

N-0085

Sub. Code

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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.

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**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.

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**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.

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**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.
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N-0089

Sub. Code

**205415/
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**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/
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**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

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**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.

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Sub. Code

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**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.

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Sub. Code

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**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.

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Sub. Code

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**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.

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Sub. Code

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**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.
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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-0164

Sub. Code

205633

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

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

Logistics Management

MODERN LOGISTICS OPERATIONS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. In logistics management VMI stands for _____.
 - (a) Vendor Material Inventory
 - (b) Vendor Managed Inventory
 - (c) Variable Material Inventory
 - (d) Valuable Material Inventory

2. Logistics support function is made up of the _____ activities.
 - (a) Order Processing
 - (b) Inventory Management
 - (c) Both (a) and (b)
 - (d) Consumption

3. AITS in global procurement stands for _____.
- (a) Automated Inventory Tracking and Systems
 - (b) All Inventory Transport System
 - (c) Alternative Inventory Trading System
 - (d) Adoption of Inventory Tracking System
4. _____ is the major benefit of JIT in logistics operations.
- (a) Reduction in time
 - (b) Increase in production
 - (c) Reduction in inventory costs
 - (d) Reduction in Wastages
5. Kanban is a method of _____.
- (a) Value stream mapping
 - (b) Operationalizing pull control
 - (c) Ensuring capacity utilization
 - (d) Work for lean
6. The main disadvantage of Vendor Managed Inventory is
- (a) Supplier's loss of control
 - (b) Vendor's loss of control
 - (c) Customer's loss of control
 - (d) Supply chain control
7. Packaging performs _____ and logistics functions.
- (a) Distribution
 - (b) Store keeping
 - (c) Material handling
 - (d) Marketing

8. What does consignment mean in logistics?
- (a) The sending of goods from a consignor to a consignee
 - (b) Receiving of goods from a foreign country
 - (c) Sending goods from stores to manufacturing
 - (d) Planning the packing of goods
9. LCL shipments take _____ than FCL shipments in terms of speed of delivery.
- (a) Equal time (b) Shorter time
 - (c) Longer time (d) Longer or shorter time
10. _____ are used to transport perishable goods that require temperature regulation.
- (a) Standard Dry Containers
 - (b) Flat Rack Containers
 - (c) Tank Containers
 - (d) Refrigerated Containers
11. The bill of lading will contain the _____ for the movement of goods by a common carrier.
- (a) Terms of the contract
 - (b) Carrier Liability
 - (c) Explosive conditions
 - (d) Terms of the claims

12. The main advantage of bonded warehouse is _____.
- (a) To store the goods until they are sold to local customers
 - (b) To pay custom duties upon entry of the goods
 - (c) To defer the payment of customs duties
 - (d) To make safe storage of goods
13. Bill of Entry is _____.
- (a) An insurance document for import
 - (b) A test report in terms of chemicals
 - (c) Certificate of origin
 - (d) A statement of the nature and value of goods to be imported
14. Health certificates are required mainly for
- (a) Import/export of food products
 - (b) Export of medicinal products
 - (c) Import of medicinal products
 - (d) Import/export of hospital equipment
15. The advantage(s) of multi-modal transport system is (are) _____.
- (a) Reduction of cargo handling times
 - (b) Reduction of costs per vehicle
 - (c) Decrease in customs controls
 - (d) All the above

16. In multi-modal transport the execution of the same shipment may require different transport modes through _____.
- (a) Multiple contracts (b) A Single contract
(c) Nil contract (d) All the above
17. In _____ goods are transported from small ports to cargo ships in oceanic ports and viz versa.
- (a) Rail transport (b) Road transport
(c) Air transport (d) Short sea shipping
18. Fourth Party Logistics contracts _____ freight companies and other companies to deliver the necessary support for moving products.
- (a) Third Party Logistics
(b) First Party Logistics
(c) Fifth Party Logistics
(d) Second Party Logistics
19. Third Party Logistics _____ warehouse space and fleet of trucks for inbound and outbound operations.
- (a) Purchase on their own
(b) Establish on their own
(c) Outsource
(d) Close
20. In the inbound process, the client communicates the _____ information to 3PL which provides advanced communication about the supplies to receive.
- (a) Delivery Schedule
(b) Purchase Order
(c) Fleet details
(d) Warehouse details

21. The major benefit(s) of 3PL to customers is (are) _____.
- (a) Faster and affordable shipping
 - (b) Better order tracking
 - (c) Faster return process
 - (d) All the above
22. A _____ is a tool that helps break down carrier's qualitative and quantitative attributes to evaluate performance.
- (a) Carrier scorecard
 - (b) Contract compliance
 - (c) Claim form
 - (d) Track card
23. Fourth Party Logistics, is the outsourcing of logistics operations to _____.
- (a) Two partners
 - (b) Multiple partners
 - (c) A single partner
 - (d) Their own sources
24. In multimodal shipping, each mode is operated _____.
- (a) Under a single contract
 - (b) Under two contracts
 - (c) Under multiple contracts
 - (d) Under nil contract
25. When using intermodal shipping, each leg of that shipment will be handled by a separate company and _____.
- (a) Under a single contract
 - (b) Under two contracts
 - (c) Under multiple contracts
 - (d) Under nil contract

26. In trade fair transportation _____ is done to control the congestion at the loading docks of the facility, without hindering productivity during move-in/out.
- (a) Small package (b) Marshalling Yard
(c) Material handling (d) Drayage
27. _____ is the process where a carrier or a shipping company combines several smaller shipments into one full container.
- (a) Separation (b) Logistics shipping
(c) Consolidation (d) Supply chain
28. Cold chain disruptions of perishable goods can lead to _____.
- (a) Loss of product due to spoilage
(b) Degraded flavour, texture, aroma
(c) Bacterial or fungal growth
(d) All the above
29. _____ is the primary consideration in all activities that are associated with the stages of a system across logistics life cycle.
- (a) Sustainment (b) Planning
(c) Improvement (d) Disposal
30. The major components of the logistics information system are _____.
- (a) Order management system
(b) Warehouse management system
(c) Transportation management system
(d) All the above

31. E-Logistics means carrying out most of the traditional logistics processes in the supply chain through _____.
- (a) A cold storage
 - (b) An online platform
 - (c) Tracking and tracing
 - (d) None of the above
32. Warehouse simulation is the building and running of a _____ of a warehouse.
- (a) Programme
 - (b) Image building
 - (c) Virtual computer representation
 - (d) Animation effect
33. _____ is the set of activities that is conducted after the sale of a product to recapture value and end the product's lifecycle.
- (a) Import Logistics (b) Reverse Logistics
 - (c) Return Logistics (d) Quality Logistics

Part B

(7 × 6 = 42)

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

34. (a) Discuss the application of logistics as a support function of procurements vendor facilitation and production.

