) Cost of Debt
(c) Overall cost of capital (WACC) and k_d
(d) k_e and k_d
9. The traditional approach is also known as
- (a) NI approach (b) NOI approach
(c) MM approach (d) Intermediate approach

10. In the traditional approach, which one of the following remains constant?
- (a) Cost of equity (b) Cost of debt
(c) WACC (d) None of the above
11. In case of depression, it is better for a company to remain in:
- (a) Low gear
(b) High gear
(c) Shut down their business
(d) None of the above
12. The taxes are ignored, the MM model is identical to:
- (a) NI approach
(b) NOI approach
(c) Traditional approach
(d) All the above
13. In case of firms have ' $r > k$ ' the optimum dividend policy requires _____ dividend pay out ratio.
- (a) Zero (b) Right share
(c) Bonus share (d) None of the above
14. The policy concerning quantum of profits to be distributed as dividend is termed as _____.
- (a) Bonus (b) Equity
(c) Dividend (d) Ratio
15. Cost of each component of capital is termed as _____ cost.
- (a) Specific (b) Capital
(c) Budget (d) Other

16. MM approach assumes that _____ markets are perfect.
- (a) Capital (b) Specific
(c) Historical (d) Financial
17. _____ refers to make-up of a firm's capitalisation.
- (a) Under capitalisation (b) Cost of capital
(c) Over capitalisation (d) Capital structure
18. Optimum leverage can be defined as that mix of debt and equity which will _____ the market value of the firm.
- (a) Minimise (b) Price movement
(c) Maximise (d) Volatility
19. Capital gearing refers to relationship between equity and:
- (a) Short term debt (b) Long term debt
(c) Retained earnings (d) Goodwill
20. The personal leverage can replace corporate leverage is assumed by:
- (a) Traditional approach
(b) MM model
(c) Net income approach
(d) Net operating income approach
21. It is risky to have both operating leverage and _____ Leverage at a high level.
- (a) Marketing (b) Financial
(c) Combined (d) None of the above

22. The term trading on equity is generally used for _____ financial leverage.
- (a) Favourable (b) Non favourable
(c) High (d) Low
23. A lease agreement grants lessee the right to _____.
- (a) Own the assets (b) Use the assets
(c) Both (d) None of the above
24. A sale and lease back arrangement is suitable for a lessee having:
- (a) Liquidity crisis (b) Surplus funds
(c) High profit (d) Low profit
25. The liquidity and risk have
- (a) Direct relationship (b) Inverse relationship
(c) Both (a) and (b) (d) No relationship
26. The term income has
- (a) More specific meaning as compared to profit
(b) Less specific meaning as compared to profit
(c) Synonymous meaning with profit
(d) None of the above
27. Currency swap is a method of
- (a) Speculating in foreign exchange
(b) Hedging against foreign exchange risk
(c) Making money by banks
(d) All the above
28. Euro-currency is a term used for denoting
- (a) Euro-dollar (b) US Dollar
(c) Petro-Dollar (d) None of the above

29. A swap deal is basically governed by
- (a) Forward margin
 - (b) Buying and selling rate
 - (c) The currency involved
 - (d) Speculation
30. Issue of bonus shares may also be termed as _____ of profits of a company.
- (a) Market price
 - (b) Capitalisation
 - (c) Dividend
 - (d) Policy
31. Zero coupon bonds carry
- (a) No interest
 - (b) No maturity value
 - (c) Coupon for payment of interest
 - (d) Dividend
32. The arbitrage process is the behavioural foundation for the
- (a) MM Hypothesis
 - (b) Zero Based Hypothesis
 - (c) Null Hypothesis
 - (d) Alternative Hypothesis
33. Cost of capital serves as _____ rate for capital investment decisions.
- (a) Financial
 - (b) Equity
 - (c) Cut-off
 - (d) Dividend

Part B

(7 × 6 = 42)

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

34. (a) Detail the sources of funds available for the companies.

Or

- (b) Describe the mobilization of funds and elaborately pointed out the three sources of funds mobilization.

35. (a) Discuss the causes and consequences of financial system in allocation of funds.

Or

- (b) Discuss the methods of evaluation while fund allocation of the start up business.

36. (a) A limited company is considering investing in a project requiring a capital outlay of Rs.2.00,000. Forecast of annual income after depreciation but before tax is as follows:

Year	1	2	3	4	5
Rs.	1,00,000	1,00,000	80,000	80,000	40,000

Depreciation may be taken as 20% on original cost and taxation at 50% of net income. Calculate (i) Pay back period (ii) Rate of return on investment (iii) Rate of return on average investment. (iv) Discount cash flow method taking cost of capital at 10%.

Or

- (b) Bring out the factors which influence the financial planning.

37. (a) Elucidate the determinant of dividend policy of corporate enterprises.

Or

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

38. (a) Discuss the factors that determine the capital structure of a firm.

Or

- (b) The operating and cost data of Saranya Limited are as follows:

Sales 40,000 units at Rs.10 per unit

Variable cost at Rs.7.50 per unit

Fixed cost Rs.80,000 (Including 15% interest on Rs.2,00,000)

Calculate the operating, financial and combined leverages.

39. (a) ABC Leasing Limited has been approached by a client to write a five years lease on an assets costing Rs.10,00,000 and having estimated salvage value of Rs.1,00,000 thereafter. The company has a after tax required rate of return of 10% and its tax rate is 50%. It provides depreciation @33 1/3% on written down value of the asset. What lease rental will provide the company its after tax required rate of return?

Or

- (b) Describe the venture capital and elaborately pinpointed the Pros and cons of the venture capital.

40. (a) You can assuming like an investor and clarify the multilateral financing institutions and benefits.

Or

- (b) Explain the relationship between risk and return.

N-0162

Sub. Code

**205434C2/
205534**

**M.B.A. DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMMES EXAMINATION

Second Year – Third Semester

**INVESTMENT ANALYSIS AND PORTFOLIO
MANAGEMENT**

(CBCS – 2020 onwards)

Common For MBA (G) / (FM)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. An investor invests in assets known as
 - (a) Securities
 - (b) Block of Assets
 - (c) Portfolio
 - (d) None of the above

2. Which one of the following is shown first when the assets are arranged in the order of their liquidity?
 - (a) Investment
 - (b) Cash in hand
 - (c) Debtors
 - (d) None of the above

3. Employment of funds with the aim of achieving additional income is known as _____.
 - (a) Investment
 - (b) Speculation
 - (c) Gambling
 - (d) Biting

4. Over the period, investors determine the compound growth rate of an investment by
- (a) Arithmetic median
 - (b) Arithmetic mean
 - (c) Calculus mean
 - (d) Geometric mean
5. Investors agree to invest in high-risk investments if only
- (a) There is any true speculations
 - (b) The predicted return is satisfactory for taking a risk
 - (c) There are no safe options except for holding cash
 - (d) The return is short
6. _____ is based on tips, rumours and hunches, unplanned and without knowledge of the exact nature of risk.
- (a) Investment (b) Speculation
 - (c) Gambling (d) Arbitrage
7. Which of the following investment areas is heavily tied to work using mathematical and statistical models?
- (a) Security analysis
 - (b) Portfolio management
 - (c) Institutional investing
 - (d) Retirement planning
8. _____ is financial assets.
- (a) Bonds (b) Machines
 - (c) Stocks (d) (a) and (c)

9. Which of the following would be considered a risk-free investment?
- (a) Gold
 - (b) Equity in a house
 - (c) High-grade corporate bonds
 - (d) Treasury bills
10. Which of the following securities have potentially the highest risk level, and also have the highest potential return?
- (a) Commercial paper
 - (b) Bonds
 - (c) Preferred stocks
 - (d) Derivative securities
11. Savings accounts are _____ but are not _____.
- (a) Negotiable; liquid
 - (b) Marketable; liquid
 - (c) Liquid; personal
 - (d) Liquid; marketable
12. Which measures the systematic or non-systematic risk of a security?
- (a) Beta
 - (b) Standard deviation
 - (c) Variance
 - (d) Range

13. Who is called a father of fundamental analysis _____?
- (a) Benjamin Graham
 - (b) Tinbergen
 - (c) William
 - (d) Elliot Wave
14. The fundamental analysis approach has been associated with _____.
- (a) Uncertainties (b) Certainties
 - (c) Ratios (d) Balance sheet
15. The investment process begins with _____.
- (a) Investment policy
 - (b) Security analysis
 - (c) Portfolio construction
 - (d) Fundamental analysis
16. _____ Analysis refers the study of the variables that influence the future of a firm both qualitatively and quantitatively.
- (a) Company analysis
 - (b) Industry analysis
 - (c) Technical analysis
 - (d) Economic analysis

17. Technical analysis is useful _____
- (a) To make an estimate of growth in a stock market
 - (b) To find out the market forces influencing stock market
 - (c) To indicate the direction of the overall market
 - (d) To analyze the economic activity of government.
18. The Dow Theory was developed by _____.
- (a) Stock broker by the name of Dow
 - (b) An editor of Wall Street Journal by the name of Dow
 - (c) It was developed by Markowitz and Dow
 - (d) It was developed by Sharpe
19. In Dow Theory, secondary movements are those which last only for a short while are also known _____.
- (a) Corrections
 - (b) Random wiggles
 - (c) Narrow movements
 - (d) Fluctuations
20. The moving average in a time-series are free from the influences of:
- (a) Seasonal and cyclic variations
 - (b) Seasonal and irregular variations
 - (c) Trends and cyclical variations
 - (d) Trend and random variations

21. The common stock of a company must provide a higher expected return than the debt of the same company because
- (a) There is less demand for stock than for bonds
 - (b) There is greater demand for stock than for bonds
 - (c) There is more systematic risk involved for the common stock
 - (d) There is a market premium required for bonds
22. Consider a graph with standard deviation on the horizontal axis and expected return on the vertical axis. The line that connects the risk-free rate and the optimal risky portfolio is called:
- (a) Indifference curve
 - (b) Capital market line
 - (c) Characteristic line
 - (d) Security market line
23. Which of the following relates to industry analysis?
- (a) Infrastructure facilities
 - (b) Competitive forces
 - (c) Interest rate
 - (d) Market share
24. The process of addition of more assets in an existing portfolio is called _____?
- (a) Portfolio revision
 - (b) Portfolio addition
 - (c) Portfolio exchanging
 - (d) None of these

25. _____ is the process of combining together various investment assets to obtain optimum returns with minimum risk.
- (a) Portfolio construction
 - (b) Portfolio analysis
 - (c) Portfolio evaluation
 - (d) Portfolio revision
26. Modern portfolio theory is a contribution by _____.
- (a) William sharp
 - (b) Benchamin graham
 - (c) Stephen rose
 - (d) Harry Markowitz
27. Sharpe ratio and Treynor ratio measures which of the following:
- (a) Standard Deviation
 - (b) Risk adjusted returns
 - (c) Beta
 - (d) Alpha factor
28. MACD stands for
- (a) Managing asset class for dividend
 - (b) Multiple asset class deposit
 - (c) Moving average convergence divergence
 - (d) Main asset class deposit

29. _____ describes the relationship between systematic risk and expected return for assets, particularly stocks
- (a) CAPM
 - (b) PERT
 - (c) Sharpe ratio
 - (d) Treynor ratio
30. An efficient market is defined as one in which
- (a) All participants have the same opportunity to make the make the same returns.
 - (b) All participants have the same legal rights and transactions costs.
 - (c) Securities' prices quickly and fully reflect all available information
 - (d) Securities' prices are completely in line with the intrinsic value
31. Weak form market efficiency
- (a) Implies that the expected return on any security is zero.
 - (b) Incorporates semi-strong form efficiency
 - (c) Involves price and volume information
 - (d) Is compatible with technical analysis
32. Reward to volatility Ratio is also called as
- (a) Treynor ratio
 - (b) Sharp ratio
 - (c) Jensen ratio
 - (d) Book market Ratio
33. A _____ represents part ownership in a public firm.
- (a) Cumulative preferred stock
 - (b) Preference share
 - (c) Call option
 - (d) Common stock

Part B

(7 × 6 = 42)

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

34. (a) Explain the types of investments.

