

N-0508

Sub. Code

**205411/ 205511/
205611/ 205711/
205811**

M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

First Year — First Semester

Common For (MBA (G/FM/LM/T/HRM))

MANAGEMENT PRINCIPLES AND PRACTICES

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. The external environment can be divided into two levels, namely, the “macro_environment” and the “task environment”. Which among the following is a macro-environment factor?
(a) Customers (b) Suppliers
(c) Competitors (d) Political
2. The _____ to management emphasises on the fact that management is a highly practice-oriented and action-packed discipline.
(a) Systems approach
(b) Classical approach
(c) Contingency approach
(d) None of the above

3. The actions of management should contribute to:
- (i) The achievement of purpose and mission of the institution.
 - (ii) Make the work productive and the worker achieving.
 - (iii) Effective management of social responsibilities.
- These three basic functions of management were pointed out by,
- (a) Fayol (b) Drucker
 - (c) Koontz (d) Urwick
4. Hawthorne experiment was conducted between 1924 to _____
- (a) 1926 (b) 1928
 - (c) 1932 (d) 1935
5. Management by objectives was first described and advocated by Peter Drucker in _____
- (a) 1954 (b) 1958
 - (c) 1960 (d) 1962
6. _____ plans are those that remain roughly the same for long periods of time and are used in organizational situations that occur repeatedly.
- (a) Sign-post (b) Standing
 - (c) Single use (d) Synergic

7. _____ is the simplest form of decision making, where the condition of certainty exists when there is no doubt about the factual basis of a particular decision and its outcome can be predicted accurately.
- (a) Decisions under risk
 - (b) Decisions under uncertainty
 - (c) Decisions under certainty
 - (d) unprogrammed decision
8. A _____ refers to a prescribed process in which a particular operation of a task is to be carried out. It specifies the most efficient way of performing different steps in a task.
- (a) method (b) Rule
 - (c) Project (d) Budget
9. The scientific management theory was propounded by _____
- (a) Zamnuto (b) F. W. Taylor
 - (c) Max weber (d) Chester Bernard
10. An _____ refers to the shared attitude and perceptions in an organization that are based on a set of fundamental norms and values and help members understand the organization.
- (a) Organizational climate
 - (b) Organizational goal
 - (c) Organizational culture
 - (d) Vision

11. An alternative to the functional structure is the divisional structure. There are basically _____ major forms of divisional structures that companies can choose from.
- (a) Two (b) Three
(c) Four (d) Five
12. Which theory says that it is not necessary that each and every individual should have the formal authority, meaning thereby that personal qualities or technical expertise of an individual also flow as an order wherever necessary?
- (a) Formal authority theory
(b) Acceptance authority theory
(c) Competence theory
(d) None of the above
13. 'Ink blot tests' are a kind of _____ tests used in selection process.
- (a) Personality (b) Intelligence
(c) Performance (d) Medical
14. We can identify _____ career stages that most people will go through during their adult years, regardless of the type of work they do.
- (a) Three (b) Four
(c) Five (d) Seven

15. In Herzberg's Two-Factor Theory, there are Hygiene and Motivational factors. From the following identify the hygiene factor?
- (a) Recognition (b) Achievement
(c) Responsibility (d) Job security
16. The porter lawler model is based on the _____ but it is more complex in a number of ways.
- (a) Maslow's theory (b) Vroom's model
(c) Herzberg's theory (d) Theory Z
17. The _____ leadership skill refers to the ability of a leader to use past experiences for understanding what specific actions should be taken to achieve the goals of the organization.
- (a) Transformational (b) Tactical
(c) Transactional (d) Autocratic
18. The path-goal theory of leadership, as proposed by
- (a) House and Mitchell
(b) Victor and Cullen
(c) Caroll
(d) Welles
19. The _____ state refers to the rational part of the human personality. Problem-solving and decision-making under this state are done on the basis of a careful assessment of factual data.
- (a) Child (b) Parent
(c) Adult (d) Little professor

20. Which among the following is NOT an essential for effective communication?
- (a) clarity of purpose (b) sincerity
(c) positive approach (d) Experience
21. 'Coordination is the process whereby an executive develops an orderly pattern of group efforts and secures unity of action in the pursuit of common purpose.' Who said this?
- (a) Me Farland (b) Bylinsky
(c) Henry Mintzberg (d) E. F. L. Brech
22. Mary Parker Follet has laid down the following _____ principles for effective coordination.
- (a) Three (b) Four
(c) Five (d) Six
23. _____ reflects an individual's understanding of the control they have over life's events.
- (a) Ego strength (b) Field dependence
(c) Locus of control (d) Values
24. The main role of the ethics committee in any organizations are;
- (a) Compliance
(b) Review and Discipline
(c) Conflict resolution
(d) All the above

25. The Human Resource Accounting technique by _____ helps in the calculation of human resources.
- (a) Likert (b) McGregor
(c) Sigmund Freud (d) Max weber
26. PERT stand for Program Evaluation and Review Technique. It was developed by
- (a) British Navy (b) Indian Navy
(c) German Navy (d) U.S. Navy
27. A scientific exercise of overhauling the process of doing business is called,
- (a) Six sigma
(b) business process reengineering (BPR)
(c) Quality circle
(d) TOM
28. In the late _____, Kaplan and Norton's identified the four steps as being part of the Balanced Scorecard design process.
- (a) 1980s (b) 1990s
(c) 2000s (d) 2010s
29. A _____ leader changes the situation for the better, develops followers into leaders and inspires people by providing an energizing vision and high ideal for moral and ethical conduct.
- (a) Transformational (b) Tactical
(c) Transactional (d) Autocratic

30. _____ is based on the assumption of some researchers that one of the most widely assumed sources of job dissatisfaction is the feeling of the employees that they are not being treated fairly by the management or the organizational system.
- (a) Expectancy theory
 - (b) Theory Z
 - (c) Equity theory
 - (d) Porter-Lawler
31. _____ can be defined as “the art of the general” and is basically a combination of the ends for which the firm is striving.
- (a) Mission
 - (b) Vision
 - (c) Goal
 - (d) Strategy
32. _____ cites personality requirements and lists qualifications both physical and mental, necessary to perform the job properly.
- (a) Job analysis
 - (b) Job description
 - (c) Job performance
 - (d) Job specification
33. The Gantt chart, was a chart on which the process of work could be recorded, which was a forerunner of today’s _____
- (a) PERT
 - (b) CPM
 - (c) Fishbone diagram
 - (d) Motion study

Part B

(7 × 6 = 42)

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

34. (a) Describe about the evolution of management thought.

Or

- (b) Give an account of Henry Fayol's 14 principles of management.

35. (a) What is Managing by objectives (MBO)? What are the steps involved in MBO?

Or

- (b) Explain the process of decision making.

36. (a) Discuss the various functions of management.

Or

- (b) Define the terms: Authority and Responsibility. What are the sources of authority?

37. (a) Explain any four methods of performance appraisal.

Or

- (b) Discuss McGregor Theory X and Y.

38. (a) Explain the Managerial Grid Theory of Leadership.

Or

- (b) What are the barriers of effective communication in the organisation?

39. (a) Mention the process and principles of co-ordination

Or

(b) Explain the role of organisational culture in ethics.

40. (a) State the steps involved in the quality control process with advantages and disadvantages.

Or

(b) Briefly explain the concept of Six sigma.

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M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

First Year — First Semester

ORGANISATIONAL BEHAVIOUR

Common for MBA (G)/ FM/ LM/ T/ HRM

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. The scientific management school's primarily attributed to the ideas and works of
 - (a) F.W.Taylor
 - (b) Henri Fayol
 - (c) Peter Drucker
 - (d) Goleman
2. From the following management roles developed by Henry Mintzberg, in relevance to organizational behavior, identify the decisional role:
 - (a) Figurehead role
 - (b) Liaison role
 - (c) Resource allocator
 - (d) Spokesman role

3. _____ personalities are generally shy in nature and they prefer to be alone.
- (a) Extrovert
 - (b) Bureaucratic
 - (c) Machiavellianism
 - (d) Introvert
4. The _____ component of attitude is a function of how we feel about something.
- (a) Cognitive (b) Evaluative
 - (c) Behavioural (d) Action
5. Who identified the following characteristics of emotional intelligence: self-awareness, managing emotions, motivating oneself and handling relations?
- (a) Peter salovey (b) Sternberg
 - (c) Goleman (d) Stephon Goleman
6. On account of the complex character of attention, psychologists defined attention in a number of ways, "Attention is a process of getting an object of thought clearly before the mind" —this definition is given by,
- (a) EB Titchener (b) McDougall
 - (c) J S Ross (d) I W Stout

7. Which among the following factor does NOT affect decision making?
- (a) Information inputs
 - (b) Employee experience
 - (c) Attitudes about risk and uncertainty
 - (d) Prejudice
8. The stress created by desirable and successful events is called _____.
- (a) Distress (b) Phobia
 - (c) Anxiety (d) Eustress
9. Groups often develop because the individual members have one or more common characteristics. These formations are known as _____.
- (a) Reference group
 - (b) Interest groups
 - (c) Friendship group
 - (d) Membership group
10. Tuckman and Jensen (1977) recommended five stages through which a team must progress to become highly effective and consequently successful. Which is the third stage?
- (a) Forming (b) Storming
 - (c) Norming (d) Adjourning

11. On the other end of the reward power is the _____ power which is the ability to influence punishment.
- (a) Legitimate power
 - (b) Referent power
 - (c) Resources as power
 - (d) Coercive power
12. _____ is a process whereby others are admitted to the membership of a group, in order to avoid threats to the group's stability or survival.
- (a) Contracting
 - (b) Co-opting
 - (c) Coalescing
 - (d) Composing
13. Organizational politics is different from the government-oriented politics in that it emphasizes the role of a _____ in an organization.
- (a) Process
 - (b) Productivity
 - (c) Person
 - (d) Product
14. Organisational factors of politics include
- (a) Role
 - (b) Trust
 - (c) Ethical guidelines
 - (d) All the above

15. _____ exists when job functions contains duties or responsibilities that conflict with one another. It is most commonly found among middle managers, who find themselves caught between top-level management and lower-level managers.
- (a) Overload (b) Task demands
(c) Role conflict (d) Underload
16. Which style is characterized by passivity or inaction as the individual has minimal concern about his or her interest or the interest of his group members?
- (a) Yielding conflict style
(b) Avoidance conflict style
(c) Competitive conflict style
(d) Conciliation conflict style
17. _____ is defined as an extent to which an organization achieves its predetermined objectives with the given amount of resources and means without placing undue strain on its members.
- (a) Organizational climate
(b) Organizational change
(c) Organizational development
(d) Organizational effectiveness
18. _____ variables are those independent variables that determine the course of developments within an organization and the objectives achieved by an organization.
- (a) Causal (b) Intervening
(c) End-result (d) Ordinal

19. The cultural aspect of organizational performance came into focus with Theory Z, proposed by
- (a) Sigmund Freud
 - (b) William Ouchi
 - (c) Maslow
 - (d) McGregor
20. According to _____, there are eight values that govern the culture of an organization.
- (a) Drucker (b) Simon
 - (c) Mintzberg (d) Pareek
21. Which among the following is NOT an essential element of communication?
- (a) Encoding
 - (b) Decoding
 - (c) Organization structure
 - (d) Feedback
22. _____ network also known as a 'star' network represents a supervisor in the centre with four subordinates.
- (a) The 'chain' (b) The 'wheel'
 - (c) The 'Y' (d) The 'circle'
23. Perhaps the biggest cause of employee resistance to change is _____.
- (a) Skill gap
 - (b) Preferring old style
 - (c) To avoid feeling of loss
 - (d) Uncertainty

24. Which among the following is an external cause of change?
- (a) Leadership changes
 - (b) Trade unionism
 - (c) Cost of raw materials
 - (d) Low morale
25. In Africa alone, there are more than _____ separate cultures with distinct languages, customs and values and these are not entirely defined by national boundaries.
- (a) 500
 - (b) 600
 - (c) 700
 - (d) 800
26. In masculine societies, the emphasis is on _____.
- (a) Cooperation
 - (b) Money
 - (c) Care
 - (d) Quality of life
27. In OD for an individual, most famous technique is
- (a) Sensitivity training
 - (b) Transactional analysis
 - (c) Process consultation
 - (d) Inter-group development
28. Of the four life positions, the ideal one is _____.
- (a) I am not OK, you are OK
 - (b) I am OK, you are not OK
 - (c) I am OK, you are OK
 - (d) I am not OK, you are not OK

29. _____ learning involves improving the organization's capacity to achieve the known objectives.
- (a) Double loop (b) Single-loop
(c) Concurrent (d) Second order
30. Group size, communication patterns, degree of group unanimity, etc., are the _____ influencing conformity to norms.
- (a) Situational factors
(b) Personality factors
(c) Intragroup relations
(d) Compatible goals
31. Various researchers have identified _____ primary strategies for dealing with and reducing the impact of behavioural conflict.
- (a) Three (b) Five
(c) Six (d) Seven
32. A late 19th century sociologist _____ who studied organizational analysis said that the organizations could develop efficiency by certain system of rules and guidelines and by division of labour.
- (a) Drucker (b) Simon
(c) Mintzberg (d) Max Weber
33. Which among the following is an interpersonal barrier that disrupt the effectiveness of the communication process?
- (a) Physical distractions
(b) Poor timing
(c) Filtering
(d) Network breakdown

Part B

(7 × 6 = 42)

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

34. (a) Explain the various organizational behaviour models.

Or

- (b) Discuss about trait theory.

35. (a) Define attitude and various components of attitude.

Or

- (b) Enumerate the factors influencing perception.

36. (a) Why people join groups and explain the stages of group development?

Or

- (b) State the effective uses of power.

37. (a) Explain the political behaviour in an organisation and factors creating it.

Or

- (b) What is Inter group and Intra personal conflict? Discuss the methods of overcoming these conflicts.

38. (a) Discuss the various approaches of organisational dynamics.

Or

- (b) Define Organisational Culture. Discuss the major external reasons for change in organisational culture.

39. (a) Explain the barriers of Non-verbal communication and strategies to overcome it?

Or

(b) Describe the resistance to change and techniques to overcome resistance.

40. (a) Explain the impact of Digitalisation and Globalisation on Organisational Behaviour.

Or

(b) Define Organisational Development. Describe the characteristics of Organisational Development.

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M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

First Year – First Semester

MANAGERIAL ECONOMICS

(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. “Managerial economics is the synthesis of microeconomic theory and quantitative methods to find optimal solutions to managerial decision-making problems” – Who said this definition?
 - (a) Alfred Marshall
 - (b) Adam Smith
 - (c) T.J. Webster
 - (d) Mansfield
2. Which among the following microeconomic theory fall within the scope of managerial economics?
 - (a) Theory of Consumer Demand
 - (b) Theory of Production
 - (c) Theory of Cost
 - (d) All the above

3. Opportunity cost is
- (a) That which we forgo, or give up, when we make a choice or a decision
 - (b) The cost incurred in the past before we make a decision about what to do in the future
 - (c) A cost that cannot be avoided, regardless of what is done in the future
 - (d) The additional benefit of buying an additional unit of a product
4. Cardinal Utility Approach, attributed to Alfred Marshall and his followers, is also called _____.
- (a) Modern approach (b) Neo-classical approach
 - (c) Priori approach (d) Systems approach
5. If total utility is maximum at a point, then marginal utility is _____
- (a) Positive (b) Positive but decreasing
 - (c) Negative (d) Zero
6. Which among the following is NOT an assumption of Cardinal utility theory?
- (a) Maximization of satisfaction
 - (b) Limited money income
 - (c) Transitivity and consistency of choice
 - (d) Rationality
7. In the case of an inferior good, the income elasticity of demand is:
- (a) Negative (b) Zero
 - (c) Infinite (d) Positive

8. In demand forecasting, identify the Survey method from the following?
- (a) Trend Projection
 - (b) Opinion Poll Method
 - (c) Barometric Method
 - (d) Econometric method
9. In a _____ market, disequilibrium itself creates the condition for equilibrium.
- (a) Monopoly
 - (b) Oligopoly
 - (c) Free
 - (d) Stock
10. Giffen paradox was introduced by _____ as an exception to the law of demand.
- (a) Alfred Marshall
 - (b) Adam Smith
 - (c) T.J. Webster
 - (d) Mansfield
11. The economists use another term, _____ which refers to a period in which the technology of production is also subject to change or can be improved.
- (a) Short run
 - (b) Very long-run
 - (c) Long run
 - (d) Elasticity
12. The term 'isoquant' has been derived from the Greek word iso meaning _____ and Latin word quantus meaning 'quantity'.
- (a) Unique
 - (b) Minimum
 - (c) Maximum
 - (d) Equal
13. An absolute power of a firm to produce and sell a product that has no close substitute is called, _____.
- (a) Monopoly
 - (b) Oligopoly
 - (c) Perfect competition
 - (d) Free market

14. Baumol's sales maximization model, which is one of the oligopoly models was developed in _____.
- (a) 1880 (b) 1933
(c) 1939 (d) 1959
15. In the context of game theory, a strategic action that yields the best outcome whatever the reaction of the rival firms is called _____.
- (a) Dominant strategy
(b) Blue ocean strategy
(c) Defensive strategy
(d) Directional strategy
16. Which of the following describes a Nash equilibrium?
- (a) A firm chooses its dominant strategy, if one exists
(b) Every competing firm in an industry chooses a strategy that is optimal given the choices of every other firm
(c) Market price results in neither a surplus nor a shortage
(d) All firms in an industry are earning zero economic profits
17. _____ is defined as the addition to the total cost on account of producing one additional unit of the product.
- (a) Fixed cost (b) Variable cost
(c) Average cost (d) Marginal cost
18. As per the modern theory, the short run cost curve has a _____
- (a) Saucer-type shape (b) L-shaped
(c) Invert J-shaped (d) U-shape