Or

- (b) Describe the in-plant distribution, storage planning and logistics as an enabler of JIT.

35. (a) Explain the Vendor Managed Inventory for the vendors and the organization.

Or

- (b) What is the role of logistics as a supporter, interface and enabler of marketing function in the form of order fulfilment and delivery? Discuss.
36. (a) Enumerate the functioning of logistics as an interface of market forecasting, stock level maintenance, sales documentation and packing.

Or

- (b) Elucidate the special aspects of export logistics with suitable examples.
37. (a) How are the documents collection, valuing, bonded warehousing, customs formalities and insurance activities done in import logistics? Describe.

Or

- (b) Illustrate the types and roles of terminal networks in multimodal transportation.
38. (a) Exhibit the differences and common services between 3 PL and 4 PL with their importance.

Or

- (b) Discuss the functions of implementation centre, product centre and value added services of 4 PL

39. (a) Bring out the characteristics and advantages of Inter and Multi-modal Transportations.

Or

(b) Analyse the requisites of logistics for time perishable goods and maintenance of quality perishable.

40. (a) Give a detailed note on need, characteristics and design of Logistics information System.

Or

(b) List and explain the automatic identification technologies which improve the service of logistics operations.

N-0165

Sub. Code

205634

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

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

Logistics Management

PACKING AND PACKAGING MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Which of the following is a function of packaging?
 - (a) Product promotion
 - (b) Product identification
 - (c) Product protection
 - (d) All of these

2. Before shipment, hazardous waste has to be property _____.
 - (a) Packed and Labelled
 - (b) Sealed
 - (c) Analyzed
 - (d) Verified

3. _____ packaging is designed purposely to shield mailed items from any physical harm and damage?
- (a) Predictive (b) Descriptive
(c) Protective (d) Design
4. Which of the below is not a testing technique in packaging
- (a) Drop test (b) Tensile test
(c) Compression test (d) Cold test
5. _____ referred to as bulk or transit packaging.
- (a) Tertiary packaging
(b) Secondary packaging
(c) Primary packaging
(d) Protective packaging
6. Type of Packaging that is highly effective in guarding against environmental damage _____.
- (a) Channel packaging
(b) Primary packaging
(c) Shrink packaging
(d) Transport packaging
7. Which is not a main type of barcode in packaging?
- (a) Numeric only (b) Alpha Numeric
(c) 2 Dimensional (d) Multi-Dimensional
8. What is the barcode on packages called?
- (a) ASCII Codes (b) UPC-E Codes
(c) UPS-C Codes (d) UPC-C Codes

9. Packaging of an electronic system must consider protection from
- (a) Mechanical damage
 - (b) Cooling
 - (c) Radio Frequency
 - (d) All of these
10. Lamitubes _____.
- (a) Auto-ancillary packaging
 - (b) Tube packaging
 - (c) Pharmaceutical packaging
 - (d) Food packaging
11. _____ packaging uses materials and manufacturing techniques to diminish energy use and reduce the harmful impacts of packaging on the environment.
- (a) Food packaging
 - (b) Green packaging
 - (c) Pharmaceutical packaging
 - (d) Thermal packaging
12. How can we reduce the cost of packaging?
- (a) Improving Materials Storage and Packaging Lines
 - (b) Rethink Your Packaging Operations Model
 - (c) Optimize Packaging by Using Smaller Boxes
 - (d) All the above

13. Insecticides and Pesticides should be packed under
- (a) Normal packaging
 - (b) Hazardous packaging
 - (c) Chemical packaging
 - (d) Wood packaging
14. Who is responsible for the packaging of a hazardous material?
- (a) Buyer (b) Shipper
 - (c) Wholesaler (d) Retailer
15. What are the various ways to manage packaging waste?
- (a) Use Sustainable Raw Materials
 - (b) Biodegradable Packaging
 - (c) Recyclable and Reusable Materials
 - (d) All the above
16. Glass containers are among the _____ packaging material.
- (a) Secondary packaging
 - (b) Primary packaging
 - (c) Tertiary packaging
 - (d) Attractive packaging
17. _____ a pressurized container for packaging, transporting, and dispensing carbonated alcohol?
- (a) Drum (b) Keg
 - (c) Barrel (d) Jar

18. Temperature sensitive products such as pharmaceuticals, seafoods, chocolates, meat, cheese, butter, fresh flowers, fresh herbs and gourmet meals are shipped using _____ packaging.
- (a) Skin-pack (b) Flexible
(c) Insulated (d) Pail
19. Hotmelts, Waterborne and Solvent-based systems are adhesives used in _____ packaging.
- (a) Paper (b) Wood
(c) Metal (d) None of the above
20. _____ secures your product's packaging from counterfeiting and tampering.
- (a) Screw cap (b) Shrink wrap
(c) Security printing (d) Strapping
21. 5 Ps of packaging that is used as a perfect tool to understand and improve the efficacy of a product's pack are
- (a) Promote, Position, Present, Provide and Protect
(b) Protect, Provide, Proof, Product, Pack
(c) Protect, Present, Part, Product, Proof
(d) Promote, Position, Product, Pack, Present
22. _____ is a common approach to packaging inventory management.
- (a) VMI (b) ABC
(c) FSN (d) None of the above