Or

- (b) Explain the concepts of portfolio and portfolio management.

35. (a) Discuss briefly about derivatives instruments.

Or

- (b) Explain the computation of returns of individual security.

36. (a) Discuss about the fundamental analysis in portfolio management.

Or

- (b) Explain the Dow Theory and its application in technical analysis.

37. (a) Explain the types of chart patterns in detail.

Or

- (b) Write the concepts of Markowitz portfolio diversification.

38. (a) Describe the Lagrange multiplier method.

Or

- (b) Discuss about application of capital assets pricing model.

39. (a) Explain the concept of strongly efficient market forms.

Or

(b) Explain the Sharpe method of portfolio performance measurement.

40. (a) Discuss the need and methods of portfolio auditing.

Or

(b) Explain the Advantages of portfolio auditing.

N-0163

Sub. Code

**205435C3/
205535**

**COMMON FOR M.B.A. (G)/(FM) DEGREE
EXAMINATION, MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year — Third Semester

FINANCIAL SERVICES AND INSTITUTIONS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Multiple choice questions.

1. _____ includes all activities involved in the transformation of savings into investment.
(a) Financial system (b) Financial service
(c) Economic system (d) Saving system
2. Underwriting of shares by a financial intermediary is a kind of _____ activity.
(a) Fee based (b) Fund based
(c) Both of these (d) None of these
3. _____ services are mainly provided to foreign investors.
(a) Custodial services (b) Financial services
(c) Factoring services (d) None of these

4. Term lending institutions are _____ market intermediaries.
- (a) Money market (b) Bill market
(c) Capital market (d) None of these
5. The minimum net worth for the first category of merchant bankers is Rs. _____.
- (a) 2 crore (b) 5 crore
(c) 1 crore (d) 10 crore
6. The small investors' gateway to enter into big companies is _____.
- (a) Equity shares (b) Debentures
(c) Preference shares (d) Mutual fund
7. The process of selling trade debts of a client to a financial intermediary is called _____.
- (a) Bill discounting (b) Factoring
(c) Securitisation (d) Materialisation
8. _____ is basically a savings and investment corporation.
- (a) UTI (b) IDBI
(c) SBI (d) RBI
9. Secondary markets in treasury bills require involvement of _____ and _____.
- (a) Brokers, Dealers
(b) Buyers, Sellers
(c) Consumer, Producer
(d) All of the above

10. Categories of securities issue:
- (a) Public issue
 - (b) Rights issue
 - (c) Private placement
 - (d) All of the above
11. Private placement covers _____.
- (a) Shares (b) Preference shares
 - (c) Debentures (d) All of the above
12. It is a process by which a demand for the securities proposed to be issued by a body corporate is elicited.
- (a) Book building (b) Share certificate
 - (c) Promoter issue (d) Circular
13. CRISIL has been promoted by _____ and _____.
- (a) ICICI, UTI (b) IDBI, SBI
 - (c) AXIS, UTI (d) PNB, SBI
14. The term _____ is defined as a central location for keeping securities on deposit.
- (a) Depository (b) Instrument
 - (c) Institutions (d) None of the above
15. The _____ is the apex organization in the Indian money market.
- (a) SBI (b) RBI
 - (c) ICICI (d) IDBI

16. Which of the following is not an asset held by Commercial Banks?
- (a) Bills of Exchange
 - (b) Current Account Deposits
 - (c) Money Lent at short Notice
 - (d) Credit Balances with the Reserve Bank
17. Which of the following combinations is correct?
- (a) NABARD-Industrial Loan
 - (b) RBI Long term Finance
 - (c) RRB-Agriculture Finance
 - (d) IDBI-Short Term Loans
18. Which of the following is not an organized sector in India?
- (a) Nationalized Banks
 - (b) Regional Rural Banks
 - (c) Cooperative Banks
 - (d) Chits and Money lenders
19. In which year was the Banking Regulation Act passed?
- (a) 1949
 - (b) 1955
 - (c) 1959
 - (d) 1969
20. Co-operative Societies Act was enacted in which year?
- (a) 1912
 - (b) 1949
 - (c) 1935
 - (d) 1913
21. At which of the following cities is the Head Office of the Reserve Bank of India located?
- (a) Mumbai
 - (b) New Delhi
 - (c) Kolkata
 - (d) Dehradun

22. The SEBI is the regulatory authority established under _____ of SEBI Act 1992.
- (a) Sec 3 (b) Sec 4
(c) Sec 5 (d) Sec 6
23. An investor invests in assets known as a
- (a) Securities (b) Block of Assets
(c) Portfolio (d) None of the above
24. Investors agree to invest in high-risk investments if only
- (a) There are any true speculations
(b) The predicted return is satisfactory for taking a risk
(c) There are no safe options except for holding cash
(d) The return is short
25. Investments would score high only if there is a protection to
- (a) Real estate
(b) Preferred stock
(c) Government bonds
(d) Common stock
26. Which of the following defines depreciation?
- (a) Destruction of a plant in a fire accident
(b) Loss of equipment over time due to wear and tear
(c) Closure of a plant due to labour trouble
(d) Closure of a plant due to lockout

27. A contract between a buyer and a seller, entered on a particular date, regarding a transaction that they will fulfil at a later date, is known as _____.
- (a) Forward Contract (b) Future Contract
(c) Fixed Contract (d) Derivative Contract
28. The markets where the transactions are done through computers, and telephones, without any specific location, are known as _____.
- (a) Over the counter markets
(b) Capital counter markets
(c) Past counter markets
(d) Future counter markets
29. Which of the following is responsible for fluctuations in the Sensex?
- (a) Monetary policy
(b) Fiscal policy
(c) Political instability
(d) All of the above
30. The forward exchange rate is the rate of exchange between two currencies that is _____.
- (a) Prevailing today for immediate delivery
(b) Would prevail at a future date
(c) Prevailing today for future delivery
(d) None of the above

31. UTI, LIC etc are example of
- (a) Banking Institution
 - (b) Investment Institution
 - (c) NBFIs
 - (d) Development Bank
32. Credit Analysis and Research Ltd (CARE) commenced its operations in the _____ year.
- (a) 1993 (b) 1994
 - (c) 1995 (d) 1996
33. A Non-Banking Financial Company (NBFC) is a company registered under the Companies Act, _____.
- (a) 1956 (b) 1957
 - (c) 1958 (d) 1959

Part B

(7 × 6 = 42)

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

34. (a) Describe the characteristics of financial service.
- Or
- (b) Distinguish the private and public placement of capital issues.
35. (a) Describe the functions of Merchant banking.
- Or
- (b) Explain the scheme of mutual fund services.

36. (a) Elucidate the regulation regarding mutual funds in India.

Or

(b) Describe the Importance of credit rating in India.

37. (a) Explain the factors contributing to the success of the rating system.

Or

(b) Detail the types of International credit rating institution available in India.

38. (a) Explicate the Role of UTI as an investment institution.

Or

(b) Describe the Concept and needs of NBFC to investors.

39. (a) Explain the Role of development financial institution in India.

Or

(b) Describe the functions of RBI.

40. (a) Describe the role of BSE and NSE in stock exchange.

Or

(b) Role of SEBI in global scenario.

N-0197

Sub. Code

205441

**M.B.A. (G) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

PRODUCTION AND OPERATION MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** the questions.

1. _____ is the process by which raw materials and other inputs are converted into finished goods
 - (a) Inventory
 - (b) Logistics
 - (c) Production
 - (d) Supply chain
2. _____ is one of the objectives of Production Management
 - (a) Right person
 - (b) Right cost
 - (c) Right quality
 - (d) Continuous process
3. All of the following decisions fall within the scope of operations management except for _____
 - (a) Financial analysis
 - (b) Design of products
 - (c) Location of facilities
 - (d) Quality

4. Mass production means the production of items on _____
- (a) Demand (b) Large Scale
(c) Small Scale (d) Order
5. Who is the father of Toyota Production System (TPS)?
- (a) Ohno (b) Deming
(c) Crosby (d) Taguchi
6. Technique which can help an organization to reduce inventory is called
- (a) TPM (b) CRM
(c) CPM (d) MRP
7. _____ refers to assignment of task or work to a facility
- (a) Loading (b) Directing
(c) Controlling (d) Coordinating
8. The function of _____ involves the decision when, what, how, and why to produce goods.
- (a) Production planning
(b) Production control
(c) Method analysis
(d) Quality control
9. Unavailability of skilled labour is a big problem if we locate our factory in _____
- (a) Road (b) Rural
(c) City (d) Foreign

10. _____ refers to the arrangement of machinery, equipment and other industrial facilities
- (a) Plant lining (b) Plant location
(c) Facility location (d) Plant layout
11. Which of the following is a production planning technique?
- (a) Dispatching (b) Loading
(c) Inspection (d) Expediting
12. A single measurable quality characteristic, such as dimension, weight, or volume, is called _____
- (a) Variable
(b) Attribute
(c) Variable and an Attribute
(d) Mean and variability
13. The percentage yield in Six Sigma is
- (a) 93.3 (b) 99.38
(c) 99.977 (d) 99.99966
14. A systematic approach for maintenance is
- (a) Problem – Cause – Diagnosis – Rectification
(b) Problem – Diagnosis – Cause – Rectification
(c) Problem – Rectification – Diagnosis – Cause
(d) Cause – Problem – Rectification – Problem
15. Quality management is a method for _____
- (a) Design (b) Testing
(c) System (d) Logic

16. Just – In- Time aimed at
(a) Zero inventories (b) Reduced manpower
(c) Over production (d) Quality
17. Effective inventory management minimizes the investment in inventory by effectively meeting the _____
(a) Functional requirement
(b) Process reliability
(c) Customer requirement
(d) Sales forecasting of a firm
18. In case of MTO items, the MRP systems save time by integrating with _____ systems.
(a) Engineering change control
(b) Engineering change order
(c) CAD and CAM
(d) CAD
19. Computer Integrated Manufacturing includes _____ and _____ activities.
(a) Engineering design, production planning
(b) Shop control, order processing
(c) Material control, distribution
(d) All of the above
20. Product layout is best suited when
(a) One type of product is produced
(b) Product is standardized
(c) Product is manufactured in large quantities
(d) All of the above