19. The risk theory of profit was propounded by _____.
- (a) Prof. J.B. Clark (b) F.H. Knight
(c) Prof. Hawley (d) Ulmer
20. A pricing policy in which the company fixes a lower initial price to pierce the market as quickly as possible and is intended to maximize the profits in the long run is called _____.
- (a) Bundle pricing (b) Penetration pricing
(c) Skimming pricing (d) Dynamic pricing
21. Best suitable pricing for certain non-storable products like electricity is
- (a) Cost plus pricing (b) Multiple product pricing
(c) Transfer pricing (d) Peak load pricing
22. The _____ may be defined as the difference between the present value (PV) of an income stream and the cost of investment (C)
- (a) Interest rate of return
(b) Net present value
(c) Break even rate
(d) Adjusted present value
23. Which of the following measures have to be adopted to curb out inflation from the economy?
- (a) Increase in government expenditure and reduction in taxation
(b) Decrease in Government expenditure and increase in taxation
(c) Increase in transfer payments and increase in taxation
(d) Decrease in transfer payments and decrease in taxation

24. GNP stands for
- (a) Gross National Product
 - (b) Gross negotiable product
 - (c) Gross negative product
 - (d) Gross National property
25. In which type of economy, domestic income is equal to national income?
- (a) Open economy (b) Closed Economy
 - (c) Both (a) and (b) (d) Neither (a) nor (b)
26. Under _____ method, national income is estimated by adding up all factor incomes.
- (a) Net Product' (b) Expenditure
 - (c) Factor income (d) Value-added
27. MRTP act in India was enacted in the year _____.
- (a) 1960 (b) 1969
 - (c) 1975 (d) 1991
28. Participants abstain to bid against each other by withdrawing from the bid so that the decided bidder can win, this is called _____.
- (a) Complementary bidding
 - (b) Bid rotation
 - (c) Bid suppression
 - (d) Price fixing
29. Giffen good is defined as an inferior good whose demand increases when its price _____.
- (a) Decreases (b) Increases
 - (c) Is constant (d) Reaches equilibrium

30. In the multiplicative power function The most popular production function is _____.
- (a) Cobb-Douglas Production Function
 - (b) Variable elasticity of substitution' (VES)
 - (c) Constant elasticity substitution (CES)
 - (d) Leontief type
31. _____ may be defined as the returns expected from the second best use of the resources foregone due to the scarcity of resources.
- (a) Actual cost (b) Opportunity cost
 - (c) Explicit Costs (d) Implicit costs
32. The innovation theory of profit was propounded by
- (a) Prof. J.B. Clark (b) F.H. Knight
 - (c) Prof. Hawley (d) Prof J.A. Schumpeter
33. The investor's attitude towards risk in case of complete ignorance can be grouped into _____ types.
- (a) 2 (b) 3
 - (c) 4 (d) 5

Part B (7 × 6 = 42)

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

34. (a) Explain the nature and scope of managerial economics.

Or

- (b) Detail about the Production Possibility Curve.

35. (a) Mention the Equilibrium and Equi-Marginal principles.

Or

- (b) What are the types of elasticity of demand? Explain.

36. (a) State the different techniques of demand forecasting.

Or

(b) Discuss the managerial uses of Production functions.

37. (a) Explain the different forms of Market and its features.

Or

(b) Mention the types of strategy and its behaviour of the firms.

38. (a) Differentiate the economies and diseconomies of scale in cost function.

Or

(b) Briefly explain some of the theories of pricing in detail.

39. (a) Discuss the concept of Investment analysis and evaluation.

Or

(b) What are the different methods for controlling inflation?

40. (a) Write the various methods for the measurement of national income.

Or

(b) Explain in detail about the economics regulations of business in India.

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Sub. Code

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M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

First Year – First Semester

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

QUANTITATIVE TECHNIQUES

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** the questions.

1. In _____ models there is risk and uncertainty.
 - (a) Deterministic Models
 - (b) Probabilistic Models
 - (c) Both (a) and (b)
 - (d) None of the above

2. _____ models are obtained by enlarging or reducing the size of the item.
 - (a) Iconic Models (b) Analogue Models
 - (c) Symbolic Models (d) None of the above

3. If median is 20 and mean is 22.5 in a moderately skewed distribution, then compute approximate value of mode?
 - (a) 21 (b) 15
 - (c) 22.5 (d) 20

4. When 10 is added to all the observations in a series, then mean is
(a) Increased by 10 (b) Decreased by 10
(c) Same (d) Zero
5. In graphical method the restriction on number of constraint is
(a) 2 (b) not more than 3
(c) 3 (d) none of the above
6. Graphical optimal value for Z can be obtained from
(a) Corner points of feasible region
(b) Both (a) and (c)
(c) Corner points of the solution region
(d) none of the above
7. Consider the given vectors: a(2,0), b(0,2), c(1,1), and d(0,3). Which of the following vectors are linearly independent?
(a) a, b, and c are independent
(b) a, b, and d are independent
(c) a and c are independent
(d) b and d are independent
8. Identify the type of the feasible region given by the set of inequalities
 $x - y \leq 1$
 $x - y \geq 2$
where both x and y are positive.
(a) A triangle
(b) A rectangle
(c) An unbounded region
(d) An empty region

9. In simplex method, we add _____ variables in the case of '='
- (a) Slack Variable (b) Surplus Variable
(c) Artificial Variable (d) None of the above
10. Simple linear programming problem with _____ variables can be easily solved by the graphical method.
- (a) One decision (b) Four decisions
(c) Three decisions (d) Two decisions
11. Which of the following is NOT needed to use the transportation model?
- (a) the cost of shipping one unit from each origin to each destination
(b) the destination points and the demand per period at each
(c) the origin points and the capacity or supply per period at each
(d) degeneracy
12. MODI method is used to obtain
- (a) Optimal solutions (b) Optimality test
(c) Both (a) and (b) (d) Optimization
13. A survey determines that in a locality, 33% go to work by Bike, 42% go by Car, and 12% use both. The probability that a random person selected uses neither of them is?
- (a) 0.29 (b) 0.37
(c) 0.61 (d) 0.75

14. A coin is biased so that its chances of landing Head is $2/3$. If the coin is flipped 3 times, the probability that the first 2 flips are heads and the 3rd flip is a tail is?
- (a) $4/27$ (b) $8/27$
(c) $4/9$ (d) $2/9$
15. In a Binomial Distribution, if p , q and n are probability of success, failure and number of trials respectively then variance is given by _____.
- (a) np (b) npq
(c) np^2q (d) npq^2
16. In a Poisson Distribution, if ' n ' is the number of trials and ' p ' is the probability of success, then the mean value is given by?
- (a) $m = np$ (b) $m = (np)^2$
(c) $m = np(1 - p)$ (d) $m = p$
17. Operations Research techniques helps the directing authority in optimum allocation of various limited resources, such as _____.
- (a) Men and Machine
(b) Money
(c) Material and Time
(d) All of the above
18. The operations Research technique which helps in minimizing total waiting and service costs is
- (a) Queuing Theory (b) Decision Theory
(c) Both (a) and (b) (d) None of the above

19. Sequencing is a subset of _____.
- (a) Routing (b) Scheduling
(c) Expediting (d) None of the above
20. Gantt chart is applicable for _____.
- (a) Time study (b) Motion study
(c) Sales forecasting (d) Production scheduling
21. The operations Research technique, specially used to determine the optimum strategy is
- (a) Decision Theory (b) Simulation
(c) Game Theory (d) None of the above
22. Which of the following is Step 1 for Performing Simulation Analysis?
- (a) choose input variables
(b) create entities for the simulation process
(c) prepare a problem statement
(d) determine the output variables
23. Priority queue discipline may be classified as
- (a) finite or infinite
(b) limited and unlimited
(c) pre-emptive or non-pre-emptive
(d) all of the above

24. Which of the following is not a key operating characteristic for a queuing system?
- (a) utilization factor
 - (b) percent idle time
 - (c) average time spent waiting in the system and queue
 - (d) none of the above
25. Which of the following criterion is not applicable to decision-making under risk?
- (a) maximize expected return
 - (b) maximize return
 - (c) minimize expect regret
 - (d) knowledge of likelihood occurrence of each state of nature
26. The expected value of perfect information (EVPI) is
- (a) equal to expected regret of the optimal decision under risk
 - (b) the utility of additional information
 - (c) maximum expected opportunity loss
 - (d) none of the above
27. The quantitative approach to decision analysis is a
- (a) Logical approach
 - (b) Rational approach
 - (c) Scientific approach
 - (d) All of the above

28. Essential characteristics of a decision model are
- (a) states of nature (b) decision alternatives
(c) payoff (d) all of these
29. A and B are two events such that $P(A) = 0.4$ and $P(A \cap B) = 0.2$ then $P(A \cup B)$ is equal to _____.
- (a) 0.4 (b) 0.2
(c) 0.6 (d) 0.8
30. Events which can never occur together in probability theories then it is classified as?
- (a) mutually exclusive events
(b) collectively exclusive events
(c) mutually exhaustive events
(d) None of these
31. For larger values of ' n ', Binomial Distribution _____.
- (a) loses its discreteness
(b) tends to Poisson Distribution
(c) stays as it is
(d) gives oscillatory values
32. Poisson distribution is applied for _____.
- (a) Continuous Random Variable
(b) Discrete Random Variable
(c) Irregular Random Variable
(d) Uncertain Random Variable

33. Normal Distribution is symmetric is about _____.
- (a) Variance
 - (b) Mean
 - (c) Standard deviation
 - (d) Covariance

Part B (7 × 6 = 42)

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

34. (a) Explain the significance of quantitative analysis in management.

Or

- (b) Describe the concept of optimization for business problem.

35. (a) Discuss the application of linear functions in cost and revenue behaviour.

Or

- (b) A company produces 2 types of cowboy hats. Each hat of the first type requires twice as much labour time as the second type. The company can produce a total of 500 hats a day. The market limits the daily sales of first and second types to 150 and 250 hats. Assuming that the profits per hat are Rs.8 per type A and Rs.5 per type B, formulate the problem as Linear Programming model in order to determine the number of hats to be produced of each type so as to maximize the profit.

36. (a) Minimize 'Z' = $-X_1 - 2X_2$ (Subject to constraints)

$$-X_1 + 3X_2 \leq 10$$

$$X_1 + X_2 \leq 6$$

$$X_1 - X_2 \leq 2$$

Where, $X_1, X_2 \geq 0$ (Non-negative constraints)

Or

- (b) A departmental head has 4 subordinates and 4 tasks are to be performed. Subordinates differ in efficiency and tasks differ in their intrinsic difficulty. Time each man would take to perform each task is given in the effective matrix. How the tasks should be allocated to each person so as to minimize the total man hours?

Subordinates		I	II	III	IV
False	A	8	26	17	11
	B	13	28	4	26
	C	38	19	18	15
	D	19	26	24	10

37. (a) Explain the different types of probability.

Or

- (b) The probability that a person can achieve a target is $\frac{3}{4}$. The count of tries is 5. What is the probability that he will attain the target at least thrice?

38. (a) Discuss the benefits and limitations of quantitative methods.

Or

- (b) Six jobs go first over machine I and then over machine II. The order of the completion of jobs has no significance. The table shows the machine times in hours for six jobs and the two machines.

Job	J1	J2	J3	J4	J5	J6
Machine I	2	4	9	6	7	4
Machine II	6	7	4	3	3	11

Discuss about the parts of quantitative research.

39. (a) Explain the applications of simulation models in inventory management.

Or

(b) Explain the characteristics of MM1 queuing model.

40. (a) Discuss the different decision criterions for decision making.

Or

(b) Explain the concept of posterior probabilities in decision tree analysis.

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Sub. Code

**205415/205515/205615/
205715/205815**

M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

First Year – First Semester

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

FINANCIAL AND MANAGEMENT ACCOUNTING

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Management accounting can be viewed as ————.
 - (a) Marketing — oriented accounting
 - (b) Management – oriented accounting
 - (c) Accounting — oriented management
 - (d) Manager – oriented accounting

2. The accounting provides information on ————.
 - (a) Cost and income for managers
 - (b) Company's tax liability for a particular year
 - (c) Financial conditions of an institutions
 - (d) All of the above

3. Accounting principles are divided into _____.
- (a) Accounting concepts
 - (b) Accounting conventions
 - (c) Fundamental accounting assumptions
 - (d) All of the above
4. Accounting concepts are based on _____.
- (a) Certain assumptions
 - (b) Certain facts and figures
 - (c) Certain accounting records
 - (d) Government guidelines
5. Trial balance is used to check the accuracy of _____.
- (a) Balance sheet balances
 - (b) Ledger accounts balances
 - (c) Cash flow statement balances
 - (d) Income statement balances
6. What is used in preparing trial balance?
- (a) Specialised Journals
 - (b) Balance Sheet
 - (c) Ledger Accounts
 - (d) General Journal
7. The statements prepared to indicate the profit and loss, and financial position of a business are called _____.
- (a) Trial balances
 - (b) Financial statements
 - (c) Bank reconciliation statements
 - (d) All of the above
8. The credit side of a profit and loss account records _____.
- (a) Indirect income
 - (b) Indirect expenses
 - (c) Direct income
 - (d) Direct expenses

9. Deferred payment arrangement aim at financing _____.
- (a) Working capital needs
 - (b) Redemption of debts
 - (c) Purchase of GDRS
 - (d) Import of plant and machinery
10. Which one of the following items is not a tool used for financial analysis?
- (a) Comparative Statements
 - (b) Ratio Analysis
 - (c) Common Size Statements
 - (d) Statement of Dividend Distribution
11. Which one of the following items is not a method/tool of analysis of financial statements?
- (a) Trend Analysis
 - (b) Statement of Affairs
 - (c) Cash Flow Statement
 - (d) Comparative Statements
12. Current Ratio is _____.
- (a) Solvency Ratio
 - (b) Liquidity Ratio
 - (c) Activity Ratio
 - (d) Profitability Ratio
13. Liquid Assets do not include _____.
- (a) Bills Receivable
 - (b) Debtors
 - (c) Inventory
 - (d) Bank Balance

14. Funds flow statement is prepared on the basis of _____.
- (a) Profit and loss account of the current year
 - (b) The balance sheet of the previous and current year
 - (c) Both (a) and (b)
 - (d) None of the above
15. Funds flow statement is also known as _____.
- (a) Statement of sources and uses of funds
 - (b) Statement of sources and application of funds
 - (c) Statement of funds flow
 - (d) All of the above
16. Statement of cash flows includes
- (a) Financing Activities (b) Operating Activities
 - (c) Investing Activities (d) All of the Above
17. In cash flows, when a company invests in fixed assets and short-term financial investments results in
- (a) Increased Equity (b) Increased Liabilities
 - (c) Decreased Cash (d) Increased Cash
18. Basic objective of cost accounting is _____.
- (a) Tax compliance (b) Financial audit
 - (c) Cost ascertainment (d) Profit analysis
19. Process costing is suitable for _____.
- (a) Hospitals (b) Oil reefing firms
 - (c) Transport forms (d) Brick laying firms

20. Warehouse rent is a part of _____.
- (a) Prime cost (b) Factory cost
(c) Distribution cost (d) Production cost
21. Operating costing is a _____.
- (a) Method of costing (b) Technique of costing
(c) Norm of costing (d) Procedure of costing
22. The costing method where fixed factory overheads are added to inventory is called
- (a) Activity-based costing
(b) Absorption costing
(c) Marginal costing
(d) All of the above
23. Contribution margin in marginal costing is also known as _____.
- (a) Net income (b) Gross profit
(c) Marginal income (d) None of the above
24. Which one of the following is financial budget _____?
- (a) Cash budget
(b) Working capital budget
(c) Capital budget
(d) All of the above
25. The process of budgeting helps in the control of _____.
- (a) Cost of production
(b) Short term liquidity position
(c) Capital expenditure
(d) All of the above

26. Why is evaluating Capital Budgeting decisions based on cash flows?
- (a) Cash is more important for an organization than profits
 - (b) Cash flows are much easier to calculate compared to profits
 - (c) Both (a) and (b) are incorrect
 - (d) Both (a) and (b) are correct
27. _____ is a project whose cash flows are not affected by the acceptance or rejection of other projects.
- (a) Risk-free project (b) Low-cost project
 - (c) Independent project (d) None of the above
28. Which of the following is the term that describes the amount of time taken for a capital budgeting project to recover its initial investment?
- (a) Investment period (b) Redemption period
 - (c) Payback period (d) Maturity period
29. Casting errors are the result of _____.
- (a) Wrong posting (b) Wrong totaling
 - (c) Wrong balancing (d) None of the above
30. Errors which affect one account can be _____.
- (a) Errors of omission (b) Errors of principle
 - (c) Errors of posting (d) All of the above
31. Goodwill is _____.
- (a) A current asset (b) An intangible asset
 - (c) A tangible asset (d) None of the above

32. Un earned income a/c is _____.
- (a) An asset (b) A liability
(c) An expenses (d) Profit
33. Final accounts are prepared with the help of _____.
- (a) Journal entries (b) Ledger entries
(c) Cashbook (d) Trial balance

Part B (7 × 6 = 42)

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

34. (a) Briefly explain about the types of accounting.

Or

- (b) Journalise the following:
- (i) Purchased goods worth Rs. 5,000 less 20% trade discount and 5% cash discount.
- (ii) Withdrew Rs. 500 from bank for personal use.
- (iii) Rs. 2,646 received from Anand in full settlement of Rs. 2,700
- (iv) Bought furniture for Rs. 5,000 from ABC Ltd.
- (v) Goods worth Rs. 1,000 found defective were returned to Raj & co

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

Particulars	Rs.	Particulars	Rs.
Purchases	20,000	Miscellaneous income	400
Purchase returns	800	Bills payable	7,000
Sales	30,000	Bills receivables	11,000

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

Or

- (b) From the following particulars taken from Ramesh's books prepare trading and profit and loss a/c for the year ended 31st December 2005 and the balance sheet as on that date.