23. _____ is the most environmentally friendly and sustainable packaging.
- (a) Glass (b) Corrugated cardboard
(c) Cans (d) LDPE
24. Which of the below is not a category of labeling?
- (a) Grade (b) Brand
(c) Descriptive (d) Prescriptive
25. _____ packaging allows developers to create and deploy applications faster and more securely in ocean freight shipping.
- (a) Ships (b) Pallets
(c) Containers (d) Carton Box
26. The major packaging industry trends that enable smart packaging are
- (a) Internet of Packaging
(b) Nanotechnology
(c) Active packaging
(d) All the above
27. _____ make it possible to track a package's location throughout warehouses through radio waves.
- (a) Wireless fidelity (b) REID
(c) Walkie-Talkie (d) Camera sensors
28. The method used to seal the cap in packaging is know as
- (a) Screwing (b) Shrinking
(c) Induction sealing (d) Strapping

29. Tetra pack has _____ layers.
- (a) 4 (b) 5
(c) 6 (d) 7
30. Which of the following is a must in food labeling?
- (a) Name (b) Standard Specification
(c) Place of Origin (d) All the above
31. The formal statement by the manufacturer of the product regarding its performance is classified as
- (a) Guarantees (b) Labeling
(c) Warranties (d) Packaging
32. The activities carry by the company to design and produce a differentiated container for particular product is classified as
- (a) Guarantees (b) Labeling
(c) Warranties (d) Packaging
33. Which is a packaging type for Bagged salad?
- (a) Trays (b) Boxes
(c) Pallets (d) Flexible packaging

Part B (7 × 6 = 42)

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

34. (a) Discuss about the Functions and Essentials of Packaging.

Or

- (b) What are various types of Test available for Packaging?

35. (a) Briefly discuss about the main 3 types of Packaging in Consumer packaging.

Or

(b) What is the importance of Barcodes in Packaging?

36. (a) Discuss the Food packaging importance and techniques.

Or

(b) What are various environmental considerations to be followed in Packaging?

37. (a) How Packaging act a protection? Discuss on the design considerations.

Or

(b) What is the importance of Sustainable Packaging?

38. (a) Briefly discuss on any 7 Packaging materials with suitable examples.

Or

(b) How Packaging material act as a protection against temperature for certain products?

39. (a) Explain in detail about the Packaging Economics.

Or

(b) What are various types of Packaging laws to be followed in consumer packaging?

40. (a) Discuss about the Technology Trends in Packaging Industry.

Or

(b) What are various types of Graphic Design for Packaging?

N-0166

Sub. Code

205635

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

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

Logistics Management

RAIL-ROAD-LOGISTICS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Logistics is the part of supply chain involved with the forward and reverse flow of _____
 - (a) Goods
 - (b) Service
 - (c) Cash
 - (d) All of above

2. What are the elements of logistics system?
 - (a) Transportation
 - (b) Warehousing
 - (c) Inventory management
 - (d) All of the above

3. Flow of raw materials, WIP and finished products in the forward direction is an logistics _____
 - (a) Inbound
 - (b) Outbound
 - (c) Both
 - (d) None of the above

4. What do you mean by Continental transportation?
- (a) Going across different modes
 - (b) Going across different countries
 - (c) Going across a continent
 - (d) Going within a country
5. What factors contributed to the growth of railways?
- (a) Geographical (b) Economic
 - (c) Only (a) (d) Both (a) and (b)
6. Heavy industries are traditionally linked with _____ transport system
- (a) Road (b) Rail
 - (c) Ocean (d) Air
7. A kind of transportation where no empty wagons or containers are bought back:
- (a) Road (b) Rail
 - (c) Pipeline (d) Air
8. Besides arranging the transportation of goods, railways perform a variety of other services such as
- (a) Warehousing
 - (b) Express freight and delivery services
 - (c) Weighment of goods
 - (d) None of these
9. What is the minimum distance for charging goods freight?
- (a) 0-10 km (b) 0-25 km
 - (c) 0-50 km (d) 0-100 km

10. Freight class _____ is one of the classes on the NMFC code list that ranges from 50-500.
- (a) 60 (b) 65
(c) 70 (d) 75
11. R.R. is the abbreviation of
- (a) Railways Risk (b) Railway Receipt
(c) Road Receipt (d) None of the above
12. O.R. is the abbreviation of
- (a) Owners Risk
(b) Operators Report
(c) Operational Range
(d) Operators Receipt
13. Which of the following is collectively called as Grand Trunk Road
- (a) NH1 and NH45 (b) NH1 and NH2
(c) NH45 and NH90 (d) NH2 and NH5
14. Which is the cheapest mode of transporting freight?
- (a) Rail
(b) Road
(c) Air
(d) None of the above
15. For transporting goods of perishable nature such as vegetables, fruits, eggs, milk, etc. _____ is best suitable
- (a) Road (b) Rail
(c) Ship (d) None of the Above

16. The transportation model coordinated between railways and roadways is
- (a) Trans ship (b) Air truck
(c) Piggy back (d) Fishy back
17. The factors influencing the cost of transportation are?
- (a) Supply (b) Demand
(c) Cost of land (d) Both (a) and (b)
18. Which is the most flexible type of transportation available?
- (a) Railway (b) Airway
(c) Roadway (d) Seaway
19. The design aspects of transportation engineering include the sizing of transportation facilities.
- (a) True
(b) False
(c) Can be True or False
(d) Cannot say
20. _____ is a kind of distribution strategy
- (a) RORO (b) LASH
(c) Milk Run (d) LNA
21. Following is not type of Piggy-Back
- (a) LASH (b) TTFC
(c) COFC (d) TOFC
22. _____ is most suitable for remote and hilly areas
- (a) Road Transport (b) Rail Transport
(c) Water Transport (d) Pipeline