21. The allowed time for a job equals standard time plus
- (a) Policy allowance
 - (b) Process allowance
 - (c) Interference allowance
 - (d) Learning allowance
22. Break – even analysis can be used for
- (a) Short run analysis
 - (b) Average of short – run and long – run analysis
 - (c) Long run analysis
 - (d) There is no such criterion
23. Actual performance of a task is called
- (a) An event (b) An activity
 - (c) A duration (d) None of these
24. Basic tool in work study is
- (a) Graph paper (b) Process chart
 - (c) Planning chart (d) Stop watch
25. Performance rating is equal to
- (a) Observed performance + normal performance
 - (b) Observed performance – normal performance
 - (c) Observed performance \times normal performance
 - (d) None of the above
26. The salient feature of functional organisation is
- (a) Strict adherence to specification
 - (b) Separation of planning and design part
 - (c) Each individual maintains functional efficiency
 - (d) All of the above

27. An activity of the project is graphically represented by _____ on the network diagram.
- (a) A circle
 - (b) A straight line
 - (c) An arrow
 - (d) A dot
28. The grouping of activities into organizational units is called
- (a) Corporate plans
 - (b) Functional authority
 - (c) Higher level management
 - (d) Departmentalisation
29. Six Sigma is a business – driven, multi – dimensional structured approach to
- (a) Reducing process variability
 - (b) Lowering Defects
 - (c) Increasing customer satisfaction
 - (d) All of the above
30. Maintenance consist of the following action
- (a) Replace of component
 - (b) Service of component
 - (c) Repair of component
 - (d) Recycle of component

31. Which of these utility is not created by production for the goods?
- (a) Form (b) Time
(c) Price (d) Place
32. Which of the following industries should be located near the vicinity of raw materials?
- (a) Cycles (b) Television
(c) Sewing machine (d) Steel mills
33. Which of the following statements is true?
- (a) Product layouts are flexible while process layouts are efficient
(b) Product layouts are efficient while process layouts are flexible
(c) Both product and process layouts are efficient but not flexible
(d) Both product and process layouts are flexible but not efficient

Part B (7 × 6 = 42)

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

34. (a) What are the main functions of production? Discuss on its importance.
- Or
- (b) What is manufacturing engineering? Explain the role of operations research in manufacturing engineering.
35. (a) Explain on the principles of Toyota production system.
- Or
- (b) What is capacity planning for facility? Explain the strategies in planning the right capacity?

36. (a) What is facility location? Discuss the factors influencing the location of facility.

Or

(b) Illustrate the techniques to evaluate and identify the locations for facility.

37. (a) What is product life cycle? Explain its stages with example.

Or

(b) What is production planning? What are its characteristics?

38. (a) What is the importance of plant layout? What are the factors in determining plant layout and design?

Or

(b) What is mixed model line balancing? What are the steps involved in it?

39. (a) Describe the function and scope of MRP.

Or

(b) What is the main purpose of Inventory? What are the major inventory control techniques?

40. (a) What is the significance of establishing a maintenance program? What are the types of maintenance?

Or

(b) Is six sigma a zero defect standard – Discuss.

N- 0198

Sub. Code

**205442A1/
205841**

**M.B.A. (G)/HRM DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

COMPENSATION MANAGEMENT

(Common for M.B.A. (G)/(HRM))

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Which of the following is not included under the definition of wages given under the payment of wages Act, 1936?
 - (a) Basic wage
 - (b) Dearness allowance
 - (c) Incentive
 - (d) Gratuity

2. Which theory explains the employee and employer Relationship?
 - (a) Agency theory
 - (b) Piece Rate theory
 - (c) Gantt — task theory
 - (d) McClelland's need theory

3. Minimum Wage Act was formed in?
 - (a) 1936
 - (b) 1948
 - (c) 1976
 - (d) 1965

4. Which Act in industrial relations defines the term trade union?
 - (a) Industrial Trade resolution 1962
 - (b) Industrial policy, 1991
 - (c) The trade union and labor relations (consolidation) Act, 1992
 - (d) The industrial Employment Act, 1946

5. An employee who is paid more than specified range is classified as
 - (a) Green circle employee
 - (b) Red circle employee
 - (c) White circle employee
 - (d) Blue circle employee

6. Which of the following is not a non-financial incentive?
 - (a) Status
 - (b) Job enrichment
 - (c) Bonus
 - (d) Employee progress

7. What is an encouraged action by offering rewards or payments?
 - (a) Positive incentives
 - (b) Negative incentives
 - (c) Direct incentives
 - (d) Indirect incentives

8. The plan which gives the right to sell the stock of the organization at price for specific period of time is classified as
- (a) Employee stock ownership plan
 - (b) Ownership option
 - (c) Stock option
 - (d) Trading options
9. The safety awards, attendance bonuses, sales commission and piece rate are classified as techniques of
- (a) Individual pay plans
 - (b) Group based pay plans
 - (c) Organization wide pay plans
 - (d) Organization wide base pay
10. The job evaluation process in which the raters categorize jobs into groups is called
- (a) Point method
 - (b) Job classification
 - (c) Job grading
 - (d) Aligned reward strategy
11. Instructing educating and training employees and subordinates is called
- (a) Coaching
 - (b) Mentoring
 - (c) Career management
 - (d) Career development

12. Loyalty awards given to employees, for completing several years is an example of
- (a) Financial awards
 - (b) Appraisal awards
 - (c) Non-motivating rewards
 - (d) Non-financial rewards
13. 'Edwin Locke' stated that specific and challenging goals leads to
- (a) Variable performance rewards
 - (b) Fixed performance rewards
 - (c) Higher task performance
 - (d) Lower task performance
14. What are the factor/factors affects the variation of wages?
- (a) Regions
 - (b) Occupations
 - (c) Individual
 - (d) All of these
15. This is determined by the equilibrium between the demand for and supply of labor.
- (a) Wage rate
 - (b) Wage determination
 - (c) Labor rate
 - (d) Total wage

16. What is the tax if a state level tax imposed for carrying on business, profession or service
- (a) Carrying tax
 - (b) Tax deduction at source (TDS)
 - (c) Professional tax
 - (d) Provident fund
17. It is the time which cannot be avoided or reduced in the normal course of business.
- (a) Abnormal idle time
 - (b) Normal idle time
 - (c) Booking time
 - (d) Time keeping
18. What is the maximum limit of fine to be imposed on an employee?
- (a) Should not exceed an amount equal to 5% of the wages payable
 - (b) Should not exceed an amount equal to 1% of the wages payable
 - (c) Should not exceed an amount equal to 3% of the wages payable
 - (d) Should not exceed an amount equal to 10% of the wages payable
19. Which section takes care of payment of undisbursed wages in case of death of employed person?
- (a) Section 25A
 - (b) Section 25
 - (c) Section 26
 - (d) Section 22A

20. This is the state of equilibrium where a person equally prioritizes the demands of one's career and the demands of One's personal life.
- (a) Salary equilibrium
 - (b) Work-life balance
 - (c) Pay transparency
 - (d) Life cycle
21. A full-time job split between two individuals, each with responsibility for the success of the total job
- (a) Part time job
 - (b) Flexi job
 - (c) Compressed work
 - (d) Job sharing
22. A system of payment where employees are compensated based on their individual skill and level of education attained.
- (a) Performance based compensation
 - (b) Experience based compensation
 - (c) Knowledge based compensation
 - (d) Occupation based compensation
23. SKC payment system means
- (a) Skill, knowledge, competency
 - (b) Skill, knowledge, compensation
 - (c) Salary, knowledge, compensation
 - (d) Salary, knowledge competency

24. _____ are also called 'payments by results'.
- (a) Allowances (b) Claims
(c) Incentives (d) Fringe benefits
25. The following is not a concept of wage
- (a) Daily wages (b) Minimum wages
(c) Fair wages (d) Living wages
26. Which of the following was the first registered trade union in India?
- (a) Hind mazdoor saba
(b) Bharatiya mazdoor sangh
(c) Madras labor union
(d) Indian national trade union congress
27. The procedure of using less and more broad pay grades than the traditional systems of compensation is classified as
- (a) Salary banding (b) Broad banding
(c) Structure banding (d) Grade banding
28. B.F. Skinner proposed motivation model named as
- (a) Behavior reinforcement
(b) Behavior modification
(c) Behavior reshaping
(d) Both (a) and (b)

29. According to Fredrick Herzberg, the person's low-level needs are
- (a) Hygiene's
 - (b) Motivators
 - (c) Unhygienic
 - (d) Unmotivated
30. The formal procedure, in which job terminated person is counseled and trained, to secure a job position by teaching self appraising techniques is classified as
- (a) Termination interview
 - (b) Exit interviews
 - (c) Outplacement counseling
 - (d) Subordination interviews
31. The dismissal of the employee, who violates law of contractual arrangements stated, by the employer is classified as
- (a) Wrongful discharge
 - (b) Distributive termination
 - (c) Descriptive termination
 - (d) Wrongful termination
32. Communications and employs' participation the part of
- (a) Strategic plan
 - (b) Vision
 - (c) Mission
 - (d) Company's plan
33. Anchoring jobs and slotting the other jobs accordingly is called
- (a) Benchmarking jobs
 - (b) Evaluating pay scales
 - (c) Evaluating pays grades
 - (d) Evaluating internal equity

Part B

(7 × 6 = 42)

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

34. (a) Describe the micro economic factors that influencing the compensation?

Or

- (b) What are the components of compensation? Explain them?

35. (a) Describe the elements of a good wages plan.

Or

- (b) Explain the characteristics of perfect competition.

36. (a) Describe the steps involved in designing a pay structure.

Or

- (b) Discuss about Non-monetary incentive schemes.

37. (a) What is executive compensation system? Write the main purpose executive compensation system.

Or

- (b) Explain the basic principles of job evaluation

38. (a) Describe the determinants of incentives.

Or

- (b) Discuss the factors to consider for determining wage and salary.

39. (a) What is employee cost? What are the implications of controlling the employee cost?

Or

(b) Discuss the provisions of Payment of wages Act

40. (a) Discuss current trends in compensation management.

Or

(b) How compensation is related with motivation?
Discuss

N-0199

Sub. Code

**205443A2/
205844**

**M.B.A. (G)/(HRM) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

LABOUR LEGISLATIONS – II

(Common for M.B.A. (G)/HRM)

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** the questions.