Salaries	5,500	Creditors	9,500
Rent	1,300	Sales	32,000
Cash	1,000	Capital	30,000
Debtors	40,000	Loans	10,000
Sundry expenses	600		
Purchases	25,000		
Buildings	2,500		
Bank balance	5,600		
	<u>81,500</u>		<u>81,500</u>

Adjustments:

- (i) Closing stock Rs. 900
- (ii) Salary outstanding amounted to Rs. 1,100
- (iii) Rent paid in advance Rs. 100
- (iv) Provide 5% for doubtful debt against debtors.

36. (a) From the following balance sheet of Kiran Ltd., prepare a comparative balance sheet and comment on the financial position of the concern.

Balance sheet of Kiran Ltd.

Liabilities	2004	2005	Assets	2004	2005
Equity shares	2,20,000	2,50,000	Buildings	1,40,000	1,70,000
Debentures	1,00,000	1,20,000	Machinery	1,20,000	1,50,000
Reserves and Surplus	60,000	80,000	Furniture	60,000	40,000
Sundry creditors	40,000	25,000	Sundry debtors	40,000	60,000
Bills payable	35,000	40,000	Marketing Securities	55,000	30,000
Outstanding Misc.exp	20,000	—	Stock	40,000	55,000
			Cash balance	20,000	10,000
	<u>4,75,000</u>	<u>5,15,000</u>		<u>4,75,000</u>	<u>5,15,000</u>

Or

- (b) Describe the various types of financial statement analysis tools.
37. (a) Calculate the Gross profit ratio from the following information:

Total sales – 5,20,000, sales return – 20,000, cost of goods sold – 4,00,000.

Or

- (b) Discuss the meaning and needs of fund flow analysis.

38. (a) From the following balance sheets as on 31 December, you are required to prepare a cash flow statement:

Liabilities	2019 (Rs.)	2020 (Rs.)	Assets	2019 (Rs.)	2020 (Rs.)
Share capital	1,00,000	1,50,000	Fixed assets	1,00,000	1,50,000
Profit and loss a/c	50,000	80,000	Good will	50,000	40,000
General reserve	30,000	40,000	Inventories	50,000	80,000
16% Bonds	50,000	60,000	Debtors	50,000	80,000
Sundry creditors	30,000	40,000	Bills	10,000	20,000
Expenses O/S	10,000	15,000	Receivable Bank	10,000	15,000
	<u>2,70,000</u>	<u>3,85,000</u>		<u>2,70,000</u>	<u>3,85,000</u>

Or

(b) Distinguish between the financial accounting and cost accounting.

39. (a) Calculate maximum level, minimum level and reordering level from the following data.

Re-order quantity	1,500 units
Re-order period	4 to 6 weeks
Maximum consumption	400 units per week
Normal consumption	300 units per week
Minimum consumption	250 units per week

Or

(b) Write briefly Break- even point analysis.

40. (a) Describe the need of budgeting. Briefly explain the classification of budgets.

Or

- (b) Calculate the Average Rate of Return for project *x* and *y* from the following:

	Project X Rs.30,000	Project Y Rs.40,000
Net profit for year 1	6,000	12,000
2	6,000	10,000
3	4,000	8,000
4	4,000	6,000
5	—	4,000

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**205421/205521/205621/
205721/205821**

M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

First Year – Second Semester

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

RESEARCH METHODS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Which is not the characteristic of research?
 - (a) Basic Research
 - (b) Holistic Perspective
 - (c) Context Sensitivity
 - (d) Ex-Post Facto Research

2. The difference between the Ex-Post Facto Research and Experiments research is
 - (a) Expose (b) Control
 - (c) Search (d) None of the above

3. Kotz has divided field studies into
 - (a) Exploratory (b) Hypothesis testing
 - (c) Both of the above (d) None of the above

4. Which of the following is a step of research design?
- (a) Defining the problem and formulating a hypothesis
 - (b) Collecting data
 - (c) Drawing inferences from the data
 - (d) All of the above
5. Which of the following is the chief characteristic of sampling methods?
- (a) Economy
 - (b) Reliability
 - (c) Feasibility
 - (d) All of the above
6. Scientific methods are used in
- (a) Only research projects in pure sciences
 - (b) Social science researches
 - (c) Both (a) and (b)
 - (d) Neither (a) nor (b)
7. Which of the following is a type of hypothesis?
- (a) Interrogative hypothesis
 - (b) Declarative hypothesis
 - (c) Directional hypothesis
 - (d) All of the above
8. Which of the following is a non-probability sampling method?
- (a) Simple random sampling
 - (b) Systematic sampling
 - (c) Cluster sampling
 - (d) Quota sampling

9. In which of the following cases, the formation of hypothesis may not be necessary?
- (a) Investigative historical studies
 - (b) Experimental studies
 - (c) Normative studies
 - (d) Survey studies
10. A researcher divides the whole population into different parts and then fixes the number of units from each of the parts that are to be included in the sample. The method of sampling used by him is
- (a) Stratified random sampling
 - (b) Cluster sampling
 - (c) Quota sampling
 - (d) All of the above
11. For the population with finite size, which of the following sampling method is generally preferred?
- (a) Cluster sampling
 - (b) Area sampling
 - (c) Proportive sampling
 - (d) Systematic sampling
12. A research is based on
- (a) Ideas of the scientists
 - (b) Experiments
 - (c) Scientific method
 - (d) Some general principles
13. An image, perception or concept that is capable of measurement is called _____.
- (a) Scale
 - (b) Hypothesis
 - (c) Type
 - (d) Variable

14. In order to pursue the research, which of the following is priorly required?
- (a) Developing a research design
 - (b) Formulating a research question
 - (c) Deciding about the data analysis procedure
 - (d) Formulating a research hypothesis
15. What are the conditions in which Type-I error occurs?
- (a) The null hypotheses get accepted even if it is false
 - (b) The null hypotheses get rejected even if it is true
 - (c) Both the null hypotheses as well as alternative hypotheses are rejected
 - (d) None of the above
16. How to judge the depth of any research?
- (a) By research title
 - (b) By research duration
 - (c) By research objectives
 - (d) By total expenditure on research
17. The main objectives of _____ study is to acquire knowledge.
- (a) Exploratory (b) Descriptive
 - (c) Diagnostic (d) Descriptive and Diagnostic
18. _____ is concerned with discovering and testing certain variables with respect to their association or disassociation.
- (a) Exploratory (b) Descriptive
 - (c) Diagnostic (d) Descriptive and diagnostic

19. A statement of the quantitative research question should:
- Extend the statement of purpose by specifying exactly the question (s) the researcher will address
 - Help the research in selecting appropriate participants, research methods, measures, and materials
 - Specify the variables of interest
 - All the above
20. If the population proportion equals p_0 Z Test = $(\bar{x} - \mu) / (\sigma / \sqrt{n})$, then is distributed :
- As a standard normal variable, if $n > 30$
 - As a Poisson variable
 - As the t-distribution with $v = n - 1$ degrees of freedom
 - As a distribution with v degrees of freedom
21. Which test is the part of the parametric test?
- Sign Test
 - Run Test for Randomness
 - Kruskal-Willis Test
 - z-test
22. The chi-square test is:
- A mean
 - A multi-question tests
 - A statistical mistake
 - A statistic
23. ANOVA is _____.
- A government body which collects social statistics
 - The name of a statistical software package
 - A analysis of variance
 - A regression analysis

24. Which of the following is not a characteristic of measure of dispersion?
- (a) It is capable of algebraic treatment
 - (b) It indicates degree of variation
 - (c) It is affected by extreme values
 - (d) It helps in comparison
25. Which measure is based on only the central fifty percent of the observations?
- (a) Standard Deviation
 - (b) Mean Deviation
 - (c) Quartile Deviation
 - (d) Range
26. According to Rowdy, "Statistics may rightly be called the science of
- (a) Numbers (b) Figures
 - (c) Averages (d) Arithmetic
27. Average is a measure of _____.
- (a) Correlation (b) Dispersion
 - (c) Central Tendency (d) Skewness
28. In kurtosis, the normal curve is termed as
- (a) Leptokurtic (b) Mesokurtic
 - (c) Platokurtic (d) None
29. Lorenz curve is a geometric method of measuring
- (a) Variability (b) Flexibility
 - (c) Normality (d) Skewness

30. _____ is used whenever the relative importance of the items in a series differs.
- (a) Simple arithmetic mean
 - (b) Weighted arithmetic mean
 - (c) Geometric mean
 - (d) None
31. The ratio of Standard deviation to actual mean expressed in percentage is called
- (a) Co-efficient of Mean
 - (b) Co-efficient of Quartile Deviation
 - (c) Co-efficient of Variation
 - (d) None of the above
32. The more the mean moves away from the mode, the larger the
- (a) Symmetry (b) Kurtosis
 - (c) Median (d) Skewness
33. The formula for finding Quartile Deviation is
- (a) $(Q_3 - Q_1)/2$ (b) $(Q_2 - Q_3)/2$
 - (c) $(Q_2 - Q_1)/2$ (d) $(Q_3 + Q_1)/2$

Part B

(7 × 6 = 42)

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

34. (a) What do you mean by research? Briefly describe the different steps involved in a research process.

Or

- (b) Explain the different types of research, and their applications.

35. (a) What is a research problem? Explain the techniques involved in defining a research problem.

Or

(b) Bring out the differences between an experiment and a survey.

36. (a) What is hypothesis? Explain the procedure for testing of hypothesis.

Or

(b) Distinguish between the following: (i) Simple hypothesis and composite hypothesis. (ii) Null hypothesis and alternative hypothesis.

37. (a) Why probability sampling is generally preferred in comparison to non-probability sampling?

Or

(b) What do you mean by 'Sample Design'? What points should be considered by a researcher in developing a sample design for a research project?

38. (a) What are the types of data and its sources? Explain.

Or

(b) Give the various criteria to check the correctness of the Secondary data.

39. (a) What are the steps involved in questionnaire design?

Or

(b) Describe the types of measurement scales, with illustration.

40. (a) Distinguish between parametric and non-parametric tests. Indicate their uses in different types of data or researches.

Or

(b) Briefly explain the following: (i) Chi-square test. (ii) Standard deviation and co-efficient of variation.

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M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

First Year – Second Semester

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

BUSINESS ENVIRONMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **ALL** questions.

1. Environment, which an organization faces in its specific arena is called _____
 - (a) External Environment
 - (b) Macro Environment
 - (c) Internal Environment
 - (d) Micro Environment

2. Products that add value to some other product is _____
 - (a) Critical product analysis
 - (b) Discount product
 - (c) Complementary product
 - (d) Corporate product

3. The process by which organization monitors their relevant environment to identify opportunities and threats' affecting their business is known as _____
 - (a) Environment Analyzing
 - (b) Environment Evaluating
 - (c) Environment Measuring
 - (d) Environment Scanning
4. The period of _____ five year plan saw a significant growth in the transportation and communications expenditure.
 - (a) 9th
 - (b) 8th
 - (c) 6th
 - (d) 7th
5. Who comprises the President, the Vice-President and the Council of Ministers headed by the Prime Minister?
 - (a) The Executive
 - (b) The Legislature
 - (c) The Judiciary
 - (d) The Parliament Heads
6. The government that decides whether MNCs can invest in a country or not is known as
 - (a) SEZ
 - (b) FDI
 - (c) FOREX
 - (d) HRD
7. _____ is a tool to regulate private sector industries
 - (a) MRTP
 - (b) IDBI
 - (c) ICICI
 - (d) Industrial Licensing
8. Exchange for small sized companies and small investors
 - (a) GDP
 - (b) MRTP
 - (c) OCTEI
 - (d) IDBI
9. Inflation caused by the revision of prices by the government is called:
 - (a) Deflation
 - (b) Cost pull inflation
 - (c) Disinflation
 - (d) Administered Pricing

10. Revenue raised through the printing of money is _____
- (a) Seigniorage (b) Shoe Leather Costs
(c) Whole Price Index (d) Reflation
11. _____ of the RBI and other banks are deducted before we calculate the stock of money.
- (a) Non-monetary liabilities
(b) Monetary liabilities
(c) Direct Liabilities
(d) Indirect Liabilities
12. A _____ liquidity ratio diverts banks from loans and advances to investment in government and other approved securities.
- (a) Balanced (b) Lower
(c) Higher (d) Direct
13. Budgetary deficit plus market borrowings and other liabilities of the Government of India is _____ .
- (a) Internal Debt (b) Primary Deficit
(c) Deficit Financing (d) Fiscal Deficit
14. _____ ratio decides that how much a commercial bank is going to have in form of cash and other readily convertible assets.
- (a) Revenue Expenditure
(b) Statutory Liquidity
(c) Target Plus
(d) Money Supply

15. India has huge pool of _____ force
(a) Armed (b) Political
(c) Police (d) Labour
16. _____ applicable to all establishments and all employees
(a) Payment of Bonus Act, 1965
(b) Trade Unions Act, 1926
(c) Maternity Benefit Act, 1961
(d) Payment of Gratuity Act, 1972
17. _____ is an exclusive right granted to the patent holder, for a limited period, as a reward of creative work based on his private initiative.
(a) Trademark (b) Brand
(c) Patent (d) Technical Change
18. Who is responsible for planning, coordinating, and directing technology-related activities of the organization?
(a) Technical employees
(b) Technology operators
(c) Technology owners
(d) Technology manager
19. Innovation in the recipient country in the fields of production, management, marketing, raw materials etc. known as _____ .
(a) Trade transfer (b) Technology transfer
(c) Skill transfer (d) Knowledge transfer
20. What is RTP?
(a) Retrieved Total Practice
(b) Recent Tender Practice
(c) Resistance Tenure Practice
(d) Restricted Trade Practice

21. _____ means an agreement to sell goods with a view to eliminate competition or any competitor.
- (a) Restriction on Buying
 - (b) Price Control Arrangement
 - (c) Collective Bidding
 - (d) Resale Price Maintenance
22. _____ includes the industrial development policies regulated by Central Government in India.
- (a) MRTP
 - (b) RBI
 - (c) SEBI
 - (d) IDRA
23. Based on the industrial licensing committee who approved industrial licenses?
- (a) IDRA (b) SIA
 - (c) FDI (d) EXIM
24. _____ and _____ are types of clean energy production.
- (a) Biomass/hydroelectric
 - (b) Lithium/cobalt
 - (c) Coal/animal wastes
 - (d) Cow dung/Inverter battery
25. The economic environment is a subset of _____ environment.
- (a) Socio – cultural (b) Dynamic
 - (c) Business (d) Ecological
26. The new economic policy was announce in _____
- (a) 1989 July (b) 1990 July
 - (c) 1991 July (d) 1992 July

27. The _____ acts on behalf of the Ministerial Conference on all WTO affairs.
- (a) Dumping (b) TRIPS
(c) GATT (d) general council
28. Expand TRIPS
- (a) Trade related Integrated policy Rights
(b) Trip related integrated passengers Rights
(c) Toss rolling Intellectual Political Rights
(d) Trade related Aspects of Intellectual Property Rights.
29. If we sell any product below its cost of production it's known as _____ .
- (a) Traiting (b) Dumping
(c) Selling (d) Low-cost selling
30. _____ are exclusive property rights that can be sold, transferred, willed, licensed or used as collateral, much like other valuable assets
- (a) Software (b) hardware
(c) Patent (d) Copyright
31. One which has, or may have, the effect of preventing, distorting or restricting competition in any manner is known as _____ .
- (a) Collective Bidding
(b) Capital Account Transactions
(c) SIC
(d) Restrictive Trade Practice
32. _____ Act was created to protect interests of the common man.
- (a) Patent Act (b) MRTP
(c) Industrial Act (d) Consumer protection Act

33. A group of investors decide not to go to quote any offer at an auction. It is known as _____ .
- (a) Collective Bidding
 - (b) SIC
 - (c) Price control arrangement
 - (d) restriction on Buying

Part B (7 × 6 = 42)

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

34. (a) “The relation between a business and an environment is not a one way affair”. Comment.

Or

- (b) Critically analyze the PESTLE factors which are used to assess the market of Mobile phone Industry.

35. (a) “Industry relies on Human Resource”. Discuss this statement.

Or

- (b) “Industrial Licensing is a very effective tolls used by the government to regulate the private sector”. Comment.

36. (a) What do you think, national income gives a correct picture of developments and growth in an economy? Justify your answer.

Or

- (b) Discuss how the RBI regulates the supply of money in the country.

37. (a) “Taxes are considered effective to control inflation”. Justify the statement.

Or

- (b) Does the principles of Labor Legislation practiced in our country facilitate industrial growth? Justify.

38. (a) Analyze the role of technology managers in the growth of Indian economy.

Or

(b) Discuss in brief about the methods of Technology transfer.

39. (a) "Growth of an industrial sector rests with the favorable political environment". Substantiate this statement.

Or

(b) Critically analyze the significance of sustainable energy in the sustainable growth of the economy.

40. (a) "Trade liberalization in the 19th century is often called the first era of globalization". Discuss.

Or

(b) "Instead of calling it World Trade Organization it should be called World Trade of Opportunities". Do you agree? Justify.