23. When air transport is used in combination with road or rail transport, it is called?
- (a) Piggy Back (b) Fishy Back
(c) Birdy Back (d) Land Bridge
24. What are the five R's of reverse logistics?
- (a) Returns, Repairs, Right Product, Right Logistics and Recycle
(b) Right Product, Right Customer, Right Time, Right quantity and Right cost
(c) Repair, Resell, Re-Order, Repack and Recycle
(d) Returns, Reselling, Repairs, Repackaging and Recycling
25. When a company uses an external provider to handle various supply chain functions is called as
- (a) External (b) Insourcing
(c) Outsourcing (d) Procurement
26. Why do companies outsource logistics?
- (a) Save energy (b) Save money
(c) Save resource (d) Save time
27. What are benefits of outsourcing?
- (a) Lower cost (b) Increase efficiency
(c) Variable capacity (d) All the above
28. A network of highways connecting India's four metropolitan cities.
- (a) Logistics park
(b) National Highway
(c) Golden quadrilateral
(d) 4-way lane

29. Logistical infrastructure involves
- (a) Transport infrastructure
 - (b) Superstructures including the logistics locations and real estate
 - (c) Telecommunication infrastructure
 - (d) All the above
30. Logistics performance indicators include
- (a) Convenience (b) Speed
 - (c) Safety (d) All the above
31. Contract Logistics Providers
- (a) Deal with only movement of goods
 - (b) Transshipment
 - (c) Movement of goods and SCM processes
 - (d) Only loading unloading of material
32. TMS stands for
- (a) Telecom Merger System
 - (b) Truck Management System
 - (c) Transport Management System
 - (d) Time Management System
33. Interstate road transport means
- (a) Between 2 states
 - (b) Within 1 state
 - (c) Between 2 modes of transport
 - (d) High speed transportation

Part B

(7 × 6 = 42)

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

34. (a) Discuss about the Significance of transportation in Logistics.

Or

- (b) What are various Features of Logistics transportation?

35. (a) Briefly discuss about the Factors influencing growth in Rail Logistics.

Or

- (b) Detail the advantages of Railway infrastructure in India and Freight movement.

36. (a) Discuss the various Freight Levels available in Rail Cargo.

Or

- (b) How Rail logistics compete with other modes in Technology, Cost, Speed, Security and Dynamics? Explain.

37. (a) Explain some of the salient features and facilities available in Road logistics.

Or

- (b) What are the available distance Ranges segments in Road Logistics and Suitability for different Cargo?

38. (a) Discuss on the Share of Railways in Cargo movement in India and world-wide.

Or

- (b) How Roadways and Logistics Economics is determined? Explain.

39. (a) Explain the importance of Reverse Logistics.

Or

(b) What is outsourcing and how it can make an impact on Logistics?

40. (a) Discuss about the need for Coordination among different modes in Logistics.

Or

(b) What are the Problems and Prospects in Interstate Logistics by Road?

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-0209

Sub. Code

205641

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

ONLINE PROGRAMME EXAMINATIONS

Second Year — Fourth Semester

WAREHOUSING MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Buying of goods or materials for production in a way that they are delivered directly on manufacturing facility of company is called
 - (a) Annual purchasing
 - (b) Economic order quantity purchasing
 - (c) Just In Time purchasing (JIT)
 - (d) None of the above

2. What is the latest trend in WMS?
 - (a) Dispensers
 - (b) Saas
 - (c) None of these
 - (d) Terminals

3. What do we call an ability of an accounting system, to point out use of resources in every step of production process?
- (a) Lead manufacturing trails
 - (b) Audit trails
 - (c) Trigger trails
 - (d) Back-flush trails
4. What do the activities related to coordinating, controlling and planning flow of inventory classified as
- (a) Throughput management
 - (b) Inventory management
 - (c) Decisional management
 - (d) Manufacturing management
5. Which of the following is strongly associated with cross-docking?
- (a) Processing items as soon as they are received into a distribution center
 - (b) Non-value adding activities such as receiving and storing
 - (c) Multi-modal transportation facilities at seaports
 - (d) Use of manual product identification systems
6. The following classes of costs are usually involved in inventory decisions except _____.
- (a) Cost of ordering
 - (b) Carrying cost
 - (c) Cost of shortages
 - (d) Machining cost

7. Which of the following is true for inventory control?
- (a) Economic order quantity has minimum total cost per order
 - (b) Inventory carrying costs increases with quantity per order
 - (c) Ordering cost decreases with lo size
 - (d) All of the above
8. The time period between placing an order its receipt in stock is known as
- (a) Lead time
 - (b) Carrying time
 - (c) Shortage time
 - (d) Overtime
9. The cost of insurance and taxes are included in
- (a) Cost of ordering
 - (b) Set up cost
 - (c) Inventory carrying cost
 - (d) Cost of shortages
10. What are the elements of logistics system?
- (a) Transportation
 - (b) Warehousing
 - (c) Inventory management
 - (d) All of the above

11. VMI stands for
 - (a) Vendor Material Inventory
 - (b) Vendor Managed Inventory
 - (c) Variable Material Inventory
 - (d) Valuable Material Inventory

12. _____ includes design and administration of systems to control the flow of materials. WIP and finished inventory to support business unit strategy.
 - (a) Logistics Management
 - (b) Materials Management
 - (c) Bill of Materials
 - (d) None of the above

13. The warehousing function that combines the logistical flow of several small shipments to
 - (a) Break bulk function
 - (b) Operational function
 - (c) Stockpiling function
 - (d) Consolidation function

14. The transportation model coordinated between railways and roadways is
 - (a) Tranship
 - (b) Air truck
 - (c) Piggyback
 - (d) Fishy back

15. The term used for loading or unloading of heavy cargo is
- (a) Rigging
 - (b) Slinging
 - (c) Carnage
 - (d) Forced discharge
16. Insulated container is an example of
- (a) Container by raw material
 - (b) Container by size
 - (c) General cargo container
 - (d) Thermal container
17. OTL stands for
- (a) Over Time Lock
 - (b) One Time Lock
 - (c) One Time Lease
 - (d) On Time Landed
18. The cargo manifested but not loaded is referred to as
- (a) Short landed
 - (b) Short shipped
 - (c) Short of exchange
 - (d) Short load
19. The warehouses managed by a public warehousing agency in the premises of a factory is
- (a) Field warehouse
 - (b) Buffer storage warehouse
 - (c) Bonded warehouse
 - (d) Export and import warehouse