1. The bonus act is the outcome of the recommendation made by the _____.
 - (a) State government
 - (b) Central government
 - (c) Labour Court
 - (d) Tripartite commission

2. On which date was the bonus act implemented by the government?
 - (a) 2nd September, 1980
 - (b) 2nd September, 1955
 - (c) 1st September, 1965
 - (d) 3rd September, 1956

3. The payment of bonus should be made within a period of months from the close of the accounting year.
- (a) 2 (b) 6
(c) 8 (d) 10
4. The maximum amount of bonus to be paid in an accounting year as per section 10 of this act is _____
- (a) 8.33% (b) 10%
(c) 20% (d) 15%
5. Excess allocable surplus remain after paying the maximum bonus of 20% on the wage or salary of the employee, should be carried forward to the next following year for utilizing the payment of bonus in case of the shortage of the allocable surplus or losses occur. This is called as
- (a) Set-on (b) Set-off
(c) Take-on (d) Take-off
6. The ceiling on wage or salary for calculation of Bonus under the Payment of Bonus Act 1965 is _____.
- (a) Rs. 2,500 (b) Rs. 3,500
(c) Rs. 4,500 (d) Rs. 6,500
7. When did The Payment of Gratuity Act 1972, come into force?
- (a) 01 April 1955 (b) 01 March 1955
(c) 01 May 1955 (d) 16 September 1972
8. The employer shall arrange to pay the amount of gratuity within _____ days from the date it becomes payable to the person to whom the gratuity is payable.
- (a) 30 (b) 15
(c) 45 (d) 60

9. Choose the correct date and year on which payment of wages act was passed?
- (a) 23rd April, 1936 (b) 28th March, 1937
(c) 25th April, 1937 (d) 27th April, 1936
10. What is the maximum wage period for the payment of wages?
- (a) 1 month (b) 40 days
(c) 45 days (d) 60 days
11. Under the Payment of Wages Act, 1936 the maximum limit on deductions should not ordinarily cross
- (a) 50 percent generally and 65 percent in case of payments due to the cooperatives
(b) 60 percent generally and 75 percent in case of payments due to the cooperatives
(c) 50 percent generally and 75 percent in case of payments due to the cooperatives
(d) 40 percent generally and 75 percent in case of payments due to the cooperatives
12. Under which labour legislation in India the provision of check-off has been accepted?
- (a) Industrial Disputes Act, 1947
(b) Trade Unions Act, 1926
(c) Payment of Wages Act, 1936
(d) Industrial Employment Act
13. _____ have been set up under the provisions of Industrial Dispute Act, 1947 for adjudication of industrial disputes in an organization.
- (a) Lok-Adalat (b) Industrial Tribunal
(c) Labour Court (d) Committee

14. Welfare officers are to be appointed if Organization is engaging _____ or more employees
- (a) 500 (b) 250
- (c) 600 (d) 750
15. Statutory Minimum wage is fixed under
- (a) Payment of Wages Act, 1936
- (b) Workmen's Compensation Act, 1923
- (c) Equal Remuneration Act, 1976
- (d) Minimum Wages Act, 1948
16. Which of the following is not a method for fixing Minimum Wages under the Minimum Wages Act?
- (a) Notification Method
- (b) Committee Method
- (c) Bargaining Method
- (d) Nominee method
17. Who among the following can be appointed as the chairman of the Central Advisory Board constituted by the central Government under the Minimum Wages Act 1948?
- (a) One of the independent member of the board
- (b) One of the employers representatives of the board
- (c) One of the employees representative of the board
- (d) A functionary of the central government nominated by the government

18. _____ appoints inspector for the purpose of administration of the minimum wages act, 1948.
- (a) Central government
 - (b) State government
 - (c) Local administrator
 - (d) Appropriate government
19. Who advises the Appropriate Government generally in the matter of fixing and revising minimum rates of wages?
- (a) High Court (b) Local Authority
 - (c) Advisory Board (d) President
20. How many independent persons are to be appointed in the Central Advisory Board under the Minimum Wages Act 1948?
- (a) Maximum 1/3rd of the total number of members
 - (b) Minimum 1/3rd of the total number of members
 - (c) Maximum ½ of the total number of the members
 - (d) Minimum 70% of the total number of members
21. Under the Minimum Wages Act, 1948, each of the committee, sub-committees, and the advisory Board shall consist of persons to be nominated by the _____ Government representing employers and employees in the scheduled employments.
- (a) Central government
 - (b) State government
 - (c) Local administrator
 - (d) Appropriate government

22. Who can be appointed as a hearing and deciding authority under the Minimum Wages Act, 1948?
- (a) Commissioner for Workmens Compensation
 - (b) Judge of a civil court
 - (c) Labour Commissioner
 - (d) Any of the above
23. The hearing and deciding authority appointed under the Minimum Wages Act, 1948 has the power of a _____.
- (a) Civil Court (b) Criminal Court
 - (c) High Court (d) Supreme Court
24. Industrial employment standing orders act is applicable in every industrial establishment where _____ workmen are employed.
- (a) 200 (b) 150
 - (c) 100 (d) 50
25. What is the time frame in which the employer shall submit copies of the draft standing orders proposed by him adoption in his industrial establishment?
- (a) 1 month from the date on which standing orders act becomes applicable
 - (b) 12 months from the date on which standing orders act becomes applicable
 - (c) 18 months from the date on which standing orders act becomes applicable
 - (d) 6 months from the date on which standing orders act becomes applicable

26. In case of a dispute regarding the suspense allowances, to whom does the employer or the workman refer?
- (a) Adjudicator (b) Court of enquiry
- (c) Conciliation (d) Labour Court
27. Before the industrial disputes act was implemented in the year 1947, which act took care of the industrial disputes?
- (a) Trade Disputes Act, 1929
- (b) Labour Management Relations Act, 1947
- (c) Royal Commission on Labour, 1934
- (d) None of the above
28. Power has been given to _____ to require Works Committee to be constituted in every industrial establishment employing 100 workmen or more.
- (a) Appropriate Government
- (b) High Court
- (c) State Government
- (d) Board of Conciliation
29. How many members does a conciliation board consist of as per the appropriate government?
- (a) Chairman and 2 or 4 other members
- (b) Chairman and 1 more member
- (c) Chairman and 5 or 6 other members
- (d) Chairman and 10 other members

30. Which Act requires employers in industrial establishments to define the conditions of employment?
- (a) The Factories Act, 1948
 - (b) The Industrial Disputes Act, 1947
 - (c) The Industrial Employment (standing orders) Act, 1946
 - (d) The Trade Union Act, 1926
31. The Trade Unions Act came into operation from _____
- (a) 1st June, 1927
 - (b) 1st May, 1926
 - (c) 1st June, 1926
 - (d) 1st April 1926
32. How many members consent is required to change the name of the registered trade union?
- (a) 1/4th of the total members
 - (b) Half of the total members
 - (c) 3/4th of the total members
 - (d) 3/3rd of the total member
33. How many members should sign the notice of dissolution?
- (a) 5 members and the secretary of the trade union
 - (b) 10 members and the secretary of the trade union
 - (c) 20 members and the secretary of the trade union
 - (d) 7 members and the secretary of the trade union

Part B

(7 × 6 = 42)

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

34. (a) What is the main purpose of payment of bonus act? How is the minimum and maximum bonus fixed?

Or

- (b) Who are eligible to claim bonus under payment of bonus act explain? On what grounds employee will be disqualified from getting bonus.

35. (a) What is the difference between set off and set on allocable bonus?

Or

- (b) Give a brief note on presumption about accuracy of balance sheet and profit and loss account of companies.

36. (a) What is Gratuity Act? How does it work? How do you calculate Gratuity?

Or

- (b) Discuss the objectives of Payment of Wages Act 1936?

37. (a) What is the procedure for revising and fixing minimum wage?

Or

- (b) How is an inspector appointed? What are his rights?

38. (a) What is the main purpose of minimum wages act?
Who are covered under minimum wages act?

Or

- (b) Give a brief note on central advisory board and appointment of chairman under minimum wages act.

39. (a) What are the different penalties for offences under minimum wages act 1936?

Or

- (b) What is the objective of the Industrial Employment Standing Order Act 1946? What are its features?

40. (a) How do you carryout modifications under Industrial Employment Act?

Or

- (b) What are the objectives Trade Union Act? What is the importance of Trade Union Act?

N-0200

Sub. Code

**205444A3/
205845**

**M.B.A.(G)/(HRM) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Fourth Semester – Second Year

ORGANIZATIONAL DEVELOPMENT

(Common for M.B.A. (G)/HRM)

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The process of managing organizational change can be done with the aid of
 - (a) Lewin's Change Management Model
 - (b) The McKinsey 7-S model.
 - (c) Kübler-Ross' change curve
 - (d) All of above

2. A scientific approach to study and then solving organizational issues experienced by an organization is called
 - (a) Action research (b) Applied research
 - (c) Pure research (d) None of the above

3. Environmental factors, new senior staff and union pressure can all be examples of what?
 - (a) Force-field analysis
 - (b) Triggers for change
 - (c) Naïve approaches to change
 - (d) The organization as an iceberg

4. At the heart of OD lies, _with an intact work team.
 - (a) Team building and intervention
 - (b) Action Research
 - (c) Behavioral analysis
 - (d) None of the above

5. Redesigning the company's span of control or decision-making procedures is a part of
 - (a) Structural Change
 - (b) Cultural Change
 - (c) Organizational development interventions
 - (d) Technological Change

6. The following deals with the development of individuals in an organization:
 - (a) Coaching and counseling
 - (b) Gestalt OD
 - (c) Partnering
 - (d) Survey feedback

7. The following targets intergroup relations in OD
 - (a) Parallel learning structures
 - (b) Grid OD phase 5
 - (c) Grid ODphase 4
 - (d) Grid OD phase 3
8. Sensitivity Training is an Intervention designed to improve the effectiveness of
 - (a) Individuals
 - (b) Dyads and Triads
 - (c) Teams
 - (d) Groups
9. Following is not a feature of a T-group
 - (a) Learning laboratory
 - (b) TQM
 - (c) Learning how to learn
 - (d) Here and now emphasis
10. RAT stands for:
 - (a) Role Adequacy Technique
 - (b) Role Appreciation Technique
 - (c) Role Appraisal Technique
 - (d) Role Analysis Technique
11. Which of the following statements is true with respect to training and development?
 - (a) Training is the process of developing the ability to perform both present and future jobs
 - (b) Development is the process of developing the necessary skills to perform the present job.
 - (c) Training is used to develop technical skills of non-managers
 - (d) Development is used to develop technical skills of non-managers

12. Any two reasons for organization level resistance to change are:
- (a) Existence of developed systems and ideas
 - (b) Emotional factors and habits
 - (c) Quality Circle and team building
 - (d) Downsizing and salary increase
13. The role being defined in the RAT is called the _____
- (a) Center Point
 - (b) Role Definition
 - (c) Focal Role
 - (d) Problem Area
14. As a result of recent studies in OD, number of views are now being developed, and one of the most important concept on which the OD is constructed is that of:
- (a) A normative value for culture and change
 - (b) Individual leadership
 - (c) Workplace behaviour
 - (d) Organizational satisfaction
15. Organizational Development interventions to reduce group conflicts are critical because
- (a) It has impact on team functioning
 - (b) It has impact on organizational functioning
 - (c) It has impact on satisfaction levels of the individuals working in the organization
 - (d) All of the above

16. A scientific management approach to study and then solving organizational issues experienced by an organization is called
- (a) Taylorism
 - (b) Innovation
 - (c) Research
 - (d) None of above
17. Team building activities work to improve
- (a) Workplace Performance
 - (b) Unity
 - (c) Understand each other
 - (d) All the above
18. Theory intervention mechanism consists of
- (a) Activities to study the behavioral science knowledge and theory are put to use to explain the present behavior and assumptions underlying behavior
 - (b) Activities which help to improve the overall quality of product.
 - (c) Studying theory to develop knowledge and behaviour.
 - (d) All the above
19. Quality Circle is basically an idea based on:
- (a) American Synthesis on Japanese Idea
 - (b) Japanese Synthesis of American Idea
 - (c) German Synthesis on Japanese Idea
 - (d) American Synthesis on German Idea

20. OD fundamentally believes that, _____ are the building blocks of the organization.
- (a) Employees
 - (b) Work teams
 - (c) Managers
 - (d) None of the above
21. Survey feedback is an intervention designed to improve the effectiveness of _____
- (a) Total Organization
 - (b) Teams
 - (c) Departments
 - (d) Strategic business units
22. OD can also be called as a process
- (a) For performance appraisal
 - (b) For change of people
 - (c) For teaching people how to solve the problem
 - (d) All of the above
23. Hackman theories in OD are related to
- (a) Goal-setting
 - (b) Job enrichment
 - (c) Equity
 - (d) Training