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M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

First Year — Second Semester

Common for MBA (G/FM/LM/T/HRM)

BUSINESS LAWS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. When both offer and acceptance constituting an agreement are enforceable by law are made in words spoken (or) written
 - (a) Implied Contract
 - (b) Express Contract
 - (c) Quasi Contract
 - (d) Executed Contract

2. Word 'Void' Means
 - (a) not binding in law
 - (b) binding in law
 - (c) unlawful
 - (d) useful

3. When acceptance is given by words spoken (or) written (or) by Post (or) telegram is called
- (a) Implied acceptance
 - (b) Express acceptance
 - (c) Cross - offer
 - (d) Conditional acceptance
4. Acceptance must be given only by the Person to whom the _____ is made.
- (a) offer (b) acceptance
 - (c) cancel (d) breach
5. No consideration is necessary to create on _____
- (a) agency (b) contract
 - (c) Promisor (d) Promisee
6. Which section of the Indian contract act define free content
- (a) Sec 2 (b) Sec 5
 - (c) Sec 10 (d) Sec 20
7. The person to whom they are delivered is called
- (a) bailor (b) bailee
 - (c) pledge (d) sale
8. A person employed to do any act for another or to represent another in dealings with Third Persons
- (a) bailor (b) bailee
 - (c) agent (d) principal

9. There must be _____ distinct Parties to a contract of sale
- (a) one (b) two
(c) three (d) four
10. The money consideration for a sale of goods is known as
- (a) gold (b) price
(c) diamond (d) rupee
11. What is the regulatory authority of the carriage by Air act, 1972
- (a) Local body (b) International carriage
(c) Domestic (d) Road authority
12. Maritime lien is a claim on a
- (a) Flight (b) Bus
(c) Ship (d) Train
13. _____ is an instrument in writing containing an unconditional undertaking signed by the maker to pay sum of money
- (a) Bank note (b) Promissory Note
(c) Currency Note (d) Note
14. The negotiable Instrument is subject to Provisions of sec. _____ of the Reserve bank of India act 1934
- (a) 11 (b) 21
(c) 31 (d) 41

15. IRDA means
- (a) Indian Road Development Authority
 - (b) Insurance Regulatory and Development Authority
 - (c) Indian Rail Development Authority
 - (d) Insurance Road development Authority
16. Marine insurance is a contract related to loss against
- (a) Road
 - (b) Train
 - (c) Sea voyage
 - (d) Flight Journey
17. The document in which respective rights and obligations of the members of a partnership are set forth is called
- (a) Formation
 - (b) Partnership deed
 - (c) Dissolution
 - (d) Partnership
18. Partners who take an active Part in the conduct of the Partnership business are called
- (a) Dormant Partners
 - (b) Silent partners
 - (c) Partners in profit only
 - (d) Active Partners
19. When a Partner agrees to share his share of profits in a Partnership firm with an outsider, such an outsider is called
- (a) Sub-Partner
 - (b) Partner
 - (c) Active partner
 - (d) Silent Partner
20. LLP Act year
- (a) 2006
 - (b) 2007
 - (c) 2008
 - (d) 2010

21. Winding up of a LLP precedes its _____
- (a) LLP (b) Winding up voluntary
(c) Dissolution (d) Company
22. A company's _____ are the internal regulations of the company and for benefit of shareholders
- (a) Memorandum (b) Articles of Association
(c) LLP (d) Primary document
23. Companies Act, _____
- (a) 1947 (b) 1948
(c) 1950 (d) 1956
24. In a Private company minimum paidup capital is
- (a) Rs. 1 lakh (b) Rs. 50,000
(c) Rs. 10,000 (d) Rs 10 lakh
25. _____ means a company incorporated outside India but having a place of business in India
- (a) Family company (b) Government company
(c) Foreign company (d) Indian Company
26. Whole formation of a company Process may be divided into _____ stages
- (a) one (b) two
(c) three (d) four
27. OPC – means
- (a) Over Period company
(b) Outer Person company
(c) One Person company
(d) Other Person company

28. AGM - Mean
- (a) August General Meeting
 - (b) Annual General Meeting
 - (c) Associate General Meeting
 - (d) Authorized Govt Meeting
29. Exercising supervision over the activities of the certifying Authorities
- (a) The Controller (b) Registrar
 - (c) Manager (d) Supervisor
30. It refers to information captured through electronic mean
- (a) Electronics records (b) Electrical records
 - (c) Manual records (d) Technology records
31. The Right to information Act, _____ year
- (a) 2000 (b) 2005
 - (c) 2010 (d) 2015
32. The Right to information Act is also called
- (a) RTI act (b) RI Act
 - (c) R act (d) TRI Act
33. Sec 6 of the RTI act 2005 deals with
- (a) Request for obtaining information
 - (b) Rules on designation of Public information officer
 - (c) Winding up of Company
 - (d) Dissolution of Company

Part B

(7 × 6 = 42)

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

34. (a) Write short note about classification of contracts on the basis of validity.

Or

- (b) Write about communications of offer.

35. (a) Write short note about Quasi contract.

Or

- (b) State the rights of Surety.

36. (a) Explain the rights of unpaid seller.

Or

- (b) Explain about the carriage by road Act 2007.

37. (a) State the details about Parties to negotiable instruments

Or

- (b) Explain the essential elements of Fire insurance contract.

38. (a) Explain the important features of general insurance business Nationalization Act 1973.

Or

- (b) Explain about Memorandum of Association of the company.

39. (a) State the important duties of Director of the company.

Or

(b) Explain the importance of EGM.

40. (a) Explain about important features of Information technology Act 2008.

Or

(b) Discuss the significance of Right to information Act 2005.

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M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

First Year – Second Semester

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

MANAGEMENT INFORMATION SYSTEM

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. GUI stands for _____
 - (a) Graphical User Interlink
 - (b) Graphical User Information
 - (c) Graphical User Interface
 - (d) Guided User Interface

2. _____ is subsystem, which is at the core of any information.
 - (a) user interface (b) data repository
 - (c) network (d) business rule

3. The objective of _____ is to device a solution for the problem identified during system analysis.
 - (a) Interview (b) System design
 - (c) Questionnaire (d) observation

4. In this phase the design of the system is translated into a code in any programming language.
- (a) Testing (b) coding
(c) Training (d) De-coding
5. EIS stands for
- (a) Executive information system
(b) Elder Information system
(c) Entry Information system
(d) Especialy information system
6. A business venture these days is open to _____ competition.
- (a) local (b) Rural
(c) Global (d) State level
7. Vendor for MFG/ Pro is
- (a) Oracle (b) People soft
(c) QAD (d) SAP
8. Vendor for Triton is
- (a) Oracle (b) People soft
(c) QAD (d) Bann
9. _____ is used as a method of presenting data in decision analysis.
- (a) Pay (b) Pay-off matrix
(c) Pay ship (d) Payment
10. _____ is a criterion of rationality which assumes equal probabilities of various states of nature.
- (a) Laplace criterion (b) Law criterion
(c) Strong criterion (d) Weak criterion

11. _____ is a marketing strategy in which advertising efforts are focus on a small group of highly targeted consumers.
- (a) Macro marketing (b) Broad marketing
(c) Market (d) Micro marketing
12. _____ model for decision making is a three phase model of problem solving which involves intelligence, design and choice.
- (a) carter (b) Simon
(c) Philip (d) Fayol
13. BBS stands for
- (a) Bombay business service
(b) Big business service
(c) Broadcasting business service
(d) Bulletin Board system
14. Who coined the term bulletin board system?
- (a) Lord Betan (b) Winston churchil
(c) Ward christensen (d) Bullet
15. UTP cable means
- (a) Unshielded twisted pair cable
(b) Shielded twisted pair cable
(c) Twisted pair cable
(d) Pair cable
16. STP cable means
- (a) Short term pair cable
(b) Onshileded twisted pair cable
(c) Shielded twisted pair cable
(d) Slow term pair cable

17. Which subsystem fosters customer loyalty towards a brand or a product or a company?
- (a) Market research subsystem
 - (b) sales subsystem
 - (c) Product Management
 - (d) Customer Relationship Management subsystem
18. HHTs are microprocessor-based simple devices used to communicate with any type of microprocessor based devices. HHT stands for
- (a) Hand held terminals
 - (b) Heavy-hold terminal
 - (c) Hand held touch screen
 - (d) High hertz tool
19. Butler pyramid model is a ——— layer model.
- (a) three (b) four
 - (c) five (d) seven
20. Broadband ISDN Service is a digital service in excess of ——— Mbps.
- (a) 1 (b) 1.544
 - (c) 2 (d) 2.488
21. B2B stands for
- (a) Business to business
 - (b) Business to british
 - (c) Batch to business
 - (d) Bridge to bridge

22. Facebook, linked In are examples of
(a) podcasts (b) social network
(c) microblogs (d) wikis
23. _____ Storage refers to the type of computer memory that has the capability to hold saved data even if the power is turned off.
(a) volatile (b) cache
(c) non-volatile (d) RAM
24. Which category of application software packages are built to suit a very large number of customers?
(a) tailored (b) bespoke software
(c) customer centric (d) off the shelf
25. _____ information would be used for medium/short-term planning by the middle management, budgets, forecasts, analysis, cash/funds flow projections, etc.
(a) strategic (b) tactical
(c) operational (d) fundamental
26. Highly integrated information systems like ERP Systems are process-oriented and one of the pre-requisites for the implementation of ERP systems is BPR. BPR is _____
(a) Business product reengineering
(b) Budget process reengineering
(c) Business process research
(d) Business Process reengineering
27. _____ is a stealth version of malicious code.
(a) worm (b) Trojan
(c) virus (d) logic bomb

28. _____ is one of the most difficult forms of attack against which an organization is to be secured.
- (a) hacking (b) malicious code
(c) worm (d) distributed denial of service
29. During the process of system implementation and maintenance, _____ is a conversion strategy where the old system is replaced with new system.
- (a) parallel conversion (b) direct cutover
(c) phased (d) pilot
30. The manager uses _____ report to get a preview of the future and for planning.
- (a) summary (b) exception
(c) predictive (d) on-demand
31. The life span of a MIS is approximately _____ years.
- (a) three to five (b) four to six
(c) five to ten (d) seven years
32. The way a network is laid out either physically or logically is referred to _____
- (a) topology (b) spectrum
(c) repeater (d) server
33. _____ is a branch of philosophy that deals with what is considered right and wrong in society.
- (a) Anthropology (b) metaphysics
(c) axiology (d) ethics

Part B

(7 × 6 = 42)

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

34. (a) What are the different components of information system?

Or

- (b) Explain the growing trends in modern businesses that demand for the use of MIS.

35. (a) Write a short note on decision making process and the type of decisions.

Or

- (b) How can DSS help make decisions?

36. (a) What are the applications of Artificial intelligence (AI)?

Or

- (b) What is the scope of information technology (IT) in organizations?

37. (a) Explain about online information services.

Or

- (b) Explain about local area network.

38. (a) Explain the features of MIS for market development.

Or

- (b) Explain briefly about communication servers.

39. (a) State the uses of social media in business organization.

Or

(b) Write a short note on types of computer system processing.

40. (a) Explain about global information technology management.

Or

(b) Explain the various risks to online operations.

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M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

First Year – Second Semester

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

HUMAN RESOURCE MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. OWL is
 - (a) Quantity of women life
 - (b) Quality of women life
 - (c) Quantity of work life
 - (d) Quality of work life

2. The beginning of pie-industrial era in the evolution of HR is around
 - (a) 1100 AD
 - (b) 700 AD
 - (c) 2000 AD
 - (d) 1400 AD

3. Organizational _____ is used to make the organization competitive.
 - (a) Restructuring
 - (b) Mirroring
 - (c) Monitoring
 - (d) Behavior

4. 'Organizational design' deals with _____ aspects of organization.
- (a) Technical (b) Structural
(c) Behavioral (d) Virtual
5. _____ is one of the methods of collecting job analysis data.
- (a) personal observation
(b) interpersonal observation
(c) experiment
(d) case study
6. Succession planning was first introduced by _____
- (a) F. W. Taylor (b) Henry Fayol
(c) Peter Drucker (d) Maslow
7. _____ is the process of weeding out the unsuitable candidates.
- (a) selection (b) induction
(c) orientation (d) placement
8. _____ employees tend to be with a firm for a long time.
- (a) Ad-hoc (b) contract
(c) temporary (d) leased
9. _____ is a face-to-face personal appraisal method of evaluating the applicant.
- (a) Experiment (b) observation
(c) case study (d) interview

10. The interview proves to be almost a universal _____ tool.
- (a) Training (b) development
(c) selection (d) job evaluation
11. _____ is a technique by which a new employee is rehabilitated into the changed surroundings of a new company.
- (a) placement (b) orientation
(c) selection (d) promotion
12. _____ is one of the methods of off-the-job training.
- (a) conference (b) coaching
(c) understudy (d) job rotation
13. The _____ training purports to develop awareness and sentiments to one's own and others' behavioral patterns.
- (a) role-play (b) sensitivity
(c) case study (d) in-basket
14. _____ forms a favorite technique broadens the understanding of several business situations.
- (a) case study (b) vestibule training
(c) coaching (d) fringe benefits
15. _____ are extra financial motivation.
- (a) wage (b) salary
(c) incentives (d) fringe benefits

16. The employees are given freedom to choose how they want part of their remuneration to come to them is _____
- (a) Fringe benefit (b) salary
(c) wages (d) flexible salary system
17. Which is not the problem faced by employees at the work place?
- (a) interpersonal conflict
(b) social media threat
(c) gossip
(d) bullying
18. _____ refers to behavior which is intended to trouble or annoy someone.
- (a) retention (b) appraisal
(c) harassment (d) change
19. _____ is more reliable and easier under the paired comparison method.
- (a) ranking (b) grading
(c) checklist (d) forced choice
20. A set of objectives on descriptive statements about the employee and his behaviours is _____
- (a) ranking (b) graphic rating
(c) checklist (d) grading
21. _____ equity refers to equity shares offered to the company's employees on favourable terms.
- (a) sweat (b) sweep
(c) street (d) spot

22. There is no increase in the employee's pay as a result of promotion is ——— promotion.
- (a) limited (b) dry
(c) multiple chain (d) basic
23. ——— benefit is given to the dependents of an employee dies in an industrial accident.
- (a) funeral (b) sickness
(c) dependent (d) disablement
24. The workmen's compensation act was established by the government in the year ———.
- (a) 1948 (b) 1956
(c) 1923 (d) 1976
25. ——— is a mutual give and take method of arriving at the settlement of dispute.
- (a) trade unionism (b) collective bargaining
(c) arbitration (d) counseling
26. The code of discipline adopted by Indian labour conference in ———
- (a) 1957 (b) 1923
(c) 1948 (d) 1956
27. ——— research gives a complete understanding of human behavior in the context of organizations.
- (a) training (b) personnel
(c) payroll (d) health

28. Data recorded in electronic mode is called as _____
- (a) E-record (b) information system
(c) manual record (d) personnel record
29. _____ is used widely to check the organizational performance in the management of human resources.
- (a) HR accounting (b) HR audit
(c) HR management (d) HR development
30. The _____ may average from 30 per cent to 50 per cent of the basic salary.
- (a) incentives (b) reward
(c) bonus (d) benefit
31. Result oriented appraisal is also called _____
- (a) BARS
(b) MBO
(c) Assessment centers
(d) 360* appraisal
32. _____ is a process by which the employee is downgraded and sent to a lower position.
- (a) promotion (b) separation
(c) transfer (d) demotion
33. When an employee leaves the company on his own accord, it is known as _____ separation.
- (a) voluntary (b) involuntary
(c) forced (d) coerced

Part B

(7 × 6 = 42)

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

34. (a) Discuss the challenges in HRM.

Or

(b) Describe the roles and responsibilities of HR department.

35. (a) Describe personnel policies with illustration.

Or

(b) Discuss the merits and demerits of online recruitment.

36. (a) Describe the steps involved in designing and conducting the effective interviews.

Or

(b) Discuss the training methods for operations and supervisors.

37. (a) Describe on-the-job and off-the-job executive development methods.

Or

(b) Write a note on fringe benefits and flexi system.

38. (a) Illustrate the employment retention strategies for production and services industry.

Or

(b) Discuss the problem faced by the appraiser and appraisee during performance appraisal.

39. (a) Discuss the strategies adopted for managing promotions and transfers.

Or

(b) Describe the statutory and non-statutory benefits available for employees.

40. (a) Write an essay on workers participation in management.

Or

(b) Explain personnel research and personnel audit.

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**205431/205531/205631/
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M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

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

MARKETING MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** the questions.

Multiple choice questions.