20. The warehouses located near the port is
- (a) Field warehouse
 - (b) Buffer storage warehouse
 - (c) Bonded warehouse
 - (d) Export and import warehouse
21. A mate's receipt is
- (a) A draft bill of lading
 - (b) A substitute bill of lading
 - (c) Bill of lading evidencing goods carried on deck
 - (d) None of the above
22. The internal process leads to
- (a) Supply uncertainty
 - (b) Process uncertainty
 - (c) Demand uncertainty
 - (d) Production uncertainty
23. _____ is a part of development of facility structures.
- (a) Transportation
 - (b) Warehousing
 - (c) Sorting
 - (d) Logistics

24. _____ involves streamlining the distribution process in terms of physical and information efficiency.
- (a) Technical Integration
 - (b) Channel Integration
 - (c) Channel hierarchy
 - (d) Vertical Marketing system
25. _____ is a function of re-arranging and re-packing as per individual orders.
- (a) Break- Bulk
 - (b) Warehousing
 - (c) Cross Docking
 - (d) Sorting
26. Break-Bulk warehouse performs _____ function.
- (a) Warehousing
 - (b) Collecting
 - (c) Sorting
 - (d) Supply
27. The term _____ refers to any idle resources that can be put to some future use.
- (a) Inventory
 - (b) Warehousing
 - (c) Logistics
 - (d) Procurement

28. _____ is related with a single manufacturing location, not multiple manufacturing centres.
- (a) Safety Stock
 - (b) EOQ
 - (c) ROL
 - (d) Decoupling
29. Properly designed _____ helps in reducing total logistical cost.
- (a) Logistics
 - (b) Warehouse
 - (c) Distribution
 - (d) Logistical network
30. _____ is the invisible element in the system which is the facilitator of other function.
- (a) Information
 - (b) Logistics
 - (c) EDI
 - (d) ADC
31. _____ can move carton loads or pallet loads horizontally or vertically.
- (a) Conveyor belts
 - (b) Cranes
 - (c) Elevators
 - (d) Forklift trucks

32. 3-PL stands for
- (a) Three Points Logistics
 - (b) Third Party Logistics
 - (c) Three Points Location
 - (d) The Party Logistics
33. In _____ analysis, the parameters of classification is whether seasonal or non-seasonal materials.
- (a) SOS
 - (b) SDE
 - (c) ABC
 - (d) HML

Part B (7 × 6 = 42)

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

34. (a) Enumerate the problems and issues in receiving process.

Or

- (b) Write the importance of guarding and recording.

35. (a) Write down the advantages of warehouses.

Or

- (b) Give a detailed account on benefits and drawbacks of private, public bonded and government warehouses.

36. (a) Write a short note on cross docking and trans-loading warehouses.

Or

- (b) Write the characteristics of ideal warehouses.

37. (a) Write a down the problems and issues in shipment processes.

Or

(b) What are the classifications of materials and products in warehouse?

38. (a) List out various types of storages.

Or

(b) Write the applications of industrial waste disposal.

39. (a) Explain the needs of inventory management.

Or

(b) Write the methods of inventory issue pricing.

40. (a) Write a note on warehouse documentation.

Or

(b) Explore the factors need to be considered when designing a warehouse.

N-0210

Sub. Code

205642

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

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

Logistics Management

MARITIME LOGISTICS AND DOCUMENTATION

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

All questions carry equal marks.

1. The department in the shipping company that ensures the seaworthiness of ship is
 - (a) Husbandry department
 - (b) Finance department
 - (c) Technical department
 - (d) Operating department

2. The department that aims to maximize the economic employment of the ship is
 - (a) Husbandry department
 - (b) Finance department
 - (c) Technical department
 - (d) Operating department

3. The UN convention on Liner code emphasis the right of any country to develop its own merchant shipping fleet to carry _____ of its own foreign trade.
- (a) 10% (b) 20%
(c) 30% (d) 40%
4. The stability of liner freight rates extends for a period of not less than
- (a) 6 months (b) 12 months
(c) 15 months (d) 18 months
5. General notice of any increase in rate of freight should not be less than
- (a) 60 days (b) 120 days
(c) 150 days (d) 180 days
6. The document that is used to differentiate liner operations from tramp operations is
- (a) Bill of entry (b) Charter party
(c) Letter of credit (d) Shipping bill
7. The document that is used in imports and not in exports is
- (a) Bill of entry (b) Charter party
(c) Letter of credit (d) Shipping bill
8. ITIC stands for
- (a) Indian trade intermediaries co-operation.
(b) Indian trade intermediaries corporation
(c) Indian trade intermediaries club
(d) Indian transport intermediaries club

9. Indian companies including ship agents can operate as MTS on obtaining license from
- (a) The ministry of commerce
 - (b) The chamber of commerce
 - (c) The DGFT
 - (d) The DG of shipping
10. The document that is used for the MTO is
- (a) Bill of lading (b) CTD
 - (c) ARE (d) GR
11. The freight broker's duty of acting for the actual ship owner in finding cargo for the vessel is
- (a) Chartering duty (b) Sale and purchase
 - (c) Owner broker (d) Cabling broker
12. The freight broker's duty of communicating with other international markets is
- (a) Chartering duty (b) Sale and purchase
 - (c) Owner broker (d) Cabling broker
13. The shipping intermediary who is called M 5.5% is
- (a) Shipping agent
 - (b) Freight broker
 - (c) Freight intermediary
 - (d) Clearing house broker
14. If shipment is not affected within the permitted free days, the goods incur
- (a) Dead freight (b) Rebate
 - (c) Demurrage (d) Black freight