24. Organizational renewal often starts with:
- (a) Strategic change.
 - (b) Improved technology
 - (c) Intense competition
 - (d) Company's culture
25. Organization deals with _____ and _____ problems
- (a) Work System and Customer
 - (b) People and Customer
 - (c) People and Work System
 - (d) People and strategic
26. One of the major limitations of the internal consultant is
- (a) Their lack of understanding of the organization
 - (b) Their access to information
 - (c) Their potential loss of objectivity
 - (d) Their lack of training
27. The consultant-centered OD practitioner may have to
- (a) Takes on a modified role of "expert"
 - (b) Always adopt the role of the "expert"
 - (c) Never adopt the role of the "expert"
 - (d) All of the above

28. Prime responsibilities of OD consultant were identified and conceptualized by
- (a) Argyris
 - (b) Homi J. Bhabha
 - (c) Newton
 - (d) None of the above
29. Which of the following is not an organizational development intervention programme?
- (a) Team-building
 - (b) Survey feedback
 - (c) Leadership development
 - (d) Managerial grid
30. People in the organisation should be treated as
- (a) Important resource
 - (b) Natural resource
 - (c) Working capital
 - (d) Employees
31. The organizational diagnosis means:
- (a) To identify strengths, weaknesses problem areas
 - (b) To find out discrepancies, between vision and desired future and current situations
 - (c) Both (a) and (b)
 - (d) None of the above

32. Which of the following methods is adopted when there is a high uncertainty in the external environment?
- (a) Contingency approach
 - (b) System design approach
 - (c) Data-driven approach
 - (d) Cyclic approach
33. The degree to which a manager feels that his or her job is “meaningful” because of the way in which the job affects other people is known as
- (a) Skill variety
 - (b) Feedback
 - (c) Autonomy
 - (d) Task significance

Part B

(7 × 6 = 42)

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

34. (a) How can you classify OD interventions?

Or

- (b) “ODIs are the action component of any OD programme”. Elaborate. What results can one expect from these interventions?

35. (a) Elaborate the various techniques and exercises used in team building.

Or

- (b) Explain in detail the third-party peacemaking interventions.

36. (a) Discuss four varieties of action research and their significance in OD process.

Or

(b) Define action research as a process. What are the various steps involved in it?

37. (a) Discuss various strategies for team building for organizational changes.

Or

(b) Explain briefly the seven phases of OD programs?

38. (a) Evaluate process consultation. When should it be used and how it is applied to organisation development.

Or

(b) Explain the techniques of comprehensive and structural interventions.

39. (a) What is role of external consultant in team building? How can he help in overcoming resistance by middle managers in this approach?

Or

(b) What are the implications of OD for the client system?

40. (a) Discuss alternative approaches to create cultural change.

Or

(b) Explain the Quality of Work Life programs included in organizational restructuring.

N-0201

Sub. Code

205442B1

**M.B.A. (G) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year–Fourth Semester

INTERNATIONAL MARKETING

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions

1. Philip a Kotler and Gary Armstrong in their book _____ have explained that “Global industry is one which the competitive positions of firms is given local or national markets are affected by their overall global positions”
 - (a) Marketing management
 - (b) Principles of marketing
 - (c) Marketing 4.0
 - (d) Buyology
2. Micro marketing environment includes,
 - (a) Consumer
 - (b) Shareholder
 - (c) Political system
 - (d) All the above
3. Marketing mix is suggested by
 - (a) Peter Drucker
 - (b) Neil Borden
 - (c) Philip Kotler
 - (d) Lester Wunderman

4. New product development starts with which one of the following step?
- (a) Idea screening
 - (b) Test marketing
 - (c) Idea generation
 - (d) Concept testing
5. In _____ approach, home country is superior.
- (a) Ethnocentric (b) Polycentric
 - (c) Geocentric (d) Reginocentric
6. The only difference in the definitions of domestic marketing and international marketing is that
- (a) Marketing activity takes place in one country
 - (b) Marketing activity takes place in host country only
 - (c) Marketing activities take place in more than one country
 - (d) Marketing activity must take place in all places.
7. For some products, particularly utility and telecommunications equipment, a manufacturer must contact and sell to _____
- (a) Foreign retailer
 - (b) Foreign distributor
 - (c) State controlled company
 - (d) Cooperative exporter
8. A _____ is a manufacturer with its own export organization that is retained by other manufacturers to sell in some or all foreign markets.
- (a) Export management company
 - (b) Cooperative exporter
 - (c) Export broker
 - (d) Foreign retailer

9. _____ is the learned tendency to respond to an object in a consistently favorable or unfavorable way.
(a) Personality (b) Social class
(c) Perception (d) Attitude
10. The buying process starts when the buyer recognizes a _____
(a) Need (b) Product
(c) Market trend (d) Shop/brand
11. _____ is defined as “an element in the marketing mix of company that serves inform, persuade, and remind the market of a product and/or the company selling it, in hopes of influencing the consumers’ feelings, behavior and beliefs”.
(a) Promotion (b) Product
(c) Price (d) Place
12. _____ refers number of different product lines introduced by the company one to another.
(a) Product line length
(b) Product mix depth
(c) Product mix width
(d) Product mix consistency
13. In _____ stage of product life cycle, the competition will be at low levels.
(a) Introduction (b) Growth
(c) Maturity (d) Decline
14. _____ is a product developed for one national market and then exported with no change to international markets.
(a) International product
(b) Standardized product
(c) Domestic product
(d) Modified product

15. Services are characterized by all of the following characteristics except for
(a) Intangibility (b) Homogeneity
(c) Perishability (d) Inseparability
16. A consumer's ability to identify a brand, recall its performance and compare it with other brands is called _____
(a) Brand portfolio
(b) Brand extension
(c) Brand bonding
(d) Brand awareness
17. A reduction in price on purchase during a stated period of time is known as.
(a) Sale (b) Discount
(c) Allowance (d) None of these
18. _____ strategy which involves selling at a loss to gain access to a market and perhaps to drive out competition.
(a) Sporadic dumping
(b) Persistent dumping
(c) Predatory dumping
(d) None of the above
19. There are _____ basic methods used to determine transfer prices.
(a) Three (b) Four
(c) Five (d) Six
20. In counter trade, _____ refers exchange of goods and services of equal value between exporter and importer.
(a) Buy-back (b) Switch trade
(c) Counter purchase (d) Barter

21. _____ is defined as “personal presentation by the firm’s sales force for the purpose of making sales and building customers relationship”.
- (a) Advertising (b) Sales promotion
(c) Personal selling (d) Trading
22. Which among the following is NOT a form of direct marketing?
- (a) Telemarketing
(b) Super markets
(c) Online shopping
(d) Catalog marketing
23. For the MIS to achieve its desired purpose, the system must be carefully designed and developed. Development involves the _____ steps.
- (a) Three (b) Four
(c) Five (d) Six
24. Integrated marketing communications (IMC) represents which of the four P’s?
- (a) Product (b) Price
(c) Promotion (d) Place
25. Which among the following is an intermediary type in Indirect channel?
- (a) Foreign retailer
(b) Foreign distributor
(c) State controlled company
(d) Cooperative exporter
26. Which of the following services would be distributed by a producer to agent to consumer channel?
- (a) Health care (b) Income tax preparation
(c) Travel planning (d) Vehicle repair

27. _____ is related to the number of middlemen at a particular point or step in the distribution channel
- (a) Channel length
 - (b) Channel width
 - (c) Channel size
 - (d) Intermediary
28. After “picking the brains” of the suppliers, the client assembles a _____ and then contracts directly with field services to gather the data.
- (a) Profile
 - (b) Data
 - (c) Answers
 - (d) Questionnaire
29. What is the main philosophy behind marketing concept now a days?
- (a) Customer is Loyal
 - (b) Customer is the king
 - (c) Customer is Brave
 - (d) Customer is fool
30. Legal authorization by the trademarked brand owner to allow another company to use its brand for a fee.
- (a) Co-branding
 - (b) Brand association
 - (c) Brand licensing
 - (d) Private brand
31. Which of the following is a customer-oriented approach to pricing?
- (a) Mark-up pricing
 - (b) Break-even pricing
 - (c) Sealed bid pricing
 - (d) Value-based pricing

32. Principles regarding which of these are of universal applicability?
- (a) Attitude of consumers
 - (b) Values
 - (c) Culture
 - (d) Cost of production
33. Measurability of the segment is assessed on
- (a) Size
 - (b) Profitability
 - (c) Required resources
 - (d) All the above

Part B

(7 × 6 = 42)

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

34. (a) Discuss the important functions of International Marketing.
- Or
- (b) Explain the process of New Product Planning and Development.
35. (a) What are the various approaches in International Marketing?
- Or
- (b) Discuss the different channels involved in International Marketing.
36. (a) Explain the process of Consumer Decision Making in detail.
- Or
- (b) What is Marketing mix? Discuss the elements of Marketing mix.

37. (a) Detail about the concepts of product life cycle in Global Market context.

Or

(b) Enumerate the Marketing of Services in Global Market.

38. (a) Define Pricing. What are the different pricing decisions?

Or

(b) Explain the concept of International Transfer pricing.

39. (a) Define Promotion Mix. Explain the categories of Promotion Mix.

Or

(b) Explain in detail about the concept of international advertising.

40. (a) Discuss the different types of intermediaries in International Marketing.

Or

(b) Briefly explain the International Marketing Information System and Research.

N-0202

Sub. Code

**205443B2/
205644**

**M.B.A. (G) / (LM) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

LOGISTICS MARKETING AND TECHNOLOGY

(Common for MBA (G) / LM)

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

All questions carry equal marks.