1. Raw materials, labor, and sources of funding represent which kind of market?
(a) Basic (b) Primary
(c) Secondary (d) Resource
2. A Public Service Announcement encouraging people to wear masks during a pandemic outbreak represents what kind of marketed entity?
(a) Ideas (b) Services
(c) Experiences (d) Information
3. Which of these is NOT one of the five basic markets?
(a) Resource Markets
(b) Manufacturer Markets
(c) Educational Markets
(d) Consumer Markets

4. The process of identifying customers for whom the company will optimize its offering is called _____.
- (a) targeting (b) dominance
(c) positioning (d) segmentation
5. _____ focuses on identifying customers whose needs the company can fulfill by ensuring that its offerings are customized to their needs.
- (a) Tactical targeting
(b) The marketing mix
(c) Strategic targeting
(d) Product customization
6. Which of these is an accurate definition of the corporate mission?
- (a) A clear, concise, and enduring statement of the reasons for all organization's existence
(b) A detailed plan for implementing corporate vision
(c) A short and pithy summarize of the business plan
(d) An itemized list of the top corporate priorities
7. SBUs with only one or a few product lines are considered to have
- (a) limited portfolios
(b) noncompetitive portfolios
(c) diversified portfolios
(d) specialized portfolios

8. The A-B-C-D-E segments identified by statisticians and marketers studying the Brazilian consumer market are evidence of _____.
- (a) target marketing (b) consumer targeting
(c) consumerism (d) social stratification
9. After hearing her partner Sara reminisce about family holidays when everyone would gather around a piano and sing, Luna surprised her with a digital piano for her birthday. This is an example of _____ in consumer behavior.
- (a) indirect influence
(b) direct influence
(c) situational influence
(d) nostalgia marketing
10. Broadly speaking, _____ is the informational function that links a marketing organization with its target customers.
- (a) marketing research
(b) tactical research
(c) the marketing tactical plan
(d) the marketing mix
11. _____ provide diagnostic information about how and why we observe certain effects in the marketplace, and what that means to marketers.
- (a) Marketing insights
(b) Marketing metrics
(c) Marketing channels
(d) Marketing information systems

12. The basic capability of any product is known as its _____.
- (a) main operating mode
 - (a) prime function
 - (c) core functionality
 - (d) value proposition
13. A commodity offering that can't be meaningfully differentiated on the basis of the product itself or any associated services might still achieve differentiation through
- (a) branding (b) sales channels
 - (c) financing (d) reliability
14. PLC in marketing represents two main challenges. 1st an organization must be good at developing new product to replace old ones and 2nd it must be good at
- (a) Functioning (b) Marketing
 - (c) Selling (d) Adapting
15. Which of the following is not a characteristic of "Market Introduction Stage" in PLC?
- (a) Demands has to be created
 - (b) Costs are low
 - (c) Makes no money at this stage
 - (d) Slow sales volume to start
16. Various visual, verbal, and numerical indicators that convey information about price _____ are an important part of the psychology of pricing.
- (a) Pricing cues (b) Price tags
 - (c) Bar codes (d) QR codes

17. When consumers examine products, they often compare an observed price to an internal price they remember. This is known as a (n) _____ price.
- (a) markup (b) reference
(c) market-skimming (d) accumulated
18. Today's holistic marketers view the entire supply chain as a _____.
- (a) profit center (b) cost center
(c) value network (d) healthy competitor
19. Transportation companies, independent warehouses, banks, and advertising agencies assist in the distribution process but don't take title to goods or negotiate purchases or sales. This group of intermediaries are called collectively known as
- (a) wholesalers (b) facilitators
(c) agents (d) distributors
20. A direct distribution channel is a _____ channel.
- (a) one-level (b) two-level
(c) zero-level (d) three-level
21. Door-to-door sales, home parties, mail order, telemarketing, TV selling, online selling, and manufacturer-owned stores are examples of
- (a) zero-level channels
(b) jobbers
(c) wholesalers
(d) manufacturer's representatives

22. _____ involves direct interaction With one or more prospective buyers for the purpose of making presentations, answering questions, and procuring orders.
- (a) Direct marketing
 - (b) Personal selling
 - (c) Direct selling
 - (d) Sales consulting
23. _____ marketing, also known as network marketing, works by recruiting independent businesspeople who act as distributors.
- (a) Team-based (b) Virtual
 - (c) Multilevel (d) Distributed
24. In which of the following stages of personal selling does a salesperson tell the product story to the buyer?
- (a) Pre-approach (b) Prospecting
 - (c) Presentation (d) Closing
25. Radio is a particularly effective medium _____.
- (a) in the morning (b) in the evening
 - (c) at lunchtime (d) in the workplace
26. _____ involves materials resembling the publication editorial content but intended to promote the advertiser's product
- (a) Fake advertising
 - (b) Native advertising
 - (c) Promoter content
 - (d) Sponsor editorial

27. Paying to have products appear in TV shows and movies is known as
- (a) entertainment advertising
 - (b) in-show promotion
 - (c) native advertising
 - (d) product placement
28. When Reebok pays to have its ads appear on websites with sports- and fitness-related content, this is an example of _____.
- (a) contextual placement
 - (b) editorial promotion
 - (c) native advertising
 - (d) product placement
29. Which of the following is a disadvantage of using television as an advertising medium?
- (a) High relative cost
 - (b) Low audience attention
 - (c) Lack of reach among audience
 - (d) High audience selectivity
30. _____ describes activities whereby the company pays search engine companies to be featured in the results of particular keyword searches that serve as a proxy for the consumer's product or consumption interests.
- (a) Search engine marketing (SEM)
 - (b) Search marketing
 - (c) Search engine optimization (SEO)
 - (d) Paid search

31. Which of these is NOT one of the quadrants in the Product-Market Growth framework?
- (a) Market penetration
 - (b) Market retrenchment
 - (c) Market development
 - (d) Product development
32. The alternative to growing through mergers and acquisitions is commonly referred to as
- (a) organic growth (b) internal growth
 - (c) natural growth (d) self-directed growth
33. When a firm looks for ways to grow sales of its current offerings to its existing customers, it is using the _____ strategy.
- (a) new-market segment
 - (b) market-penetration
 - (c) geographical-expansion
 - (d) product development

Part B

(7 × 6 = 42)

Answer **all** the questions.

34. (a) Discuss the contemporary trends in social marketing with apt illustrations.

Or

- (b) Explain different basis for segmenting the market. Give examples.

35. (a) Explain the process of Liberalization, Privatization and Globalization (LPG) in India in the early 1990s.

Or

(b) Discuss the stages involved in consumer buying process.

36. (a) Define Marketing Research. Explain its types in detail.

Or

(b) Discuss the reasons for product failure and how to overcome those failures by the company. Give pertinent examples. (U6).

37. (a) Explain the stages of PLC with its appropriate strategies.

Or

(b) Define Regulated Pricing. Explain its merits and limitations.

38. (a) Distinguish Logistics Vs. Supply Chain Management with clear-cut dimensions.

Or

(b) Explain the role and functions of middlemen in a Retail Channel of an MNC.

39. (a) Distinguish Personal Selling vs. Impersonal Selling.

Or

(b) Discuss the functions of Public Relationship.

40. (a) Discuss the factors influencing in selecting a media for advertisement with relevant examples.

Or

- (b) Discuss the competitive strategies followed by Market Nichers.
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**M.B.A. DEGREE EXAMINATION,
DECEMBER 2023**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

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

FINANCIAL MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The concept of financial management is
 - (a) Profit maximization
 - (b) All features of obtaining and using financial resources for company operations
 - (c) Organization of funds
 - (d) Effective Management of every company
2. The finance manager is accountable for
 - (a) Earning capital assets of the company
 - (b) Effective management of a fund
 - (c) Arrangement of financial resources
 - (d) Proper utilisation of funds

3. Who is the central banking authority in India?
- (a) RBI
 - (b) NABARD
 - (c) Ministry of Finance
 - (d) SEBI
4. Name the section that mandate banks to maintain CRR with RBI
- (a) Section 42(1) RBI Act
 - (b) Section 24(1) RBI Act
 - (c) Section 42(1) BR Act
 - (d) Section 24(1) BR Act
5. If the nominal rate of interest is 10% per annum and there is quarterly compounding, the effective rate of interest will be
- (a) 10% per annum
 - (b) 10.10% per annum
 - (c) 10.25 % per annum
 - (d) 10.38% per annum
6. Relationship between annual nominal rate of interest and annual effective rate of interest, if frequency of compounding is greater than one
- (a) Effective rate > Nominal rate
 - (b) Effective rate < Nominal rate
 - (c) Effective rate = Nominal rate
 - (d) None of these

7. The owner of the debenture is qualified for
- (a) Fixed-rate interest
 - (b) Company's voting rights
 - (c) Firm's Profits share
 - (d) Fixed dividend
8. According section 55 of a company cannot issue redeemable preference shares for period exceeding
- (a) 6 years (b) 8 years
 - (c) 12 years (d) 20 years
9. To get a broad idea of the risk profile of a business, one should look at their _____
- (a) Capital structure
 - (b) Dividend policy
 - (c) Profit and loss statement
 - (d) None of these
10. In an organisation, the shareholders' wealth is represented by
- (a) The salary paid to employees
 - (b) The market price of a share
 - (c) The book value of a firm's assets
 - (d) None of these
11. Which of the following methods involves computing the cost of capital by dividing the dividend by market price/net proceeds per share?
- (a) Adjusted price method
 - (b) Price earning method
 - (c) Dividend yield method
 - (d) Adjusted dividend method

12. The premium that is considered to be the difference between the current yield on treasury bonds and the expected return on common stock is _____
- (a) Current risk premium
 - (b) Past risk premium
 - (c) Expected premium
 - (d) None of these
13. Dividend payout Ratio is _____
- (a) PAT Capital
 - (b) $DPS \div EPS$
 - (c) $\text{Pref. Dividend} \div PAT$
 - (d) $\text{Pref. Dividend} \div \text{Equity Dividend}$
14. Which of these options, apart from cash, are instruments to distribute profits to shareholders?
- (a) Stock purchase (b) Bonus shares
 - (c) Stock split (d) All of these
15. Which of the following would be the result of including flotation costs in the analysis of a project?
- (a) It will increase the initial outflow of cash for the project
 - (b) It will increase the rate of return for the project
 - (c) It will increase the Net Present Value (NPV) of the project
 - (d) It will have zero effect on the current value of the project

16. Which of the following is the term that describes the amount of time taken for a capital budgeting project to recover its initial investment?
- (a) Investment period
 - (b) Redemption period
 - (c) Payback period
 - (d) Maturity period
17. Which of the following are the disadvantages of using Modelling and Simulation?
- (a) Simulation requires manpower and it is a time-consuming process.
 - (b) Simulation results are difficult to translate. It requires experts to understand
 - (c) Simulation process is expensive
 - (d) All of the above
18. Which of the following is not an Application Areas of Modelling and Simulation?
- (a) Military applications
 - (b) Designing semiconductors
 - (c) Food industry
 - (d) Telecommunications.
19. ————— refers to the funds, which an organisation must possess to finance its day to day operations.
- (a) Retained earnings
 - (b) Fixed capital
 - (c) Working Capital
 - (d) All of these

20. _____ cycle analyses the accounts receivable, inventory, and accounts payable cycles in terms of a number of days?
- (a) Business (b) Current asset
(c) Operation (d) Operating
21. 'Buffer stock' is the level of stock
- (a) Half of the actual stock
(b) At which the ordering process should start
(c) Minimum stock level below which actual stock should not fall
(d) Maximum stock in inventory
22. Re-ordering level is calculated as
- (a) Maximum consumption rate \times Maximum re-order period
(b) Minimum consumption rate \times Minimum re-order period
(c) Maximum consumption rate \times Minimum re-order period
(d) Minimum consumption rate \times Maximum re-order period
23. Cash deposit with the bank with a maturity date after two months belongs to which of the following in the cash flow statement?
- (a) Financing Activities
(b) Cash and Cash Equivalent
(c) Operating Activities
(d) Investing Activities

24. A Mutual Fund Company receives a dividend of 20 Lakhs on its investments in another company's shares. Where will it appear in a cash flow statement?
- (a) Cash Flow from Investing Activities
 - (b) Cash Flow from Financing Activities
 - (c) No Cash Flow
 - (d) Cash Flow from Operating Activities
25. A bird in hand is better than two in the bush" principle related to which theory of dividend?
- (a) Walter J.E.
 - (b) Miller M and Modigliani F. theory
 - (c) Gordon's Model
 - (d) Residual theory of dividend
26. Relevance of dividend theory propounded by
- (a) Miller M and Modigliani F
 - (b) Lintner J.
 - (c) Walter J.E.
 - (d) Gordon
27. The main decision criterion in dividend decision is
- (a) Maximization of national income
 - (b) Maximization of shareholders wealth
 - (c) Maximization of profit
 - (d) None of these

28. Dividend policy determines
- (a) What portion of earning will be paid out to stock holders
 - (b) What portion will be retained in the business to finance long-term growth
 - (c) Only (a) and (b)
 - (d) Both (a) and (b)
29. Capital budgeting is a part of
- (a) Investment decision
 - (b) Capital structure
 - (c) Working capital management
 - (d) Marketing Management
30. Financial leverage helps one to estimate
- (a) Business risk (b) Financial risk
 - (c) Both risks (d) Production risk
31. Trading on equity is
- (a) Always beneficial (b) May be beneficial
 - (c) Never beneficial (d) None of these
32. The cash management refers to management of
- (a) Cash only
 - (b) Cash and bank balance
 - (c) Cash and near cash assets
 - (d) Fixed assets
33. Cost of capital refers to
- (a) Flotation cost
 - (b) Dividend
 - (c) Required rate of return
 - (d) None of these

Part B

(7 × 6 = 42)

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

34. (a) State the significance of financial management.

Or

(b) Distinguish between tax avoidance and tax evasion

35. (a) Explain the concept risk return trade off.

Or

(b) Explain the factors determining the fixed capital.

36. (a) Enumerate the powers of SEBI in capital issues.

Or

(b) State the importance of cost of capital.

37. (a) Explain the M.M. approach to capital structure.

Or

(b) Explain the stages involved in capital budgeting process.

38. (a) State the significance of decision tree analysis.

Or

(b) Explain the factors affecting Working Capital Requirements of a firm.

39. (a) State the objectives of inventory management.

Or

(b) Briefly explain the functions of credit management.

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

Or

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

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M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Third Semester

Common for MBA (G/HRM)

INDUSTRIAL RELATIONS MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. The principal chronicled session of Indian Constituent Assembly held its gathering on
 - (a) 9 December 1946
 - (b) 22 January 1947
 - (c) 15 August 1947
 - (d) 26 November 1949
2. _____ provides protection of life and personal liberty.
 - (a) Article 21
 - (b) Article 14
 - (c) Article 19
 - (d) Article 24

3. _____ that represent skilled workers belonging to a specific field like carpentry or welding.
- (a) General unions
 - (b) Craft unions
 - (c) Company Unions
 - (d) White collar unions
4. The Second Phase: Birth of A Trade Union is
- (a) 1901-1903 (b) 1918-1924
 - (c) 1924-1934 (d) 1935-1947
5. The twenty third session of INTUC in 1957 was conducted at _____.
- (a) Goa (b) Delhi
 - (c) Pune (d) Madurai
6. The year 2001 witnessed several amendments of great importance, made in the Trade Unions Act, 1926. However, such amendments came into force in the year of _____.
- (a) 2002 (b) 2003
 - (c) 2004 (d) 2005
7. The primary source of income to the unions is _____.
- (a) Government fund
 - (b) Company contribution
 - (c) Membership subscription
 - (d) Social fund

8. The tenure of office for the members of the Governing Body is _____.
- (a) Two years (b) Three years
- (c) Five years (d) Six years
9. The ILO's Governing Body has diagnosed _____ conventions as "fundamental", masking topics which are taken into consideration as fundamental ideas and rights at work.
- (a) Seven (b) Eight
- (c) Nine (d) Ten
10. Which among the following is NOT a voluntary welfare measure?
- (a) Facilities for sitting
- (b) Employee referral scheme
- (c) Flexi-time
- (d) Personal health care
11. Characteristics of Industrial Relations do not include:
- (a) Industrial Relations are outcome of employment relationship in an industrial enterprise
- (b) Industrial Relations promote the skills and methods of adjustment and co-operation with each other
- (c) Industrial Relations create complex rules and regulations to maintain cordial relations
- (d) Industrial Relations system creates an environment of distrust and conflict

12. Who are not the Actors of Industrial Relations?
- (a) Workers and their organisations
 - (b) Employers and their organisations
 - (c) Community and cultural associations
 - (d) Government and the role of the State
13. A conciliation officer is _____.
- (a) Trade union appointed person
 - (b) Employer representative
 - (c) Political member
 - (d) Government servant
14. Various alternative approach for negotiations include,
- (a) Collaborating (b) Avoiding
 - (c) Accomodating (d) All the above
15. The Industrial Disputes (Amendment and Miscellaneous Provisions) Act, 1956, introduces a _____ system for industrial adjudication.
- (a) Two-tier (b) Three-tier
 - (c) Four-tier (d) Unilateral
16. The _____ have jurisdiction to adjudicate industrial disputes referred under Section 10 which relates to:
- (1) wages, including the period and mode of payment;
 - (2) compensatory and other allowances; (3) hours of work and rest intervals; (4) leave with wages and holidays;
 - (5) bonus, profit-sharing, provident fund and gratuity.,
- (a) Labour court
 - (b) Industrial Tribunals
 - (c) National Tribunals
 - (d) District court

17. Which of the following cannot be regarded as a method of State Regulation of Wages?
- (a) Wage Boards
 - (b) A Statutory Minimum Wage
 - (c) Adjudication and arbitration awards
 - (d) Collective Bargaining
18. The Code applies to all public sector undertakings run as companies and corporations except in defense, railways and ports and docks. Among those, where the Code of Discipline applies with certain modifications include State Bank of India, the Department of Defence Production and
- (a) Reserve Bank of India
 - (b) ONGC
 - (c) GAIL
 - (d) NLC
19. Which of the following statements about wage differentials is not true?
- (a) Wage differentials can be attributed to imperfections in employment market
 - (b) Social prejudices do not influence the wage differentials
 - (c) Inter-industry wage differentials are bound to occur
 - (d) Geographical wage differentials are a common phenomenon

20. The characteristic feature of this type of withdrawal of labour is that the workmen suddenly withdraw their labour and bargain afterwards This type strike is called
- (a) Go-slow strike
 - (b) Pen-down strike
 - (c) Wildcat strike
 - (d) Hunger strike
21. According to the National Safety Council USA, accident prevention depends on _____.
- (a) Three E's
 - (b) Four E's
 - (c) Five E's
 - (d) None of the above
22. The objective of the which of the following act is to ensure adequate safety measures and to promote the health and welfare of the workers employed in factories
- (a) Factories Act 1948
 - (b) Employees' State Insurance Scheme 1948
 - (c) Workmen's Compensation Act 1923
 - (d) Industrial Dispute Act 1947
23. Which one of the following Labour Legislations provides comprehensive benefits to industrial workers in India?
- (a) Employee Provident Funds Act
 - (b) Employees' Compensation Act
 - (c) Employees' State Insurance Act
 - (d) Maternity Benefit Act

24. Personal injuries (Compensation Insurance) Act, 1963 is a supplemental enactment to
- (a) Industrial disputes act
 - (b) Factories act
 - (c) Workmen's Compensation Act
 - (d) Trade Union act
25. The _____ is designed to enlist the cooperation of subordinates in effecting improvements and in eliminating waste, and to provide an avenue for a working communication with the management.
- (a) Suggestions scheme
 - (b) Notice board
 - (c) House journals
 - (d) Weekly meeting
26. Which of these is not a method for upward communication?
- (a) Open-door policy
 - (b) Complaints
 - (c) Suggestion boxes
 - (d) Gossips
27. As per the Child Labour (Prohibition and Regulation) Act 1986, a child is defined as any person below the age of _____.
- (a) Eighteen
 - (b) Sixteen
 - (c) Fourteen
 - (d) Twelve

28. Knowledge workers are known for their special characteristics. Which among the following is NOT a special characteristics?
- (a) Analyzing skills
 - (b) Synthesize ability
 - (c) Evaluating information
 - (d) Good body language
29. Canteen is to be provided if engaging Employees more than _____ persons.
- (a) 250 (b) 230
 - (c) 300 (d) 275
30. Social security provided by a 'means test' is called:
- (a) Social Insurance
 - (b) Mutual Insurance
 - (c) Social Assurance
 - (d) Social Assistance
31. What does discipline mean in the context of the workplace?
- (a) Enforcing compliance and order
 - (b) A system of rules designed to improve and correct behaviour through teaching or training
 - (c) Punishment
 - (d) Exercising control
32. Which of the following is/are the non economic cause of dispute?
- (a) Ill-treatment by staff
 - (b) Sympathetic strike
 - (c) Indiscipline
 - (d) All of these

33. Which of the following cannot be a cause of strike?
- (a) Salary and incentive problems
 - (b) Discontinuity in services due to overage
 - (c) Wrongful discharge or dismissal of workmen
 - (d) Dissatisfaction with company policy

Part B

(7 × 6 = 42)

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

34. (a) What are the fundamental rights of state policy?