15. The permitted free days for the goods to be kept in port for shipment is
- (a) 5 days (b) 7 days
(c) 10 days (d) 15 days
16. Vessels designed to carry private cars are
- (a) OBO (b) RO/RO
(c) SD 14 (d) Train ferry
17. OBO stands for
- (a) Over bulk order (b) Oil/Bulk/Ore
(c) Ore/Bulk/Order (d) On bulk order
18. ULCC are those vessels with dead weight
- (a) Less than 200000 dwt
(b) Exceeding 200000 dwt
(c) Above 300000 dwt
(d) Above 500000 dwt
19. One third of the world's merchant fleet in dead weight capacity terms is represented by
- (a) Oil tankers (b) Product tankers
(c) LNG tankers (d) Acid tankers
20. The original sailing vessel were replaced by steam boats in
- (a) The early 1800s (b) The late 1800s
(c) The early 1900s (d) The late 1900s
21. Competitive advantages can be created and achieved by logistics managers by
- (a) Cost advantage (b) Quality
(c) Value advantage (d) Cost and value advantage

22. The logistical component of logistics mission
- (a) Reflect the vision of top management
 - (b) Deal with basic services required for delivering of goods
 - (c) Refers to the value-added services offered
 - (d) Reflects the ability of firm to exploit market
23. Place utility is created by
- (a) Operation function
 - (b) Logistics function
 - (c) Procurement function
 - (d) Distribution function
24. The objective of independent business function stage is
- (a) Cost reduction
 - (b) Maximisation of profit by sales volume
 - (c) Core competency
 - (d) Maximisation of profitable sales volume and cost reduction
25. The concept of logistics has been systematically divided into
- (a) 2 phases
 - (b) 3 phases
 - (c) 4 phases
 - (d) 5 phases
26. In the product life cycle, the emphasis in marketing mix during decline stage is
- (a) Distribution
 - (b) Promotion
 - (c) Price
 - (d) Cost reduction

27. Stevedores are appointed by
- (a) The shipper
 - (b) The consignee
 - (c) The shipping company
 - (d) The shipping agent
28. The leading Mazdoor is assisted by
- (a) Tindal
 - (b) Winch driver
 - (c) Signal man
 - (d) Mazdoor
29. The term which covers the operation of shifting the cargo to or from the vessel is
- (a) Rigging
 - (b) Slinging
 - (c) Carnage
 - (d) Forced discharge
30. How many major ports are there in India?
- (a) 10
 - (b) 12
 - (c) 13
 - (d) 15
31. The major ports are under the direct responsibility of
- (a) The ministry of commerce
 - (b) The ministry of shipping
 - (c) The central government
 - (d) The state government
32. All the major ports are administered under the provisions of the major port and trust Act
- (a) 1950
 - (b) 1956
 - (c) 1963
 - (d) 1965
33. The tidal port is
- (a) Kandla
 - (b) Cochin
 - (c) New Mangalore
 - (d) Tuticorin

Part B

(7 × 6 = 42)

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

All questions carry equal marks.

34. (a) Write the importance and relevance to global marketing and supply chain management.

Or

- (b) Explain using suitable examples, the different methods of transportation.

35. (a) Write down the functions of IMO in detail.

Or

- (b) Explain the various types of charters in detail.

36. (a) Write the benefits of multi modal transport system.

Or

- (b) Write the functions and services of clearing and forwarding agents.

37. (a) Discuss the major ports of India in detail.

Or

- (b) Write the importance of cargo Insurance.

38. (a) Write the procedure for marine insurance claims.

Or

- (b) Discuss the factors influencing reliable worldwide network.

39. (a) Explain the importance of transparency and due diligence in order to achieve the safe Seas.

Or

(b) Discuss the procedure for export and documentation.

40. (a) What is the letter and credit? Name the various parties to the letter of credit?

Or

(b) Write the procedure and documentation for multimodal transport.

N-0211

Sub. Code

205643

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

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

Logistics Management

AIR CARGO LOGISTICS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. _____ is the fastest mode of transport.
 - (a) Road transport
 - (b) Railway transport
 - (c) Water transport
 - (d) Air Transport

2. When air transport is used in combination with road or rail transport, it is called
 - (a) Piggy Back
 - (b) Fishy back
 - (c) Birdy back
 - (d) Land bridge

3. Intermediaries play an important role in matching
- (a) Product to region
 - (b) Demand and supply
 - (c) Information and promotion
 - (d) Dealer with customer
4. _____ is the most economical mode of transportation
- (a) Road transport
 - (b) Railway transport
 - (c) Water transport
 - (d) Air transport
5. Which of the following is not a distinguishing feature for cargo aircrafts?
- (a) Wide Fuselage
 - (b) Number of engines
 - (c) High wings
 - (d) Large number of wheels
6. What is the range of Boeing 777F?
- (a) 3,000 nautical miles
 - (b) 5,500 nautical miles
 - (c) 4,900 nautical miles
 - (d) 7,000 nautical miles
7. Which of the following is a military cargo aircraft?
- (a) Airbus A330 MRTT
 - (b) Boeing 747 Freighter
 - (c) Boeing 767
 - (d) Douglas DC-3

8. Which of the following is a part of the wing assembly of an aircraft?
- (a) Stabilizer (b) Rudder
(c) Elevator (d) Edge flaps
9. What is the full form of UAVs?
- (a) Uncharted aerial vehicles
(b) Unmanned aerial vehicles
(c) Unmanned ait vehicles
(d) Uncharted air vehicles
10. Air travel has become very important for the north eastern part of Indian mainly because _____
- (a) The region is mountainous
(b) population density is low
(c) Surface transport routes have to go around Bangladesh
(d) Air transport is cheaper a
11. Which of the following is used only to determine airspeed?
- (a) Pitot pressure (b) Static pressure
(c) Cockpit pressure (d) Cabin pressure
12. How much payload can the CH-47D carry externally?
- (a) 18,000 pounds (b) 35,000 pounds
(c) 26,000 pounds (d) 10,000 pounds
13. Pakyong Airport is located in _____
- (a) Sikkim
(b) Assam
(c) Arunachal Pradesh
(d) Nagaland