1. _____ environment involves the study of human populations in terms of size, density, location, age, sex, race, occupation, and other statistics.
(a) Political (b) Cultural
(c) Demographic (d) Social
2. According to _____ approach marketing is the function of flow of commodity from source of production to the place of consumption.
(a) Functional (b) Commodity
(c) Institutional (d) Systems

3. Aerated drinks, grocery items and shampoo are examples of _____
- (a) Fast moving consumer goods
 - (b) Consumer durables
 - (c) Soft goods
 - (d) Brown goods
4. Which among the following is NOT an element in 4P's of marketing mix?
- (a) Product
 - (b) Place
 - (c) Price
 - (d) Process
5. In general, an individual who identified the need to purchase will try to gather information from any one of the _____ sources.
- (a) Three
 - (b) Four
 - (c) Five
 - (d) Six
6. The individual's attitude, interest, value help the marketers to classify them into small groups in _____ segmentation.
- (a) Psychographic
 - (b) Behaviouralistic
 - (c) Geographic
 - (d) Demographic
7. Undifferentiated marketing is sometimes known as _____
- (a) Services
 - (b) Concentrated
 - (c) Mass marketing
 - (d) Niche marketing
8. The positioning of a range or family of related products and services being offered by the organization is called _____
- (a) Industry positioning
 - (b) Organizational positioning
 - (c) Individual product positioning
 - (d) Product sector positioning

9. The fastest and most costly mode of interstate transport is
- (a) Air transport (b) Water transport
(c) Road transport (d) Railways
10. _____ are meant to store products for moderate to long period of time.
- (a) Storage warehouses
(b) Distribution centers
(c) Smart warehouses
(d) None of the above
11. The extent to which the culture is receptive to new things is called
- (a) Homophily (b) Opinion leadership
(c) Modernity (d) Heterogeneity
12. The total number of product lines in a business is called _____
- (a) Length (b) Width
(c) Depth (d) Consistency
13. _____ is defined as measuring the performance of a business against that of the strongest competition in order to establish “best practice”.
- (a) Benchmarking (b) MBO
(c) MBE (d) Systems approach
14. In BCG matrix, _____ represents business units having a large market share in a mature, slow growing industry.
- (a) Stars (b) Question marks
(c) Dogs (d) Cash cows

15. Pricing policy in which an initial low price is charged in the hope of getting more business at subsequently better prices is called _____
- (a) Loss leader pricing
 - (b) Discount pricing
 - (c) Diversionary pricing
 - (d) Guaranteed pricing
16. Under cost based pricing category, only one approach has been taken into consideration, it is _____
- (a) Penetration pricing
 - (b) Skimming pricing
 - (c) Markup pricing
 - (d) Discount pricing
17. Advertising development involves a decision across five Ms namely, Money, Media, Message, Measurement and _____
- (a) Maintenance (b) Mission
 - (c) Member list (d) Modernity
18. _____ salesmen are employed to sell products either directly to consumers or to the wholesalers or retailers.
- (a) Manufacturer's (b) Wholesalers
 - (c) Retailer (d) Speciality
19. This approach of promotion budgeting, ties its budget to the rupees or percentage of sales expended by its competition.
- (a) Profit Maximization
 - (b) Task approach
 - (c) Competitive parity approach
 - (d) All the Organization can Afford Approach

20. A _____ is a vertical marketing system that combines successive stages of production and distribution under single ownership.
- (a) Contractual VMS
 - (b) Corporate VMS
 - (c) Administered VMS
 - (d) Conventional distribution
21. In supply chain management software package, LMS means _____
- (a) Labour Management system
 - (b) Logistics maintenance software
 - (c) Legal Management system
 - (d) Logistics Model software
22. In software selection and evaluation process, RFI means
- (a) Request for Idea
 - (b) Reason for Integration
 - (c) Request for Information
 - (d) Repair for Issues
23. Which among the following is NOT a segment of GPS?
- (a) Space
 - (b) Control
 - (c) User
 - (d) Weather
24. WAN stands for _____
- (a) Work area Network
 - (b) Wide Area network
 - (c) World Antenna Network
 - (d) Warehouse area Network

25. In container ships, TEU means _____
- (a) Twenty foot equivalent unit
 - (b) Ten foot equivalent unit
 - (c) Thirty foot equivalent unit
 - (d) Thousand foot equivalent unit
26. When driving a truck at constant speed on a flat level road about 40% of the fuel consumed is used to overpower the air resistance (drag) and _____ % is needed to overpower the rolling resistance.
- (a) 30 (b) 40
 - (c) 45 (d) 50
27. _____ is a detailed instruction for specific tasks that are carried out every day.
- (a) Quality manual (b) Procedure manual
 - (c) Sign boards (d) Work Instruction
28. ISO 9003 covers _____
- (a) Model for quality assurance and installation in production and installation.
 - (b) Model for quality assurance in final inspection and testing.
 - (c) Defines elements of each standard
 - (d) Provides guidelines for development and implementation of quality system
29. In _____ pricing, the firm bases its price largely on competitors prices with less attention paid to its own cost or demand.
- (a) Markup (b) Target return
 - (c) Going-rate (d) Value

30. Which among the following is a sales promotion technique directed at consumers?
(a) Push money (b) Coupons
(c) Allowance (d) Price-off
31. BCG matrix is a two dimensional analysis on management of SBUs. SBUs are
(a) Strong business unit
(b) Successful business units
(c) Strategic Business Units
(d) Supplier based units
32. _____ type of advertising aims to integrate the advertising with the non-promotional mediums. This practice is most commonly found in films.
(a) Broadcast (b) Print
(c) Covert (d) Outdoor
33. A basic RFID system consists of _____ components.
(a) Two (b) Three
(c) Four (d) Five

Part B

(7 × 6 = 42)

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

34. (a) Explain the various approaches to the study of marketing.
Or
(b) Discuss marketing mix.
35. (a) Explain user decision making process.
Or
(b) Distinguish between differentiated and undifferentiated marketing.

36. (a) Explain the features of transport operators.

Or

(b) State innovative product offering.

37. (a) State the various methods of pricing.

Or

(b) Explain various types of pricing strategy.

38. (a) Explain the importance of advertisement.

Or

(b) State a budget plan for promotional expenses.

39. (a) Explain about WMS.

Or

(b) State about RFID.

40. (a) Discuss about truck technology.

Or

(b) State the importance of ISO 9000.

N-0203

Sub. Code

205444B3

**M.B.A. (G) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Fourth Semester - Second Year

M.B.A. (General)

STRATEGIC RETAIL MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The term strategy is derived from a————— word 'strategos'
 - (a) Latin
 - (b) Greek
 - (c) Chinese
 - (d) German

2. Strategic Planning is done by which level of management?
 - (a) Top level management
 - (b) Middle level management
 - (c) Floor level management
 - (d) Both (b) and (c)

3. A _____ is a group of consumers with similar needs (a market Segment) that is serviced by a group of retailers using a similar retail format to satisfy them.
 - (a) Retail format
 - (b) Retail market
 - (c) Retail branding
 - (d) Distributor
4. Which among the following is a controllable variable in retail strategy?
 - (a) Consumers
 - (b) Competition
 - (c) Technology
 - (d) Store location
5. Which of the following is not a stage of strategy formulation techniques?
 - (a) Formulation Framework
 - (b) Decision stage
 - (c) External factor evaluation
 - (d) Matching stage
6. In SWOT analysis, which are the factors of internal environment?
 - (a) Strength
 - (b) Weakness
 - (c) Strength and weakness
 - (d) Opportunities and threats
7. Which environment can create new markets and new business segments?
 - (a) Political environment
 - (b) Sociocultural environment
 - (c) Technological environment
 - (d) Economic environment

8. Which one of the following is not one of the Balanced Scorecard's four generic perspectives?
- (a) Financial
 - (b) Internal business processes
 - (c) Marketing and advertising
 - (d) Innovation and learning
9. _____ Critical success factor's resulting from internal organizational needs and changes.
- (a) Temporal (b) Industrial
 - (c) Strategy (d) Environment
10. Rockart and Bullen presented _____key Sources of CSF's.
- (a) Three (b) Four
 - (c) Five (d) Six
11. Different levels of strategic decision making and strategy formulation in any organization does not include
- (a) Functional (b) Corporate
 - (c) Financial (d) Business
12. Read the following statements:
- (i) Functional – level managers are responsible for the specific business functions.
 - (ii) Functional-level managers take decisions related to human resources, purchasing, product development, customer service, and so on. Select the correct answer:
- (a) Both (i) and (ii) truly explain features of functional-level manager.
 - (b) Only (i) truly explains features of functional-level manager.
 - (c) Only (ii) truly explains features of functional-level manager.
 - (d) None of (i) and (ii) truly explains features of functional-level manager.

13. Low cost, Differentiation and Focus are examples of
- (a) Corporate strategies
 - (b) Operational strategies
 - (c) Functional strategies
 - (d) Business strategies
14. Which of the following best describes a strategy of differentiation, according to Porter's generic strategies model?
- (a) When an organisation's products or services offer features that are not offered by competitors' offerings
 - (b) When an organisation has a competency that distinguishes it from other organisation in its industry
 - (c) When the products are perceived to offer greater satisfaction and for which customers are, consequently, prepared to pay premium price
 - (d) When an organisation has a widely recognised brand name
15. Which of the following doesn't describe Corporate Strategy?
- (a) What business or businesses should we be in
 - (b) How should we compete in other business
 - (c) How does being in one business help us compete in other businesses
 - (d) How does the parent company add value to its subsidiaries

16. _____ strategy is characteristic of small risk-averse firms or firms operating in a very precarious market that is comfortable with its current position.
- (a) Stability strategy
 - (b) Expansion strategy
 - (c) Retrenchment strategy
 - (d) Combination strategy
17. Porter's Five Forces of Competitive Position Analysis were developed in
- (a) 1965 (b) 1970
 - (c) 1979 (d) 1984
18. What does Green symbolize in GE matrix?
- (a) Invest and Expand
 - (b) Select and Earn
 - (c) Harvest and Divest
 - (d) Hold on
19. Hofer's Product matrix is also known as:
- (a) GE Matrix
 - (b) BCG Matrix
 - (c) Market Evaluation matrix
 - (d) TOWS Matrix
20. Which of the four strategies in the Ans off Matrix is generally thought to involve the lowest risk?
- (a) Product development
 - (b) Market penetration
 - (c) Diversification
 - (d) Market development

21. The technique for product line length in which company wants to add more products items in the present range is classified as
- (a) line filling
 - (b) line depth
 - (c) line stretching
 - (d) line consistency
22. Which among the following influence channel decision making?
- (a) Type of product
 - (b) Size of business
 - (c) Cost of channel
 - (d) All of these
23. In _____ brand strategy, all of a company's stores have the same brand, and in most cases the corporate brand is differentiated by a sub-brand.
- (a) Family
 - (b) Umbrella
 - (c) Mixed
 - (d) None of the above
24. McDonald's and KFC are good examples of:
- (a) Distributors
 - (b) Retailers
 - (c) Merchant
 - (d) Franchising
25. Which of the following is not one of the underlying principles of the corporate governance combined code of practice?
- (a) Accountability
 - (b) Openness
 - (c) Acceptability
 - (d) Integrity

26. Why is it important to institutionalise new approaches?
- (a) To avoid further changes
 - (b) To ensure that the institution can develop properly for the future
 - (c) To make sure that people won't fall back into old habits
 - (d) To release tension and resistance Section content
27. Organizing means an identifiable group of people contributing their efforts towards the attainment of same goal. It is important at the time of:
- (a) Environmental scanning
 - (b) Strategy formulation
 - (c) Strategy Implementation
 - (d) Strategy evaluation
28. The _____ structure consists of a chief executive officer and a limited corporate staff, with functional line managers in dominant organizational areas, such as production, accounting, marketing, R and D, engineering, and human resources.
- (a) Simple
 - (b) Functional
 - (c) Multidivisional
 - (d) Hybrid
29. The first and foremost method of retail is:
- (a) Counter service
 - (b) Self-service
 - (c) Online shops
 - (d) wholesales

30. What is the purpose of a balanced scorecard?
- (a) To measure contribution of people to business growth
 - (b) To combine a range of qualitative and quantitative indicators of performance
 - (c) To relate business performance to customer satisfaction
 - (d) All of the above
31. _____ means the action of an organization or government selling or liquidating an asset or subsidiary.
- (a) Merger
 - (b) Joint Venture
 - (c) Takeover
 - (d) Disinvestment
32. Strategic planning is _____ in nature
- (a) Descriptive
 - (b) Theoretical
 - (c) Creative
 - (d) Analytical
33. _____ is not part of an external audit.
- (a) Analyzing competitors
 - (b) Analyzing financial ratios
 - (c) Analyzing available technologies
 - (d) Studying the political environment

Part B

(7 × 6 = 42)

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

34. (a) Explain the Strategic Management Process.

Or

(b) Describe the role of Retail Strategists.

35. (a) What is Strategy formulation and why is it important in an organization.