Or

- (b) Explain the concept of labour movement.

35. (a) Explain the role of internal trade union.

Or

- (b) Write a brief note about International labour movement.

36. (a) Explain about welfare funds.

Or

- (b) Mention the Social obligations of Industry.

37. (a) Explain about works committee.

Or

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

38. (a) Explain the code of conduct.

Or

(b) Describe the measures to be taken to stop strikes and lockouts disputes.

39. (a) Explain the history of growth of trade unions.

Or

(b) Discuss about grievance redressal mechanism.

40. (a) Describe upward communication with example.

Or

(b) Briefly explain the relationship between education and social development.

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M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Third Semester

Common for MBA (G/HRM)

LABOUR LEGISLATIONS – I

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

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

2. The Factories Act, 1948 requires the appointment of the 'Safety Officer' in factories employing at least
 - (a) 250 workers
 - (b) 500 workers
 - (c) 1000 workers
 - (d) None of the above

3. Who is liable to pay the fee for a Certificate of Fitness?
- (a) The person himself
 - (b) The person's guardian
 - (c) The occupier of the factory
 - (d) Trade Union
4. To close down a factory, the occupier has to give _____ days notice to the authorities.
- (a) 30 Days (b) 60 Days
 - (c) 90 Days (d) 14 Days
5. Under Workmen's Compensation Act, 1923
- (a) Individual manager subordinate to an employer cannot act as managing agent
 - (b) Managing agent includes an individual manager subordinate to an employer
 - (c) Only employer can act as managing agent
 - (d) The appropriate government shall appoint managing agent
6. Under Workmens' Compensation Act, employer shall not be liable to pay compensation in respect of any injury which does not result in the total or partial disablement of the workman for a period exceeding _____ days;
- (a) 7 (b) 3
 - (c) 5 (d) 2

7. Section 16 of the Employees Compensation Act 1923 provides?
- (a) Returns as to compensation
 - (b) Appearance of parties
 - (c) Effect of failure to register agreement
 - (d) Recovery
8. Which section of the Employees Compensation Act 1923 deals with Powers and procedure of Commissioners?
- (a) Section 23 (b) Section 24
 - (c) Section 27 (d) Section 29
9. The dispute of individual workman is deemed to be industrial dispute if the dispute or difference is connected with or arising out of the following where no other workman nor any union of workman is a party to the dispute.
- (a) Grievance of an individual workman
 - (b) Discharge of an individual workman
 - (c) Dismissal of an individual workman
 - (d) Discharge, dismissal, retrenchment or otherwise termination of services of an individual workman
10. The provision of minimum of one year and maximum of three years of operation under the Industrial Disputes Act is related to which of the following?
- (a) Converted settlement
 - (b) Award
 - (c) Settlement
 - (d) None of the above

11. Which is the correct order of settlement of industrial disputes?
- (i) Industrial Tribunal
 - (ii) National Tribunal
 - (iii) Conciliation
 - (iv) Labour Court
- (a) (iii), (i), (iv), (ii) (b) (iii), (iv), (i), (ii)
(c) (i), (iv), (iii), (ii) (d) (iii), (ii), (iv), (i)
12. 'First come last go and last come first go' is the principle of
- (a) Lay-off (b) Closure
 - (c) Retrenchment (d) Dismissal
13. Unfair labour practices are codified in the Industrial disputes Act in section _____ and _____.
- (a) 2(ra) and 23 (b) 2a and 25
 - (c) 3b and 25 (d) 3a and 26
14. The parties acting under _____ are required to select any person or persons including the presiding officer of a Labour Court, Tribunal or National Tribunal to arbitrate in a dispute.
- (a) Section 10 A (b) Sections 12 (3)
 - (c) Section 13 (3) (d) Section 15
15. Subject to the provisions of Shops and Establishment Act 1947, no person employed in any establishment shall be required or allowed to work for more than _____ in any day.
- (a) 7 hours (b) 8 hours
 - (c) 10 hours (d) 11 hours

16. Under the Shops and Establishments act, 1947, the wages of every person employed shall be paid before the expiry of the _____ after the last day of the wage period in respect of which the wages are payable.
- (a) Second day (b) Fourth day
(c) Fifth day (d) Seventh day
17. The ESI scheme is yet to be implemented
- (a) Arunachal Pradesh
(b) Lakshadweep
(c) Jammu and Kashmir
(d) Both (a) and (b)
18. Which chapter of the ESI act deals with contributions?
- (a) Chapter IV (b) Chapter V
(c) Chapter VI (d) Chapter VIII
19. Inspectors are appointed by
- (a) Corporation
(b) Central government
(c) State government
(d) Occupier
20. If central government finds any insured person misusing the benefits provided under the act, it has the power to disentitle the person under which section of the ESI act?
- (a) Section 89 (b) Section 90
(c) Section 91A (d) Section 91B

21. Employees' Provident Funds Appellate Tribunal was constituted under Section _____ the this act
- (a) 7D
 - (b) 6A
 - (c) 7C
 - (d) 6D
22. The accounts of the Central Board is audited annually by
- (a) Central Provident Fund Commissioner
 - (b) Comptroller and Auditor-General of India
 - (c) Any auditor appointed by Central Government
 - (d) Any auditor appointed by the Chairman of Central Board
23. Section 15 of the Employees Provident Fund and Miscellaneous Provisions Act 1952 deals with _____?
- (a) Power to exempt
 - (b) Special provisions relating to existing provident funds
 - (c) Power to recover damages
 - (d) Power to make rules
24. Under Section 13 of the Employees Provident Funds and Miscellaneous Provisions Act, 1952 the Inspector is appointed by the _____ for the purpose of the Act and the Scheme.
- (a) State Government
 - (b) Appropriate Government
 - (c) Supreme court
 - (d) ESIC

25. _____ of the Act provides for the transfer of accounts of an employee in case if his leaving the employment and taking up employment in another establishment.
- (a) Section 17-A (b) Section 16(2)
- (c) Section 18 (d) Section 19
26. Under this act, how many members are appointed by the Central Government in Central Board representing employees in the establishments to which the Scheme applies.
- (a) 15 (b) 10
- (c) 12 (d) 20
27. As per Contract Labour (Regulation and Abolition) Act, 1970, what is the minimum number of contract labourers ordinarily to be employed by a contractor so that the employer must provide a canteen?
- (a) 100 (b) 150
- (c) 250 (d) 500
28. Contract Labour (Regulation and Abolition) Act, 1970 applies to every establishment / contractor in which _____ workmen are employed or were employed on any day of the preceding twelve months as contract labour.
- (a) Ten or more
- (b) Fifteen
- (c) Twenty or more
- (d) Twenty-five or more

29. Section 2 (K) of the Factories Act 1948 Says about
- (a) Manufacturing Process
 - (b) Factory
 - (c) Worker
 - (d) None of these
30. As per Factories Act 1948, who shall be an Inspector for his district
- (a) Tahsildar
 - (b) Sub Divisional Magistrate
 - (c) Labour Officer
 - (d) District Magistrate
31. Voluntary arbitration is one of the effective modes of settlement of industrial dispute, which supplements _____.
- (a) Capitalism
 - (b) Collective bargaining
 - (c) Political influence
 - (d) None of the above
32. The final stage in the settlement of industrial disputes is _____.
- (a) Compulsory arbitration
 - (b) Conciliation
 - (c) Works committee
 - (d) Strike

33. Which section of The Employees Provident Fund & Miscellaneous Provisions Act 1952 deals with Priority of payment of contributions over other debts.?
- (a) Section 12 (b) Section 11
(c) Section 14 (d) Section 20

Part B (7 × 6 = 42)

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

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

Or

- (b) Explain the role and responsibilities of safety officer under Factories Act. 1948.

35. (a) How the amount of compensation is calculated?

Or

- (b) Write in brief about remedies of employer against stranger.

36. (a) Describe the constitution and function of works committee for settlement of industrial disputes.

Or

- (b) Explain the types of strikes.

37. (a) Explain about miscellaneous provision offences by companies.

Or

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

38. (a) Discuss about the standing committee.

Or

(b) What are the offences and penalties?

39. (a) Describe about the contributions on the Employees Provident funds Scheme.

Or

(b) Describe about appointment of Inspectors and their duties under Employees Provident Fund act.

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

Or

(b) Describe the relation between employer and employee in contract labour act.

N-0522

Sub. Code

**205435A3/
205835**

M.B.A. DEGREE EXAMINATION, DECEMBER 2023.

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

Common for MBA (G)/(HRM)

TRAINING AND DEVELOPMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. _____ refers to the learning opportunities designed to help employees grow.
 - (a) Training
 - (b) Development
 - (c) Education
 - (d) All of the above

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

3. Which training method involves employees learning by observing and imitating the actions of others?
 - (a) Simulation training
 - (b) Role-playing
 - (c) Social learning
 - (d) E-learning

4. Which type of training program focuses on enhancing employees understanding of cultural differences and fostering inclusivity?
 - (a) Diversity training
 - (b) Technical training
 - (c) Leadership development
 - (d) Compliance training

5. What type of training organization primarily focuses on providing training services to multiple companies across various industries?
 - (a) Corporate universities
 - (b) Independent training consultants
 - (c) Commercial training providers
 - (d) In-house training departments

6. Which training organization is established within a specific company or organization to cater to its internal training needs?
 - (a) Corporate universities
 - (b) Independent training consultants
 - (c) Commercial training providers
 - (d) In-house training departments

7. Which learning theory emphasizes that learning occurs through hands-on experience and practical application?
 - (a) Behaviorism
 - (b) Constructivism
 - (c) Social learning theory
 - (d) Cognitive theory

8. In a manufacturing setup aiming to improve quality control, which training approach is focused on statistical methods and problem-solving techniques?
 - (a) Technical training
 - (b) Six Sigma training
 - (c) Soft skills training
 - (d) Leadership development programs

9. In a service organization aiming to enhance employee adaptability to new technology and software systems, which training method is most suitable?
 - (a) Lectures by IT specialists
 - (b) Blended learning with online modules and hands-on practice
 - (c) Team-building exercises
 - (d) Case studies on technology implementation

10. Which duty falls within the scope of middle managers in an organizational hierarchy?
 - (a) Formulating organizational strategies
 - (b) Supervising frontline employees
 - (c) Setting the company's overall vision
 - (d) Overseeing the entire organizations operations

11. What skill is crucial for managers to effectively lead diverse teams?
 - (a) Technical expertise in the field
 - (b) Communication and interpersonal skills
 - (c) Proficiency in financial analysis
 - (d) Mastery of marketing strategies

12. In which training do employees learn how to manage stress, build resilience, and maintain mental well-being?
 - (a) Soft skills training
 - (b) Time management training
 - (c) Stress management training
 - (d) Diversity training

13. Which training focuses on teaching employees about customer service best practices, empathy, and problem-solving?
 - (a) Leadership training
 - (b) Sales training
 - (c) Communication skills training
 - (d) Technical skills training

14. Which training area involves teaching employees about sustainability practices, environmental responsibility, and conservation efforts?
 - (a) Compliance training
 - (b) Leadership training
 - (c) Environmental training
 - (d) Diversity training

15. In which training area do employees learn about project management methodologies, task delegation, and goal setting?
- (a) Technical skills training
 - (b) Time management training
 - (c) Leadership training
 - (d) Non-Technical Skill Training
16. Which program is designed to expose high-potential executives to various departments and functions within an organization?
- (a) Mentoring program
 - (b) Leadership development program
 - (c) Job rotation
 - (d) Technical skills training
17. What's the primary focus of coaching as a part of executive development programs?
- (a) Team building
 - (b) Skill acquisition
 - (c) Performance appraisal
 - (d) Cultural integration
18. What is the key focus of a 360-degree feedback evaluation method?
- (a) Obtaining feedback only from supervisors
 - (b) Gaining feedback from multiple sources including peers, subordinates, and supervisors
 - (c) Reviewing individual performance without external inputs
 - (d) Relying solely on self-assessment

19. Which evaluation method primarily measures the return on investment (ROI) of executive development programs?
- (a) Kirkpatrick's model
 - (b) Summative evaluation
 - (c) Formative evaluation
 - (d) Results-based assessment
20. What is the primary purpose of conducting post-training evaluations?
- (a) Assessing the effectiveness of the training program
 - (b) Assigning blame for any training failures
 - (c) Identifying individual employees' weaknesses
 - (d) Reviewing the duration of the training sessions
21. Which evaluation level in Kirkpatrick's model assesses the extent of behavior change exhibited by employees after training?
- (a) Level 1: Reaction
 - (b) Level 2: Learning
 - (c) Level 3: Behavior
 - (d) Level 4: Results
22. How is Return on Investment (ROI) typically calculated concerning training programs?
- (a) Subtracting the training costs from the revenue generated
 - (b) Dividing the total training costs by the number of trainees
 - (c) Comparing the training costs to the company's profit margin
 - (d) Dividing the benefits gained from training by the costs of the training

23. What is the significance of calculating the ROI of training programs?
- (a) To determine the popularity of training methods
 - (b) To measure the success of training in monetary terms
 - (c) To identify individual employee performance levels
 - (d) To assess the overall company turnover rate
24. Which approach allows employees to personalize their learning paths based on their strengths and weaknesses?
- (a) Adaptive learning
 - (b) Group discussions
 - (c) Lecture method
 - (d) Mentorship programs
25. What is the significance of the National Skill Development Corporation (NSDC) in India's training landscape?
- (a) It primarily focuses on providing formal university education.
 - (b) It promotes entrepreneurship and small business development.
 - (c) It aims to bridge the skill gap by fostering skill development initiatives.
 - (d) It focuses solely on promoting traditional skills like handicrafts.
26. Which training and development program in India primarily focuses on empowering youth by providing skills for employment?
- (a) SWAYAM
 - (b) National Apprenticeship Promotion Scheme (NAPS)
 - (c) Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
 - (d) Skill India

27. What is a significant challenge faced by the Indian training and development sector?
- (a) High government funding for skill development
 - (b) Limited availability of vocational training centers
 - (c) Excessive reliance on foreign training methodologies
 - (d) Lack of skilled trainers and instructors
28. Which initiative in India focuses on providing skill development training to over 400 million people by 2022?
- (a) Skill India
 - (b) National Apprenticeship Promotion Scheme (NAPS)
 - (c) Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
 - (d) SWAYAM
29. Which organization in India is responsible for formulating national policies and programs for the development of vocational education and training?
- (a) National Institute of Open Schooling (NIOS)
 - (b) Ministry of Human Resource Development (MHRD)
 - (c) National Skill Development Corporation (NSDC)
 - (d) Directorate General of Training (DGT)
30. What term refers to the systematic process of identifying, developing, and retaining talented employees within an organization?
- (a) Succession planning
 - (b) Career development
 - (c) Talent management
 - (d) Performance management

31. Which training method allows trainees to gain practical experience while being guided by an experienced professional?
- (a) Apprenticeship
 - (b) Job rotation
 - (c) Classroom training
 - (d) Lectures
32. Which evaluation method gathers feedback from supervisors, peers, and subordinates about an employee's performance?
- (a) 360-degree feedback
 - (b) Self-assessment
 - (c) Managerial review
 - (d) Summative evaluation
33. What is the primary objective of diversity training programs?
- (a) To increase employee turnover
 - (b) To reduce cultural differences
 - (c) To foster an inclusive workplace
 - (d) To eliminate individuality

Part B

(7 × 6 = 42)

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

34. (a) Explain the objectives of training.
Or
(b) Explain the concepts of performance consulting.
35. (a) Discuss briefly about operational level training.
Or
(b) Explain the need assessment of training.

36. (a) Discuss about Tax slab for state and central.

Or

(b) Explain the challenges and responsibilities of training manager.

37. (a) Explain the features of organizational climate.

Or

(b) Write the concepts of on the job training.

38. (a) Describe the significance of executive development programmes.

Or

(b) Discuss about evaluation of effectiveness of training.

39. (a) Explain the concept of Return on Investment.

Or

(b) Explain the factors for fixing duration.