14. Radio operations used for aircraft communication make use of _____
- (a) Phase modulation
 - (b) Channel modulation
 - (c) Amplitude modulation
 - (d) Frequency modulation
15. English was established as the international aviation language in _____
- (a) 1991
 - (b) 2001
 - (c) 1951
 - (d) 1901
16. Where was the DME developed?
- (a) Canada
 - (b) Australia
 - (c) Germany
 - (d) India
17. What is the full form of CAS?
- (a) Calibrated airspeed
 - (b) Comparative airspeed
 - (c) Continuous airspeed
 - (d) Constant airspeed
18. What is the full form of ILS?
- (a) Incident landing system
 - (b) Immediate landing system
 - (c) Instrumental landing system
 - (d) inclined landing system
19. Which of the following waves are used by radar?
- (a) Ultrasonic
 - (b) Electronic
 - (c) Nuclear
 - (d) Radio

20. Which of the following levels may cause structural damage to the aircraft?
- (a) Level 2 (b) Level 4
(c) Level 1 (d) Level 3
21. Landing gear was previously referred to as _____
- (a) Rolling gear (b) Alighting gear
(c) Resting gear (d) Moving gear
22. The Airbus A380 two sets of six-wheel bogies under the _____
- (a) Tail (b) Engine
(c) Wings (d) Fuselage
23. The protocol for ACARS was designs by _____
- (a) ICAO (b) ARINC
(c) FAA (d) Boeing
24. Which of the following was the first airplane with a completely enclosed cabin for pilots?
- (a) Avro Type F (b) MD-80
(c) Bleriot VIII (d) Bell X-1
25. What is the full form of ARINC?
- (a) Aeronautical Radio, incorporated
(b) Aircraft Radio, incorporated
(c) Aviation Radio, incorporated
(d) Air Radio, incorporated
26. Which of the following is not an aircraft engine manufacture?
- (a) Pratt and Whitney (b) BMW
(c) Rolls-Royce (d) General Electric

27. Which is the most expensive maintenance check of all?
(a) A-Check (b) B-Check
(c) C-Check (d) D-check
28. What is the full form of LRU?
(a) Line-replaceable unit
(b) Line-replaced unit
(c) Line-rested unit
(d) Line-repositioned unit
29. Which of the following communications is not included in FANS?
(a) Position reporting
(b) Ground staff communications
(c) Pilot requests
(d) Air traffic control clearances
30. What is the full form of LVTO?
(a) Low visibility take-off
(b) Least visibility take-off
(c) Least virtual take-off
(d) Low virtual take off
31. Which of the following is not a factor affecting the implementation of HMDs in aircraft?
(a) Field of regard (b) Durability
(c) Latency (d) Air temperature
32. Which of the following stats are most commonly used on airliners?
(a) Mechanical (b) Powered
(c) Fixed (d) Automatic

33. Which of the following technique requires precise magnetic mapping of the flight deck?
- (a) Electromagnetic tracking
 - (b) Sonic tracking
 - (c) Optical tracking
 - (d) Hybrid tracking

Part B

(7 × 6 = 42)

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

34. (a) What are the significance of air transportation?

Or

- (b) What are the facilities offered by air transport to popularize air cargo?

35. (a) How is air cargo logistics different from other modes? Explain.

Or

- (b) What are the range of services offered by Air freighters?

36. (a) Write the importance of on-board logistics.

Or

- (b) Write down the limitations of air cargo loading.

37. (a) What are the types of charter?

Or

- (b) What are the contents of Air-Way bill? Explain.

38. (a) Write the importance of Inspection certification and dock receipt.

Or

(b) Describe in brief the procedures and conditions of airline bookings for cargo logistics.

39. (a) What is Air cargo freight rates? What are its types?

Or

(b) Explain in detail the major air -cargo liners of the world.

40. (a) What are the principles of ICAO.

Or

(b) What are the functions of customs house agents?

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Sub. Code

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

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

GROWTH MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. What is the primary goal of growth management?
 - (a) Increase profits
 - (b) Increase market share
 - (c) Increase customer satisfaction
 - (d) Increase efficiency

2. What is the 'SIX-S' process of growth management?
 - (a) Strategy, Staging, Synchronizing, Securing, Sinews, Sustenance
 - (b) Sinews, Strategy, Staging, Synchronizing, Securing, Sustenance
 - (c) Strategy, Sinews, Staging, Synchronizing, Securing, Sustenance
 - (d) Sinews, Strategy, Synchronizing, Securing, Staging, Sustenance

3. What is the primary purpose of developing a growth proposition and plan?
 - (a) To identify new opportunities
 - (b) To develop strategies for growth
 - (c) To create a competitive advantage
 - (d) To attract new customers
4. What are the three components of building up the growth sinews?
 - (a) Hard-Ware, Software, and Innovation
 - (b) Soft-Ware, Innovation, and Resources
 - (c) Fine-Ware, Soft-Ware, and Hard-Ware
 - (d) Resources, Innovation, and Strategies
5. What type of growth strategy is most effective for a company that is looking to expand its customer base?
 - (a) Vertical growth
 - (b) Horizontal growth
 - (c) Evolutionary growth
 - (d) Organic growth
6. What type of growth strategy is most effective for a company that is looking to increase its market share?
 - (a) Vertical growth
 - (b) Horizontal growth
 - (c) Evolutionary growth
 - (d) Organic growth

7. Which of the following strategies is used to create a new market and value proposition, thereby opening up new and uncontested market space?
- (a) Disruptive Ventures
 - (b) Revolutionary Growth
 - (c) Discontinuous Growth
 - (d) Acquired Growth
8. Which of the following models is used to analyze the strategic position of a business and to help develop a long-term strategy?
- (a) Blue Ocean Strategy
 - (b) Ansoff's Model
 - (c) SWOT/TOWS Model
 - (d) McKinsey Model
9. What are the four considerations for choosing the strategic growth choice?
- (a) Cost, risk, structure, and market
 - (b) Cost, risk, speed, and structure
 - (c) Cost, risk, speed, and market
 - (d) Cost, risk, structure, and resources
10. What is the primary goal of cost leadership strategy?
- (a) To differentiate the product from competitors
 - (b) To expand the market share
 - (c) To reduce costs and offer competitive pricing
 - (d) To develop new products