Or

(b) Briefly explain the environmental factors.

36. (a) What do you understand by CSF and how to identify them?

Or

(b) Discuss about the functional level strategies.

37. (a) Describe the Porter's framework of competitive strategies.

Or

(b) Discuss the concept of synergy and its relevance.

38. (a) Explain the product life cycle analysis and its significance.

Or

(b) Describe the Blue Ocean Strategy in detail.

39. (a) Discuss about the product line options.

Or

(b) Enumerate the different types of scale options.

40. (a) Discuss the Simon's seven strategy questions for better implementation.

Or

(b) Give a detailed note on the Retail Strategy Audit.

N-0204

Sub. Code
205442C1/205541

**M.B.A. (G)/(FM) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMMES

Fourth Semester – Second Year

Common For MBA (G)/(FM)

FOREIGN EXCHANGE MANAGEMENT

(CBCS – 2020 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Foreign exchange _____ is the price of a foreign currency.
 - (a) Tariff
 - (b) Market
 - (c) Rate
 - (d) Tax

2. The International Monetary System consists of _____
 - (a) Exchange rate arrangements
 - (b) Capital flows
 - (c) A collection of institutions, rules and conventions that govern its operations.
 - (d) All of the above

3. In the long run, _____ affect the exchange rate
- (a) Relative price levels
 - (b) Tariffs and quotas
 - (c) Productivity
 - (d) All of the above
4. Dirty floating is related to
- (a) Fixed system of exchange rate
 - (b) Flexible system of exchange rate
 - (c) Both (a) & (b)
 - (d) None of the above
5. The one important reason to study the purchasing power parity theory is
- (a) Investors should borrow in a foreign currency, when there is a forward discount
 - (b) When inflation rates differ across international borders, PPP provides a baseline forecast of future exchange rates
 - (c) Forecasting exchange rates is difficult and PPP makes it easier
 - (d) It provides currency dealers with a way to identify arbitrage opportunities

6. The increase in the value of foreign exchange rate which is done intentionally by the Government is called
- (a) Appreciation
 - (b) Depreciation
 - (c) Revaluation
 - (d) Devaluation
7. Foreign currency forward market is
- (a) An over-the-counter unorganized market
 - (b) Organized market without trading
 - (c) Organized listed market
 - (d) Unorganized listed market
8. Under fixed exchange rate system, the currency rate in the market is maintained Through
- (a) Rationing of foreign exchange
 - (b) Official intervention
 - (c) Centralising all foreign exchange operations
 - (d) None of the above
9. Commodities forward contract is
- (a) A contract in which the counterparties agree to exchange a commodity at some date in the future but at a price decided now.
 - (b) A contract in which the counterparties agree to exchange a commodity now but at a price decided in the future.
 - (c) A standardized exchange traded contract.
 - (d) The option but not the right to buy the underlying at some point in the future.

10. Currency swap is a method of
- (a) Hedging against foreign exchange risk
 - (b) Speculation in foreign exchange
 - (c) Leverage instrument used by cooperative banks
 - (d) Payment in international trade
11. Given are the methods of internally managing foreign exchange risk except, _____.
- (a) Exposure Netting
 - (b) Leading and Lagging
 - (c) Forward Contract
 - (d) Denomination in local Currency
12. The advantage of forward contracts over future contracts is that they
- (a) Are standardized (b) Have lower default risk
 - (c) Are more liquid (d) None of the above
13. Options on individual stocks are referred to as
- (a) Individual options (b) American options
 - (c) Futures options (d) Stock options
14. Transaction exposure can be hedged
- (a) By internal methods only
 - (b) By external methods only
 - (c) Either by internal methods or by external methods, but not by both
 - (d) Either by internal methods or by external methods or a combination of both

15. The swap arrangement where principal amounts are not exchanged, but periodical payments will be a
- (a) Currency swap
 - (b) Cross currency interest swap
 - (c) Interest rate swap
 - (d) Non-Financial swap
16. When inflation is a result of an increase in the price of factors of production, the result is _____
- (a) Stagflation
 - (b) Cost-push inflation
 - (c) Demand-pull inflation
 - (d) None of the above
17. Economic exposure does not deal with
- (a) Changes in real exchange rates.
 - (b) Future cash flow of the firm
 - (c) Expected exchange rate changes
 - (d) None of the above
18. If too much money is chasing too few goods. the resulting inflation is known as _____.
- (a) Stagflation
 - (b) Demand-pull inflation
 - (c) Cost-push inflation
 - (d) None of the above

19. The amount paid for an option is the
- (a) Strike price
 - (b) Premium
 - (c) Commission
 - (d) Discount
20. Futures contracts are regularly traded on the
- (a) Chicago Board of Trade
 - (b) Chicago Board of Options Exchange
 - (c) American Stock Exchange
 - (d) New York Stock Exchange
21. Options are contracts that give the purchasers the
- (a) The right to hold an underlying asset.
 - (b) The obligation to buy or sell an underlying asset.
 - (c) Option to buy or sell an underlying asset.
 - (d) The right to switch payment streams.
22. The cost of hedging through options includes
- (a) Option premium
 - (b) Interest on option premium till due date of the contract
 - (c) Both (a) and (b) above
 - (d) Above and differences between option price and spot price.
23. Translation exposure arises in respect of items translated at
- (a) Current rate
 - (b) Historical rate
 - (c) Average rate
 - (d) All the above

24. The acronym CIRCUS stands for
- (a) Current Interest Rate Swap.
 - (b) Circular Currency Swap a
 - (c) Combined Interest Rate and Currency Swap
 - (d) Combined Income Range Currency Swap
25. _____ is an effective method to control inflation in the economy.
- (a) Cash reserve ratio
 - (b) Selective control of credit
 - (c) Bank rate policy
 - (d) None of the above
26. Which of the following refers to an account that a bank holds in a foreign currency in another bank?
- (a) Nostro account (b) Mastro account
 - (c) LORO account (d) Capital account
27. Foreign currency exposure can be avoided by
- (a) Entering into forwards contracts
 - (b) Denominating the transaction in domestic currency
 - (c) Exposure netting
 - (d) None of the above

28. The exchange rates quoted by an authorized dealer to its customers are known as
- (a) Authorized rates
 - (b) Merchant rates
 - (c) Commercial rates
 - (d) Indirect rates
29. The rate applied when a foreign bills is purchased
- (a) TT buying rate
 - (b) Bill buying rate
 - (c) TT selling rate
 - (d) Bill selling rate
30. Rupee is partially convertible on
- (a) Current account
 - (b) Capital account
 - (c) Vostro account
 - (d) Nostro account
31. _____ is a significant change in the economic structure or growth rate that produce a major change in expected return of the investment.
- (a) Economic risk
 - (b) Exchange risk
 - (c) Transfer risk
 - (d) None of the above
32. _____ is a standardized contract to exchange one currency for another at a specified date in the future at an exchange rate which is fixed on the purchase date.
- (a) SWAPS
 - (b) Futures contract
 - (c) Options Contract
 - (d) Forward contract
33. _____ is such risk arising from the decisions by a foreign government to restrict capital movement.
- (a) Economic risk
 - (b) Transaction risk
 - (c) Exchange risk
 - (d) Transfer risk

Part B

(7 × 6 = 42)

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

34. (a) Give a brief note on indirect quotation and its market usages with suitable examples.

Or

- (b) Explain about forward rate and enumerate the steps to calculate forward rate.

35. (a) Discuss in detail about PPP as a Theory of Exchange Rate Determination.

Or

- (b) Enumerate the methods for forecasting exchange rates.

36. (a) Give a detailed note on the factors that affect forward rates.

Or

- (b) Discuss the various types of options.

37. (a) Write a detailed note on risk shifting.

Or

- (b) Discuss the reasons for using currency swaps.

38. (a) Enumerate the merits and demerits of inflation.

Or

- (b) Explain the economic consequences of exchange rate changes.

39. (a) Give a detailed note on LORO account.

Or

(b) Give a detailed note on the need for currency control measures.

40. (a) Discuss about the purpose of keeping foreign exchange reserves.

Or

(b) Explain about the monetary policy initiatives for exchange rate management.

N-0205

Sub. Code

**205443C2/
205542**

**M.B.A. (G/FM) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year — Fourth Semester

MULTINATIONAL FINANCIAL MANAGEMENT

(Common for M.B.A. (G/FM)

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Because of globalization, the financial management function has become _____
 - (a) Outdated and complex
 - (b) Less demanding and complex
 - (c) More demanding and complex
 - (d) None of the above

2. International finance is concerned with _____
 - (a) Foreign direct investment
 - (b) Monetary systems of the world
 - (c) Answer (a) and (b)
 - (d) None of the above

3. India's foreign exchange rate is _____
- (a) Managed float
 - (b) Free float
 - (c) Fixed target band
 - (d) Fixed system
4. The foreign direct investment includes _____
- (a) Intellectual property
 - (b) Tangible goods
 - (c) Intangible goods
 - (d) None of the above
5. More expansion of foreign direct investment can boost _____
- (a) Demand (b) Employment
 - (c) Unemployment (d) Money circulation
6. Tax on imports can be treated as _____
- (a) Trade barrier (b) Foreign trade
 - (c) Collateral trade (d) Terms of trade
7. International finance mainly discusses the issues related with monetary interactions of at least _____
- (a) One country
 - (b) Two or more countries
 - (c) Answer (a) and (b)
 - (d) None of the above

8. Which of the following is a legitimate reason for international investment?
- (a) Dividends from a foreign subsidiary are tax exempt in the United States
 - (b) There are possible benefits from international diversification
 - (c) International investments have less political risk than domestic investments.
 - (d) Most governments do not tax foreign corporations
9. Given a home country and a foreign country, purchasing power parity suggests that:
- (a) The home currency will appreciate if the current home inflation rate exceeds the current foreign inflation rate
 - (b) The home currency will depreciate if the current home inflation rate exceeds the current foreign inflation rate
 - (c) The home currency will depreciate if the current home interest rate exceeds the current foreign interest rate
 - (d) The home currency will depreciate if the current home inflation rate exceeds the current foreign interest rate Resource allocation
10. In equilibrium position, spread between foreign and domestic rate of interest must be equal to spread of
- (a) Domestic rates
 - (b) Forward rate
 - (c) Spot rates
 - (d) Forward and spot exchange rates

11. Which of the following is not true about Capital Budgeting?
- (a) Capital Budgeting decisions have an influence on the future stability of an organisation
 - (b) Sunk cost is a part of Capital Budgeting
 - (c) Capital Budgeting decisions include investments to expand the business
 - (d) Capital Budgeting decisions are of an irreversible nature
12. _____ is a project whose cash flows are not affected by the acceptance or rejection of other projects.
- (a) Risk-free project
 - (b) Independent project
 - (c) Low-cost project
 - (d) None of the above
13. Which of the following is true for a project with a shorter payback period?
- (a) The project will have more Net Present Value
 - (b) The project carries a lesser amount of risk
 - (c) The project will have less Net Present Value
 - (d) The project carries a greater amount of risk
14. Economic growth is normally coupled with
- (a) Inflation
 - (b) Deflation
 - (c) Trade deficit
 - (d) None of the above