40. (a) Discuss the government policy on training.

Or

(b) Explain the Advantages cost benefit analysis.

N-0523

Sub. Code

205433B1

M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Third Semester

MBA(GENERAL)

MARKETING OF SERVICES

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. _____ is difficult to standardize the provision of services.
(a) Variability (b) Perishability
(c) Inseparability (d) Intangibility
2. Variability in services occurs due to the one-on-one interaction between an _____ and a Customer
(a) Employer (b) Employee
(c) Products (d) Profit
3. Segmenting a market entails dividing a market among _____ groups of consumers
(a) Bigger (b) Smaller
(c) Limited 20 (d) Limited 50

4. _____ marketing concerns marketing programmes tailored to the needs of local customers groups like communities, neighbour hoods residential societies and industrial areas.
- (a) Niche (b) Multi-Segment
(c) Larger (d) Local
5. _____ gives a view of an organization's future direction and course of business activity.
- (a) Vision
(b) Mission
(c) Service Marketing
(d) Brand
6. Organizational markets are segmented on the basis of macro segmentation which entails the _____ of the organization.
- (a) Profit (b) Brand
(c) Size (d) Marketing
7. Separate brands are developed to serve each of the segments by most companies following _____ targeting strategy.
- (a) Undifferentiated (b) Concentrated
(c) Multi-segment (d) Differential
8. When companies divide large, heterogeneous markets into smaller segments that can be reached more efficiently with products and services that match their unique needs, they are conducting a _____ process.
- (a) Marketing aggregation
(b) Marketing positioning
(c) Marketing target
(d) Marketing segmentation

9. The traditional _____ Ps of marketing mix.
- (a) 4 (b) 6
(c) 8 (d) 9
10. Brand name of service can also influence the perception of a _____
- (a) Customer (b) Consumer
(c) Service (d) Brand
11. The environment in which the service is delivered and it includes any _____ goods that facilitate the performance and communication of the service
- (a) Intangible (b) Limited
(c) Tangible (d) Fixed
12. The basic premise of six sigma quality methodologies in _____ is that there is variability in each cycle of a process and hence, in each output from the process.
- (a) Marketing (b) Production
(c) Manufacturing (d) Selling
13. What is the last step of strategic marketing management?
- (a) Formulating product marketing strategies
(b) Defining organization's mission and goals
(c) Developing reformulation and recovery strategies
(d) Budgeting marketing and production resource
14. Cannibalism is related with _____
- (a) Promotional activities
(b) Product life cycle
(c) Product extension
(d) Product development

15. A marketing plan is developed as a part of the _____ process for marketing.
- (a) Marketing (b) Branding
(c) Selling (d) Planning
16. When customers perform a role in a service delivery process, they differ in terms of the effort they put in performing the role is called _____ variability.
- (a) Arrival (b) Request
(c) Capability (d) Effort
17. Support goods refer to those goods that provide the _____ element of services and assist in the actual provision of the service.
- (a) Intangible (b) Limited
(c) Tangible (d) Fixed
18. Input consists of information regarding the variety of competing services that might gratify the requirements of the _____
- (a) Employee (b) Consumer
(c) Seller (d) Producer
19. A group of _____ consisting of regular users is brought together by the service organization to study their impressions of the service quality
- (a) Brands (b) Customers
(c) Products (d) Sellers
20. _____ Often work within a TOM framework and consist of small groups of employees meeting together under supervisors or group leaders for discussing their work in terms of standards of service production and delivery.
- (a) Total Quality Management
(b) Quality Circles
(c) Marketing Mix
(d) SERVQUAL

21. Travel for leisure as a broad category can be broken down into _____ tourism, special interest tourism and alternative tourism.
- (a) International (b) National
(c) Holiday (d) Mainstream
22. Markets are segmented according to the _____ of products offered.
- (a) Price (b) Quality
(c) Range of Products (d) Quantity
23. The service of education is based on the _____ reputation and the intangibility of the service.
- (a) Institution (b) Knowledge
(c) Organisation (d) Individual
24. The _____ for services reflects its quality and the end product
- (a) Price (b) Quality
(c) Range of products (d) Quantity
25. _____ Having to go somewhere on business, or feeling an obligation for religious reasons, or for reasons of family or friendship, or for medical reasons.
- (a) By obligation (b) For pleasure
(c) For holiday (d) By Leisure
26. Univariate time-series methods are non-causal _____ techniques.
- (a) Qualitative (b) Quantitative
(c) Time Series (d) Forecasting

27. The services provided by a _____ firm can sometimes be difficult to understand and their worth is unpredictable.
- (a) Banking (b) Education
(c) Consultancy (d) Tourism
28. _____ are not considered a great option to approach a potential client as he/she might not be comfortable sharing his/her confidential matters with a stranger.
- (a) Canvassing (b) Telephone Calls
(c) Direct Mail (d) Cold Visits
29. Transportation and distribution services stimulate _____ progress.
- (a) Social (b) Marketing
(c) Economic (d) Sales
30. _____ of a service company is very important for its successful performance not only for the short term.
- (a) Vision (b) Mission
(c) Service Marketing (d) Brand
31. _____ is the perception or image that customers have of a company and its services,
- (a) Positioning (b) Marketing
(c) Branding (d) Sales
32. _____ is an important tool in marketing of service
- (a) Product (b) Place
(c) Price (d) Promotion

33. Cannibalism occur when _____
- (a) Sales of a new product come at the expense of sales of existing product
 - (b) The existing product reduce the sales of new product
 - (c) Competitions product cannot give access to the new of product
 - (d) Sales of a new product kill the opportunity of sales of competition

Part B

(7 × 6 = 42)

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

34. (a) Explain in detail the characteristics of services.

Or

- (b) Explain the process of market segmentation.

35. (a) What is the criteria of meeting customer expectations while marketing services? Explain in detail.

Or

- (b) Which are the three target market positioning alternatives a company can choose from while positioning? Explain in detail.

36. (a) Examine the role of positioning in a marketing strategy.

Or

- (b) What is the importance of promotion in services marketing? Explain some of the approaches a company can follow for personal promotion.

37. (a) How is marketing strategy formulated? Discuss.

Or

(b) What is the function of a marketing plan? Explain with suitable references.

38. (a) How is a new service developed? Explain the process in detail.

Or

(b) Examine the various quantitative and qualitative techniques used for achieving comprehensive insight into service quality problems in detail.

39. (a) Explain the significance of seasonality in tourism.

Or

(b) Analyse the changing trends in education services marketing in India.

40. (a) Explain the process of bank marketing.

Or

(b) Why is it important to market transport services? Explain.

N-0524

Sub. Code

205434B2

M.B.A. (General) DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

PROMOTIONAL MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Ads are measured for effectiveness to :
 - (a) Choose a medium
 - (b) Avoid costly mistakes
 - (c) Focus the brand
 - (d) Judge ad liking
2. Highly involved _____ are more motivated and actively looking for information.
 - (a) Customers
 - (b) Employees
 - (c) Target audiences
 - (d) Advertisers
3. Which of the following is a strategy where firms focus their promotional messages on target customers?
 - (a) Co-branding
 - (b) Advertising
 - (c) Push
 - (d) Pull
4. A slogan in promotion is used because
 - (a) it makes you unique
 - (b) in all media, immediate attention is grabbed
 - (c) Always reminds me of a define brand
 - (d) All of the given options

5. _____ often appears when you access a contain website.
- (a) Pop-Ups (b) Banners
(c) Links (d) Interstitials
6. Today the emphasis of most advertisers is on :
- (a) Publicity (b) Bill boards
(c) Print media (d) Electronic media
7. A / an _____ is usually a simple idea.
- (a) TV ad (b) Advertising campaign
(c) Big data (d) Efficient idea
8. _____ is measured in points or point sizes.
- (a) Type (b) Design
(c) Length (d) Style
9. Advertising should be abolished because is :
- (a) Raises prices
(b) Encourages monopoly
(c) Causes corruption
(d) Forces an inferior product on customer
10. The constraints of promotion may include :
- (a) Competitors advertising
(b) Resistance to change
(c) Budget
(d) All of the given options

11. Illustration is used to _____.
- (a) Grab attention
 - (b) Provide details and sales pitch
 - (c) Retain interest
 - (d) Provided brand name, slogan and trademark
12. Advertising space usually purchased in small amounts by the public and published by categories in its own section of the newspaper is called _____.
- (a) Classified advertising
 - (b) Retail advertising
 - (c) National advertising
 - (d) Section advertising
13. Any form of advertising that appears on moving objects is called _____.
- (a) Flyers
 - (b) Out of home advertising
 - (c) Transit advertising
 - (d) Out door advertising
14. _____ means that several different advertisers buy commercial time during a specific television program.
- (a) Sponsorship (b) Participation
 - (c) Spot advertising (d) Day part
15. _____ is a world-wide-web page that appears before the expected content page and can be used for advertising.
- (a) Superstitial (b) Ad views
 - (c) Button ads (d) Interstitial

16. Coupons, small gifts, and other incentives are part of _____.
- (a) Sales promotion
 - (b) Advertising
 - (c) Customer service
 - (d) Publicity
17. Companies get benefits from IMC (Integrated Marketing Communication) through _____.
- (a) Brand differentiation
 - (b) Increased brand trust
 - (c) Improved accountability
 - (d) All of the given options
18. A major problem for sales people is that it often takes a long time to _____.
- (a) Make a sale than it does to identify a prospect
 - (b) Identify prospects that it does to make a sale
 - (c) General prospects from qualified leads
 - (d) All of the above are problems
19. Which of the following activities is not part of personal selling?
- (a) Making sales calls
 - (b) Closing the sale
 - (c) Generating leads
 - (d) Managing profit
20. _____ is less expensive than telemarketing but more expensive than e-mail marketing.
- (a) Direct mail
 - (b) Web-mail
 - (c) Leaflets
 - (d) All of the given options

21. Advertising is a mass-mediated communication, for communication to be classified as paid for, delivered to an audience via mass media, and _____.
- (a) be attempting to follow up
 - (b) be attempting to chase
 - (c) be attempting to persuade
 - (d) be attempting to compete
22. The campaign plan of a commercial producer of goods includes press conferences, which are important components of _____.
- (a) Marketing (b) Advertisements
 - (c) Sales (d) Publicity
23. There is finally the impact advertising can have on the _____ of a country.
- (a) Culture (b) Society
 - (c) People (d) Population
24. Co.op advertising is a type of advertising the manufacturer absorbs _____.
- (a) portions of the worth
 - (b) portion of the value
 - (c) portion of the cost
 - (d) portion of income
25. Service advertising is most often _____ carpet cleaners don't sell clean carpets. They sell health to the infant crawling on the floor.
- (a) Real advertising
 - (b) Profitable
 - (c) Intelligent marketing
 - (d) Emotional advertising

26. Advertising is a _____ communication process.
- (a) two-way (b) multiple way
(c) three-way (d) four-way
27. The two steps in the movement towards purchase are _____ and _____.
- (a) Liking and choice
(b) Price and quality
(c) Product and quality
(d) Liking and preference
28. _____ are the attitudinal traits people exhibit in their approach to life.
- (a) Psychographics (b) Demographics
(c) Geographic (d) Lithographic
29. Certain aspects of communication in advertisement determine an and its _____.
- (a) Conformity (b) Integrity
(c) Rituality (d) Facility
30. You could have a company manufacturing cars keeping in mind let us say a three things as purse, purchase, and
- (a) Aptitude (b) Motivation
(c) Attitude (d) personality
31. A crucial part of marketing is making sure that your message is being seen and heard by the people most likely to purchase your product and _____.
- (a) Target audience (b) Company representative
(c) Management (d) Society

32. Visual illustrations are important because up to _____ of the information content in advertising is ignored by consumers.
- (a) 50% (b) 98%
(c) 70% (d) 75%
33. Internationalization of _____ has further facilitated and stimulated the development of international manufacturer brands.
- (a) Retailing (b) Marketing
(c) Branding (d) Advertising

Part B

(7 × 6 = 42)

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

34. (a) Discuss the definition of promotion in terms of the three specific element mentioned.

Or

- (b) What is an advertising agency? What are the essential features of a good advertising agency?

35. (a) What is advertising copy? What are its salient features?

Or

- (b) What is media research? Explain its importance.

36. (a) What are the major limitations in measuring the effectiveness of the promotional program?

Or

- (b) Discuss the four elements of a successful catalog.

37. (a) What risks does the consumer often associate with direct marketing? Explain.

Or

(b) Discuss the impact of advertising on consumer prices. Are you happy with the effects?

38. (a) Discuss the legal restrictions on sales promotion and advertising in India.

Or

(b) Is advertising capable of displaying ethics and truth?

39. (a) Discuss the ethics in promotional programme.

Or

(b) Discuss the characteristics of sales force management.

40. (a) What factors influence the promotion allocation of the retailer?

Or

(b) What are the primary advantages and disadvantages of event marketing?

N-0525

Sub. Code

205435B3

**M.B.A. (General) DEGREE EXAMINATION,
DECEMBER 2023**

ONLINE PROGRAMME EXAMINATIONS

Second Year — Third Semester

PRODUCT MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. The _____ levels constitute a customer value hierarchy.
(a) Six (b) Four
(c) Five (d) Three
2. _____ is the term used for any marketable item produced to satisfy wants or needs.
(a) Product (b) Commodity
(c) Consumer Goods (d) Industrial Goods
3. _____ stretching takes place when the company moves or attempts to reach the upper end of the market through a line extension.
(a) Downward (b) Upward
(c) Sideward (d) No Change

4. The shelf value of a _____ can be increased by utilizing the line extension strategy.
- (a) Name (b) Quality
(c) Price (d) Brand
5. _____ are developed and tested at the level of company and consumers.
- (a) Prototypes (b) Viability
(c) Concept Test (d) Potentiality Test
6. The company produces the best quality product or services for the
- (a) Profit (b) Brand
(c) Customer (d) image
7. Sources of new product ideas can be _____ to the company.
- (a) External (b) Internal
(c) Profit (d) Novelty
8. _____ approach is used when companies want to profit from innovations that are not linked directly to a company's core strategies.
- (a) Integrator (b) Innovative
(c) Licensing (d) Specific
9. _____ refers to the process of creating new products or modifying the existing ones within a predetermined time frame and cost price while maintaining the preset quality requirements.
- (a) Product Idea
(b) Product Price
(c) Product Development
(d) Product Design

10. The production cost of an item gets determined at the _____ stage.
- (a) Initial (b) Designing
(c) Last (d) Delivery
11. Cross functional teams form the backbone of the _____ process.
- (a) CAM (b) CAD
(c) CE (d) BE
12. Product standardization is classified into _____ types.
- (a) Five (b) Four
(c) Six (d) Three
13. When a product reaches its saturation or decline stage of life, it is necessary for the company to _____ its product in order to prolong its life.
- (a) Stop (b) Innovate
(c) Diverse (d) Profit
14. _____ market innovation approach's suitable when the economies of innovation are low.
- (a) Open (b) Close
(c) Competitive (d) Structured
15. New technologies can help in identifying and solving _____ upstream.
- (a) Problems (b) Ideas
(c) Queries (d) Thoughts

16. The resources required at different stages of a product development process are
- (a) Different (b) Same
(c) Useful (d) Thinkable
17. _____ plays a critical role in facilitating cross-functional communication in the new product development process.
- (a) Culture (b) Senior Management
(c) Brand (d) Employees Morale
18. The _____ -s framework of McKinsey is a Value Based Management (VBM) model
- (a) 5 (b) 9
(c) 6 (d) 7
19. The profitability of the industry goes down as the companies price to attract customers and spend money on new technologies and benchmarking
- (a) Increase (b) Reduce
(c) Average Price (d) No Change
20. A _____ is created by developing a distinctive name packaging and design, and raising customer expectations about the offering.
- (a) Branding (b) Selling
(c) Pricing (d) Positioning
21. Brand stretching strategy can be practised in _____ ways.
- (a) 5 (b) 7
(c) 3 (d) 4

22. The _____ method uses available data of similar arrangements in the industry and assigns the value of the brand as the present value of future royalty payments.
- (a) Incremental cash flow method
 - (b) Income split method
 - (c) Royalty Relief method
 - (d) Volume premium method
23. _____ strategy, the product is offered at a high price to a very selective segment of consumers.
- (a) Penetration (b) Skimming
 - (c) Growth (d) Maturity
24. _____ Stage, companies are tempted to engage in costly promotional price wars to wean away market share from competitors
- (a) Introduction (b) Growth
 - (c) Decline (d) Maturity
25. At the _____ stage, companies focus on expanding their core business and aggressively outgrow the competition.
- (a) First (b) Second
 - (c) Third (d) Fourth
26. Some stars will show a healthy positive cash flow as will some _____ in markets where competitive activity is low.
- (a) Cash Cows (b) Dog
 - (c) Problem Children (d) Stars

27. A product _____ strategy is a plan, where by a product line is liquidated or sold to limit real or anticipated losses.
- (a) Disinvestment (b) Investment
(c) Market Share (d) Market Growth
28. _____ refers to a decline in sales volume, sales revenue, or market share of a product due to the introduction of a new product by the same company.
- (a) Production (b) Launch Time Strategy
(c) Mitigation (d) Cannibalization
29. _____ goods are primarily those goods which are used in producing other goods.
- (a) Commercial (b) Raw Materials
(c) Industrial (d) Consumer
30. Most organizations are structured by grouping people by _____ specialty, or geography.
- (a) Price (b) Product
(c) Task (d) Brand
31. A good design ensures the required _____ in a product.
- (a) Quality (b) Price
(c) Taste (d) Variety
32. Competitors may begin to introduce new and similar products at _____ stage of life cycle.
- (a) Introduction (b) Growth
(c) Saturation (d) Decline

33. Cheaper and _____ methods of building prototypes should be conceptualized before the product gets underway
- (a) Quality
 - (b) Customisable
 - (c) Quicker
 - (d) Quantity

Part B (7 × 6 = 42)

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

34. (a) Explain the various categories of industrial goods.
- Or
- (b) Explain the product mix strategy in detail.
35. (a) What is the role of product managers in an organization? How can they bring success to a company?
- Or
- (b) Describe the process of innovation, diffusion and adoption. Explain how they are linked to each other.
36. (a) Discuss product standardization Explain how this process helps a company in the global market.
- Or
- (b) How is product recall strategy different from product replacement strategy?
37. (a) What are the various sources of innovation? Discuss them in detail.
- Or
- (b) Describe disruptive innovation. Why does it happen and how does it affect the market?