11. What is the key to creating a supportive organization culture?
 - (a) Competitive Compensation Programs
 - (b) Core Competencies in Place
 - (c) Frequent Two-Way Communications
 - (d) Strategic Staffing Plan
12. What is the most efficient way to make decisions?
 - (a) Full Delegation and Accountability
 - (b) Competitive Compensation Programs
 - (c) Core Competencies in Place
 - (d) Strategic Staffing Plan
13. What is the primary goal of a performance management program in a growth management team-based environment?
 - (a) To increase employee engagement
 - (b) To ensure employees have the necessary skills and knowledge
 - (c) To provide feedback and recognition
 - (d) To measure progress and performance
14. What is the purpose of a change management tool in a growth management team-based environment?
 - (a) To ensure employees have the necessary skills and knowledge
 - (b) To provide feedback and recognition
 - (c) To measure progress and performance
 - (d) To help manage and implement changes

15. What strategies is the M4G program using to ward off signs of slowing and losing resources for growth?
- (a) Developing new products and services
 - (b) Investing in new technology
 - (c) Increasing marketing efforts
 - (d) All of the above
16. What is the primary role of a mentor for growth?
- (a) To provide guidance and advice
 - (b) To help create a plan for growth
 - (c) To monitor progress and results
 - (d) To provide financial support
17. What is the main focus of Greiner's model of Crises Induced Growth?
- (a) Increasing efficiency
 - (b) Re-evaluating goals
 - (c) Identifying new opportunities
 - (d) Reducing costs
18. What is the key to successful growth management?
- (a) A well-defined strategy
 - (b) Dedicated resources
 - (c) Synchronized efforts
 - (d) All of the above

19. What is the key concept of managing growth fatigue?
- (a) Steady and Speed
 - (b) Alert and Advancing
 - (c) High Growth Road Map
 - (d) Strategic Planning
20. What is the primary goal of managing the momentum of growth?
- (a) To maintain a steady rate of growth
 - (b) To increase the speed of growth
 - (c) To increase the alertness of growth
 - (d) To maintain a high growth rate
21. What strategies can be used to identify and secure growth opportunities in the Product and Brand domain?
- (a) Developing a unique value proposition
 - (b) Creating a strong brand image
 - (c) Identifying market trends
 - (d) All of the above
22. What are the key elements of a successful Market and Competition analysis?
- (a) Understanding customer needs
 - (b) Analyzing the competitive landscape
 - (c) Identifying potential partners
 - (d) All of the above

23. What measures can an organization take to turn risks into opportunities?
- (a) Developing a risk management plan
 - (b) Identifying and capitalizing on new trends
 - (c) Establishing a culture of innovation
 - (d) All of the above
24. What strategies can an organization use to ensure its geographical spread is managed effectively?
- (a) Establishing a presence in key markets
 - (b) Developing a comprehensive marketing strategy
 - (c) Leveraging local partnerships
 - (d) All of the above
25. Which of the following is an example of Kaizen?
- (a) Reorganizing the company structure
 - (b) Introducing new technology
 - (c) Improving existing processes
 - (d) Outsourcing certain tasks
26. What is the main purpose of radical innovation?
- (a) To sustain growth
 - (b) To increase efficiency
 - (c) To introduce new products or services
 - (d) To reduce costs
27. What strategies do you think are the most effective for managing rapid growth?
- (a) Establishing clear goals and objectives
 - (b) Investing in research and development
 - (c) Embracing diversity and inclusion
 - (d) All of the above

28. What do you think is the most significant factor for growth?
- (a) Focusing on customer satisfaction
 - (b) Product innovation
 - (c) Strategic planning
 - (d) Effective resource management
29. What is the purpose of the M4G program?
- (a) To improve employee development plans
 - (b) To increase organizational growth
 - (c) To increase profits
 - (d) To provide resources for growth
30. What is the purpose of the Inertia Escape program?
- (a) To increase organizational growth
 - (b) To increase profits
 - (c) To increase efficiency
 - (d) To break through organizational inertia
31. What is the primary goal of the Activation of Growth program?
- (a) To increase efficiency
 - (b) To increase organizational growth
 - (c) To increase profits
 - (d) To increase market share
32. What is the purpose of the Well Thought Implementation Plan?
- (a) To increase organizational growth
 - (b) To increase profits
 - (c) To create a well thought-out implementation plan
 - (d) To increase market share

33. What is the primary goal of the Supportive Organization Culture?
- (a) To increase profits
 - (b) To increase efficiency
 - (c) To increase market share
 - (d) To create a supportive organizational culture

Part B

(7 × 6 = 42)

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

34. (a) What is the SIX-S process of growth management and how does it contribute to the overall strategy?

Or

- (b) Explain how competition and cooperation can be used to create a successful growth proposition and plan.

35. (a) How can synergy and value chain based strategies be used to drive vertical and horizontal growth?

Or

- (b) Explain Ansoff's Model and how it can be used to analyse growth opportunities.

36. (a) How can organizations utilize the three levels of enterprise strategies to maximize their growth potential?

Or

- (b) Explain competitive compensation programs and supportive organization cultures can be implemented to promote growth?

37. (a) How can a succession plan be implemented to ensure the continuity of growth management strategies?

Or

- (b) How can an organization find an effective mentor for growth (M4G) to help them achieve their growth objectives?

38. (a) Discuss are the advantages and disadvantages of using Greiner's model of crises induced growth?

Or

- (b) Explain how strategies can be employed to remain alert and advancing during high growth? What is a high growth roadmap?

39. (a) Explain the most important considerations when assessing Assets and Capacity domain for growth management?

Or

- (b) How can the current infrastructure be improved to accommodate growth in a way that minimizes environmental impact?

40. (a) What is the difference between Kaizen and radical innovation and how can they be used to support continuous innovation for growth?

Or

- (b) How can we manage rapid growth in a way that is beneficial for all stakeholders?