15. Transfer pricing intends to arrive the arm's length price, for goods sold or services rendered by
- (a) One Enterprise to another enterprise
 - (b) One segment of an enterprise to another segment of the same enterprise.
 - (c) Both (a) and (b)
 - (d) Nither (a) nor (b)
16. Tax planning opportunities arise due to difference in _____ amongst various Countries
- (a) Tax rates
 - (b) Tax exemptions
 - (c) Both (a) and (b)
 - (d) Neither (a) nor (b)
17. The major current assets are
- (a) Accounts receivable
 - (b) Cash in hand
 - (c) Inventory
 - (d) All the above
18. _____ is not an advantage of trade credit
- (a) Flexibility
 - (b) Buyout financing
 - (c) Informality
 - (d) Easy availability
19. Capital intensive firms rely on _____
- (a) Retained earnings
 - (b) Short term debts
 - (c) Debt
 - (d) Equity

20. Receivables means _____
- I. Book debts
 - II. Debtors
 - III. Account receivables
- (a) (I) and (II)
 - (b) (II) and (III)
 - (c) (I) and III
 - (d) All of the above
21. Euro commercial paper is a form of _____ short term loan.
- (a) unsecured
 - (b) secured
 - (c) lowest possible
 - (d) none of the above
22. What kind of acceptance is known as when the bill is accepted without any condition?
- (a) Qualified acceptance
 - (b) Conditional acceptance
 - (c) General acceptance
 - (d) Blank acceptance
23. Which of the following agencies is responsible for formulating the Fiscal Policy in India?
- (a) Ministry of Finance, Government of India
 - (b) Securities and Exchange Board of India (SEBI)
 - (c) Reserve Bank of India (RBI)
 - (d) National Bank for Agricultural and Rural Development (NABARD)

24. Which of the following is included as a part of the capital budget for the government of India?
- (a) Loans provided to foreign governments
 - (b) Financial assistance provided by institutions like the World Bank and International Monetary Fund
 - (c) Expenditure made towards acquiring of foreign aircrafts
 - (d) All of the above
25. The cost of equity share or debt is known as
- (a) The related cost of capital
 - (b) The burden on the shareholder
 - (c) The specific cost of capital
 - (d) None of the above
26. Which of the following statements are true?
- (a) When the dividends, earnings and the price of an equity share are growing at the same rate, the dividend growth method can compute the cost of equity capital
 - (b) The risk premium for a stock is arrived at by adding the risk-free rate to the market rate of return
 - (c) Both (a) and (b) are false
 - (d) Both (a) and (b) are true
27. The type of bonds that pay coupon interests are classified as
- (a) Coupon bond
 - (b) Forward bond
 - (c) Interest bond
 - (d) Payment bond

28. Syndicated loan is a loan that is _____
- (a) Secured by Mortgages
 - (b) Unsecured
 - (c) Provided by Group of Banks
 - (d) Provided to a Group of Customers
29. Market in which currencies buy and sell and their prices settle on is called the
- (a) International bond market
 - (b) International capital market
 - (c) Eurocurrency market
 - (d) Foreign exchange market
30. In capital markets, major supplier of trading instruments are
- (a) Government and corporations
 - (b) Instrumental corporations
 - (c) Manufacturing corporations
 - (d) Liquid corporations
31. Which one of the following does measure risk?
- (a) Expected value
 - (b) Coefficient of variation
 - (c) Standard deviation
 - (d) All of the above are measures of risk
32. The price of one currency in terms of other currency is called
- (a) Flexible rate of exchange
 - (b) Foreign exchange Rate
 - (c) Current rate of exchange
 - (d) None of the above

33. Debt can be either a loan form or in the form of the sale of bonds; however, they do not change the conditions of the _____
- (a) Borrowings
 - (b) Interest rate
 - (c) Payback period
 - (d) None of the above

Part B

(7 × 6 = 42)

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

34. (a) Discuss the functions of multinational financial management.

Or

- (b) What is risk return trade off? State the importance of risk return trade off.

35. (a) Detail the different types of financial markets.

Or

- (b) Discuss the different types of FDI. Why is FDI encouraged by India?

36. (a) Discuss how political risk matters for economic and financial risks in India.

Or

- (b) Explain the three methods of capital budgeting.

37. (a) Discuss the factors that influence the exchange rate.

Or

- (b) Detail the different strategies to manage working capital.

38. (a) Explain the different methods of transfer pricing.

Or

(b) Discuss the essential features of cash planning.

39. (a) Explain how netting works and discuss the different types of netting.

Or

(b) What are short term investments? Bring out the strategies for short term investments.

40. (a) Discuss the effect of exchange rate fluctuations on output and price.

Or

(b) What is meant by syndicated loan? Who are the participants in syndicated loan? State the advantages of syndicated loan.

N-0206

Sub. Code

**205444C3/
205543**

**M.B.A. (G)/(FM) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

PROJECT FINANCE

(Common for M.B.A. (G)/FM)

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The extended project life cycle adds two more phases to the sequence, that are
 - (a) Concept and operations
 - (b) Operations and termination
 - (c) Handover and operations
 - (d) Implementation and operations
2. Complex projects that are far-reaching in scope, resource-heavy, and are high in strategic importance will require higher levels of
 - (a) Knowledge
 - (b) Perseverance
 - (c) People
 - (d) Money
3. There are _____ phases to the project life cycle.
 - (a) Five
 - (b) Six
 - (c) Four
 - (d) Seven

4. _____ is important in all the stages of project life cycle.
- (a) Co-ordination (b) Communication
(c) Passion (d) Integration
5. The primary competency of a project manager is _____
- (a) Understanding (b) Planning
(c) Execution (d) Control
6. In cases where projects have two or more phases, the phases are considered part of a
- (a) Sequential process
(b) Overlapping process
(c) Functional process
(d) Planning process
7. A well-designed project plan should determine the
- (a) List of activities
(b) Time frame
(c) Constraints involved, and potential risks
(d) All the above
8. Creating a budget plan will help the team and the project managers to
- (a) Monitor (b) Control
(c) both (a) and (b) (d) Reduce project cost
9. It is the responsibility of the project manager to make necessary adjustments related to
- (a) Resource allocation
(b) Cooperation
(c) Coordination
(d) Conducting meetings

10. Monitoring project activity after the project execution phase will allow the project manager to take
- (a) Corrective actions
 - (b) New projects
 - (c) Steps to avoid unnecessary expenses
 - (d) Performance reports
11. What are the five C's in consulting?
- (a) Customers, collaborators, capabilities, competitors and conditions
 - (b) Cost, competition, climate, cooperation and control
 - (c) Condition, customs, constraints, collaboration and control
 - (d) Customers, competitors, confidence, cooperation and collaboration
12. A project management consultant plays the role of a
- (a) Planner
 - (b) Advisor
 - (c) Team leader
 - (d) All the above
13. Project management consultants are not only responsible for implementing project management plans for the successful execution of projects, but they are also accountable for
- (a) Delivering projects on time
 - (b) Within the budget
 - (c) Resource allocated
 - (d) All the above

14. A project management consultant analyzes business-critical data to identify
- (a) Inefficiencies and trends in projects
 - (b) Prevents issues and enables seamless project execution
 - (c) Both (a) and (b)
 - (d) None of the above
15. The prime source of funding for companies to grow their business is
- (a) Retained earnings
 - (b) Debt capital
 - (c) Equity capital
 - (d) Own fund
16. Debt issues include
- (a) Debentures (b) Leases
 - (c) Mortgages (d) All the above
17. Business enterprises require careful financial planning and understanding of the
- (a) Capital structure (b) Risks
 - (c) Profitability (d) All the above
18. A firm must take capital budgeting decisions carefully as it affects the
- (a) Profitability (b) Growth
 - (c) Risk of business (d) All the above
19. The capital budgeting decisions of an organisation involve
- (a) Huge funds
 - (b) Higher degree of risk
 - (c) Answer (a) and (b)
 - (d) None of the above

20. The fixed capital of an organisation gets its funds through long-term sources of finance like
- (a) Preference shares
 - (b) Equity shares
 - (c) Debentures
 - (d) All the above
21. The companies that use capital-intensive techniques require more
- (a) Fixed capital
 - (b) Working capital
 - (c) Less debentures
 - (d) More borrowed earnings
22. With Project Financing, a company can arrange for a loan based on the cash flow generated at the end of a project while using the _____ of the concerned project as collateral.
- (a) Assets
 - (b) Goodwill
 - (c) Plant and machinery
 - (d) Debentures
23. A demand and supply gap are the difference from
- (a) Demand between two markets
 - (b) Supply between two markets
 - (c) Demand of a product to the supply of that product
 - (d) None of the above
24. Financial institutions carry out project appraisal to assess its _____ before extending finance to a project.
- (a) Assets
 - (b) Promoter
 - (c) Creditworthiness
 - (d) None of the above

25. In accounting, _____ is the value of an asset according to its balance sheet account balance.
- (a) Asset value (b) Book value
(c) Par value (d) Market value
26. ROI is used to evaluate the
- (a) Efficiency of an investment
(b) Profit from the investment
(c) Safety point in investment
(d) Return on equity
27. Which of the following are characteristics of B.E.P?
- (a) There is no loss and no profit to the firm
(b) Total revenue is equal to total cost
(c) Total revenue is not equal to total cost
(d) All of the above
28. Contribution is also known as
- (a) Contribution margin
(b) Net margin
(c) Both (a) and (b)
(d) None of the above
29. Economies of scale refer to the cost advantage experienced by a firm when the output level
- (a) Increases (b) Decreases
(c) Optimum (d) Marginal
30. Using cost-benefit analysis provides the framework to formalises the investment process to ensure precise _____ at the investment level.
- (a) Decision (b) Planning
(c) Evaluation (d) Reputation

31. Project monitoring refers to surveillance and tracking of the project to ensure that all the tasks are completed
- (a) On time
 - (b) Within the budgeted amount
 - (c) Without hurdles
 - (d) With efficiency
32. CPM requires to create a model that contains
- (a) All the tasks (b) All Critical paths
 - (c) Overall schedule (d) Timesheets
33. A major symptom of sickness is a steady fall in
- (a) Debt-equity ratio
 - (b) Imbalance in the financial position
 - (c) (a) and (b)
 - (d) Goodwill

Part B

(7 × 6 = 42)

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

34. (a) Discuss the various stages of a project life cycle.

Or

- (b) “Project manager consultants are responsible for the management and development of project plans and meeting the business objectives of an organisation in a timely manner”. Justify.

35. (a) Detail the source of business finance for a project.

Or

- (b) What is meant by commercial paper? Discuss the advantages and disadvantages of commercial paper.

36. (a) “For investors, Global Depository Receipts provide the opportunity to diversify portfolios internationally. Discuss.

Or

(b) “The aim of innovative financial instruments is to boost the real economy through increasing the access to finance for enterprises and industry producing goods and services”. Comment.

37. (a) Discuss the factors determining working capital.

Or

(b) What is meant by capital gearing? State the need for measuring capital gearing.

38. (a) Detail the steps involved in loan appraisal.

Or

(b) Discuss the main areas those are considered when assessing managers understanding of their roles and responsibilities.

39. (a) Detail the aspects those are considered during the appraisal of the project.

Or

(b) “A project financial evaluation tells whether a project will contribute to company’s overall goals or be a drain on resources”. Substantiate with your answer.

40. (a) Discuss the different types of economic analysis.

Or

(b) “As most of the factors are government-generated, it is believed that government has major control that affects businesses”. Critically examine the statement and give your answer.