38. (a) Draw a diagram to show the interconnectivity between all the Seven factors Explain.

Or

- (b) 'A brand is both abstract and real'. Discuss the statement.

39. (a) Describe the various types of packaging strategies.

Or

- (b) Explain the S-curve of a product life cycle. Support your answer with a diagram.

40. (a) What is the General Electric Market Attractiveness competitive position Matrix?

Or

- (b) Analyze corporate cannibalization Why do some companies deliberately resort to this strategy.

N-0526

Sub. Code
205433C1/205533

M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

MANAGEMENT OF FUNDS

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

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Which of the following is a source of fund.
 - (a) Issue of share capital for cash
 - (b) Issue of bonus shares
 - (c) Issue of shares for consideration other than cash
 - (d) Issue of debenture for consideration
2. In India traditionally banks supply
 - (a) Medium term credit
 - (b) Long-term credit
 - (c) Medium and long term credit
 - (d) Spontaneous credit
3. Which of the following are the instruments of money market?
 - (a) Call money
 - (b) Certificate of deposits
 - (c) Trade bills
 - (d) All of the above

4. Gradual growth of the value of assets of the firm in terms of benefits.
- (a) Wealth maximisation
 - (b) Profit maximisation
 - (c) Foreign investor
 - (d) Depository
5. Capitalisation theories are cost theory and _____.
- (a) Planning theory (b) Earnings theory
 - (c) Capital theory (d) Financial theory
6. Which one is not a component of the financial system?
- (a) Financial market (b) Financial institutions
 - (c) Financial services (d) Financial budgeting
7. Which of the following is a stock mutual fund?
- (a) Growth fund
 - (b) Ginnie Mae fund
 - (c) Municipal securities fund
 - (d) Treasury securities
8. Which of the following would be the result of including flotation costs in the analysis of a project?
- (a) It will increase the initial outflow of cash for the project
 - (b) It will increase the rate of return for the project
 - (c) It will increase the Net Present Value (NPV) of the project
 - (d) It will have zero effect on the current value of the project

9. Under capitalization refers to
- (a) Excess capital
 - (b) Inadequate capital
 - (c) Optimum capital
 - (d) Effective utilization
10. If a part of the company's capital is not represented by its assets it is termed as _____.
- (a) Own capital
 - (b) Optimum capital
 - (c) Reserve capital
 - (d) Watered capital
11. _____ is the annual average yield on a project.
- (a) ROI
 - (b) PBP
 - (c) ARR
 - (d) IRR
12. The technique of long term planning for proposed capital outlays and their financing termed as _____.
- (a) Capital budgeting
 - (b) Capitalization
 - (c) Payback period
 - (d) Capital rationing
13. Dividend is a distribution of divisible profit among the _____.
- (a) Equity share holders
 - (b) Preference share holders
 - (c) Debenture holders
 - (d) Partners
14. The most appropriate dividend policy is payment of _____.
- (a) Variable per share
 - (b) Constant dividend
 - (c) Low dividend
 - (d) No dividend

15. The explicit cost of capital is associated
(a) Raising of funds (b) Internal financing
(c) Opportunity cost (d) Utilization of funds
16. Cost of capital comprises both business risk and
(a) Operating risk (b) Financial risk
(c) Market risk (d) Owner risk
17. The ratio of debt-equity mix is called as
(a) Capital structure (b) Cost of capital
(c) Leverage (d) Capital
18. At high gear the capital structure becomes loaded with more
(a) Fixed rate bonds (b) Bank overdraft
(c) Retained earnings (d) Equity shares
19. The structure which includes only long-term sources is called _____.
(a) Arbitrage (b) Capital structure
(c) Trade equity (d) Capital gearing
20. _____ shows the relationship between a change in sales and the corresponding variation in taxable income
(a) Operating leverage
(b) Financial leverage
(c) Composite leverage
(d) Total fixed cost
21. The operating leverage exist when
(a) $DOL = 1$ (b) $DOL < 1$
(c) $DOL > 1$ (d) $DOL \leq 1$

22. A sale and lease back arrangement is suitable for a lessee having
- (a) Liquidity crists
 - (b) Surplus funds
 - (c) High profits
 - (d) None of the above
23. The lessor should record an asset given under a finance lease as
- (a) Property
 - (b) Plant and equipment
 - (c) Receivable
 - (d) Current liability
24. Select the odd man out of stages in venture finance
- (a) Early stage
 - (b) Expansion stage
 - (c) Acquisition stage
 - (d) Post stage
25. Corporate sale buy-outs is also called as
- (a) Shareholders buy-outs
 - (b) Management buy-outs
 - (c) Receivership buy-outs
 - (d) None of the above
26. Space arbitrage results because of
- (a) Physical distances among the market
 - (b) Dealing is one currency only
 - (c) Preference of one currency by bank
 - (d) All the above
27. Euro currency is a term used for denoting
- (a) Euro - dollar
 - (b) Us - dollar
 - (c) Petro - dollar
 - (d) None of the above

28. Currency swap is a methods of
- (a) Speculating in foreign exchange
 - (b) Hedging against foreign exchange risk
 - (c) Making money by banks
 - (d) Dealing is one currency only
29. The minimum issued capital of a company for getting listed on OTCEI has been fixed at _____.
- (a) Rs. 30 lakhs (b) Rs. 50 lakhs
 - (c) Rs. 75 lakhs (d) Rs. 1 crores
30. Holding gains refers to the gain due to different between the current value of an assets and its _____
- (a) Original cost
 - (b) Fixed cost
 - (c) Financial statements
 - (d) Variable cost
31. When did the government remove the barriers to investment in India?
- (a) 1990 (b) 1991
 - (c) 1992 (d) 1995
32. Debenture form
- (a) Aggressive component
 - (b) Defensive component
 - (c) Progressive component
 - (d) Investment portfolio
33. The price at which a bond gets traded at a stock exchange is known as:
- (a) Maturity value (b) Market value
 - (c) Face value (d) Redemption value

Part B

(7 × 6 = 42)

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

34. (a) Elaborately pointed out the different instruments of long-term finance.

Or

- (b) Bring out the consequences of misallocation of funds to the company.

35. (a) Explain the instruments of short-term finance.

Or

- (b) Explain the factors to be considered in the allocation of funds to profitable opportunities.

36. (a) Summarize the various tools available under capital budgeting.

Or

- (b) Explain the uses and shortcomings of Pay Back Period.

37. (a) Explicate the factors which influence the financial structure.

Or

- (b) Describe the characteristics and types of bonds.

38. (a) What is meant by financial leverage? Why it is important to business?

Or

- (b) Discuss the details, the factors which determine the capital structure of a firm.

39. (a) List and explain the advantages and disadvantages of venture capital.

Or

(b) Brief about the origin and growth of venture capital industry in India.

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

Or

(b) Explain the various components of syndicated loans.

N-0527

Sub. Code

**205434C2/
205534**

M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

**INVESTMENT ANALYSIS AND PORTFOLIO
MANAGEMENT**

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

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part – A

(33 × 1 = 33)

Answer **all** questions.

1. Investors agree to invest in high- risk investments if only
 - (a) There are any true speculations
 - (b) The predicted return is satisfactory for taking a risk
 - (c) There are no safe options except for holding cash
 - (d) The return is short
2. Investments would score high only if there is a protection to
 - (a) Real estate
 - (b) Preferred stock
 - (c) Government bonds
 - (d) Common stock

3. To frame the investment policy the investor should have _____
- (a) Knowledge about the company and brokers
 - (b) Investible funds
 - (c) Knowledge about the investment alternatives
 - (d) Knowledge about the markets with funds
4. The _____ market assists existing investors in selling their stocks.
- (a) Primary market
 - (b) Commodity market
 - (c) Capital market
 - (d) Secondary market
5. _____ is a leading indicator of market behavior.
- (a) Arbitrage (b) Index
 - (c) Investment (d) None of These
6. Speculator is a person _____
- (a) who evaluates the performance of the company
 - (b) who uses his own funds only
 - (c) who is willing to take high risk for high returns
 - (d) who considers here says and market behaviours
7. Which one of the following is not a money market securities?
- (a) Treasury bills
 - (b) National savings certificate
 - (c) Certificate of deposit
 - (d) Commercial paper

8. SEBI would not vet offer documents seeking listing on
- (a) OTCEI (b) NSE
 - (c) BSE (d) ISE
9. In Capital Market Line every investment is
- (a) Finitely divisible (b) Infinitely divisible
 - (c) Both (a) and (b) (d) None of the above
10. Employment of funds with the aim of achieving additional income is known as _____
- (a) Investment (b) Speculation
 - (c) Gambling (d) Biting
11. RE represents what
- (a) Risk expense (b) Related expense
 - (c) Risk exposure (d) Risk evaluation
12. Which of the following technique will ensure that impact of risk will be less?
- (a) Risk avoidance technique
 - (b) Risk Mitigation technique
 - (c) Risk contingency technique
 - (d) All of the above
13. Who is called a father of fundamental analysis _____
- (a) Benjamin Graham
 - (b) Tinbergen
 - (c) William
 - (d) Elliot Wave

14. The fundamental analysis approach has been associated with _____
- (a) Uncertainties (b) Certainties
(c) Ratios (d) Balance sheet
15. Which analysis provides a simplified picture of price behavior of a shares?
- (a) Fundamental (b) Technical
(c) Financial (d) None of the above
16. Which theory believes that the investors prefer larger to smaller returns from securities?
- (a) Modern (b) Traditional
(c) Markowitz (d) Sharpe
17. The “real”, or inflation-adjusted, exchange rate, is
- (a) The balance of trade
(b) The budget deficit
(c) The purchasing power ratio
(d) Unimportant to the U.S economy
18. The ‘normal’ range of price-earnings ratios for the S & P 500 Index is
- (a) Between 2 and 10
(b) Between 5 and 15
(c) Less than 8
(d) Between 12 and 25

19. If the current market price is considered as a basis of CAPM, then what would happen if Actual Market Price < CAPM.
- (a) Stock is undervalued
 - (b) Stock is overvalued
 - (c) Stock is correctly valued
 - (d) None of the above
20. What should be the investment decision When CAPM < Expected Return?
- (a) Hold (b) Buy
 - (c) Sell (d) Sale later
21. If the Required rate of Return as per CAPM is 18% and expected return is 12%, what should be the investment decision?
- (a) Hold (b) Buy
 - (c) Sell (d) Buy later
22. The most extreme form(s) of the Efficient Market Hypothesis (EMH) is
- (a) Weak form
 - (b) Semi-Strong form
 - (c) Super Strong form
 - (d) Near Strong form

23. Which of the following statements pertaining to the Efficient Market Hypothesis (EMH) is / are true?
- (a) Successive short run absolute price changes are independent
 - (b) Successive short run absolute price changes are dependent
 - (c) Weak Form of EMH is also known as random walk model
 - (d) All of (a), (c) and (d) above
24. According to the Efficient Market Hypothesis (EMU)
- I. Stocks with smaller beta will be consistently overpriced.
 - II. Stocks with higher beta will be consistently under-priced.
 - III. Positive alphas on stocks will not remain for a longer period.
- (a) Only I above
 - (b) Only III above
 - (c) Both I and II above
 - (d) Both II and III above
25. Jensen's performance index gives importance
- (a) To the asset combination
 - (b) Professional management
 - (c) The market condition
 - (d) The predictive ability of the manager

26. The investors by investing in the mutual funds get
- (a) Professional management
 - (b) Diversification
 - (c) Return potential
 - (d) All of the above
27. The accounting period cycle of NSE is
- (a) Wednesday to next Tuesday
 - (b) Tuesday to next Wednesday
 - (c) Monday to next Friday
 - (d) Wednesday to next Wednesday
28. Index schemes
- (a) Returns equals to index returns
 - (b) Reflect the market
 - (c) Are income schemes
 - (d) Are tax saving schemes
29. Which of the following is Not a feature of portfolio?
- (a) Portfolios collect work samples over time, reflecting development changes
 - (b) Portfolios involve students in design, collection and evaluation
 - (c) Portfolios promote self-regulation by involving students in the assessment of their own learning progress
 - (d) Portfolios comprise of discontinued tests and quizzes and help in ascertaining the product of learning

30. Savings accounts are _____ but are not _____
- (a) Negotiable; liquid
 - (b) Marketable; liquid
 - (c) Liquid; personal
 - (d) Liquid; marketable
31. Portfolio approach to investing is primarily focused on which of the following
- (a) Diversification
 - (b) Value protection
 - (c) Return appreciation
 - (d) Risk optimisation
32. The formula for the Capital Asset Pricing Model (CAPM) is
- (a) $K_j = R_f + b(R_f - R_m)$
 - (b) $K_j = R_f + b(R_m - R_f)$
 - (c) $K = R + b(R - M)$
 - (d) $K = R + b(R - R)$
33. The credit of taking portfolio theory from abstraction to reality goes to _____
- (a) Harry Markowitz
 - (b) William Sharpe
 - (c) Jack Treppnor
 - (d) Eugene Fama

Part – B

(7 × 6 = 42)

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

34. (a) Discuss the various types of Investment.

Or

- (b) Distinguish between the Speculation and Gambling.

35. (a) Describe the Derivative Instruments.

Or

- (b) Explain the Return Analysis and how are they measured.

36. (a) How to Determine the Perform of Risk Analysis?

Or

- (b) Explain the importance of Fundamental Analysis.

37. (a) Describe the Assumptions of Dow Theory.

Or

- (b) What are the key factors to consider when analysing an industry?

38. (a) Explain the Indifferent Curve and Risk Aversion.

Or

- (b) Describe the Advantages and Disadvantages of Sharpe's Model.

39. (a) Discuss the Capital Market Line with suitable examples.

Or

(b) Illustrate the Random Walk Theory.

40. (a) Enumerate the Assumption of Treynor Model.

Or

(b) Explain the Needs and Scope of Portfolio Revision.

N-0528

Sub. Code

**205435C3/
205535**

M.B.A. DEGREE EXAMINATION, DECEMBER 2023.

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

Common for MBA (General/FM)

FINANCIAL SERVICES AND INSTITUTIONS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The process of selling trade debts of a client to a financial intermediary is called _____.
(a) Bill discounting (b) Factoring
(c) Secularization (d) Materialization

2. Financial service companies excludes which of the following?
(a) Commercial banks
(b) Insurance companies
(c) Crepitating agencies
(d) Sole proprietorship

3. A merchant bank is a financial institution conducting money market activities and
- (a) Lending
 - (b) Underwriting and financial advice
 - (c) Investment service
 - (d) All of the above
4. Formal merchant banking activity in India was originated in _____.
- (a) 1978 (b) 1969
 - (c) 1769 (d) 1987
5. In which year was SEBI established?
- (a) 1987 (b) 1992
 - (c) 1962 (d) 1953
6. Where are the headquarters of SEBI located?
- (a) Mumbai (b) Delhi
 - (c) Pune (d) Chennai
7. UTI mutual fund was set up in the Year _____.
- (a) 1963 (b) 1986
 - (c) 1956 (d) 1947
8. The value of one unit of investment in Mutual fund is called the _____.
- (a) Net Asset Value (b) Issue value
 - (c) Market value (d) Gross Asset value

9. The feature of a mutual fund, where it spreads the investment in varied stocks and sectors by pooling the funds of various investors, is called as _____.
- (a) Professional Management
 - (b) Affordability
 - (c) Diversification
 - (d) Profit
10. Dividend income received from mutual in the hands of unit holders
- (a) Fully Taxable (b) Fully Exempt
 - (c) Partly Exempt (d) Partly Taxable
11. Which of the following is India's first Credit Information Company?
- (a) CRISIL (b) CIBIL
 - (c) SMERA (d) CERSAI
12. The Majority shareholder in CRISIL is _____?
- (a) Standard and Poors'
 - (b) Fitch Ratings Inc.
 - (c) Moody's
 - (d) Dun and Bradstreet
13. The headquarters of CARE is in _____.
- (a) Mumbai (b) New Delhi
 - (c) Noida (d) Gurugram
14. The headquarters of Investment Information and Credit Rating Agency (ICRA) Limited is Located in?
- (a) Mumbai (b) Gurugram
 - (c) Noida (d) New Delhi

15. What is the full form of CERSAI?
- (a) Combined Registry of Securitization Asset Reconstruction and Security Interest
 - (b) Combined Registry of Securitization Agency Reconstruction and Security Interest
 - (c) Central Registry of Securitization Asset Reconstruction and Security Interest
 - (d) Central Registry of Securitization Agency Reconstruction and Security Interest
16. _____ syndication is a kind of consortium advance.
- (a) Profit
 - (b) Sales
 - (c) Loan
 - (d) Capital
17. Shares of well-established and financially sound companies, with very little investment risk and good history of earnings is known as
- (a) Alpha shares
 - (b) Blue chip shares
 - (c) Star stock
 - (d) Beta stock
18. What is NABARD'S pilot project for digitalization of SHGs called?
- (a) E-shakthi
 - (b) E-samriddhi
 - (c) E-shanthi
 - (d) E-samraksha
19. Non-Banking Financial Companies (NBFCs) are the Financial Intermediaries engaged primarily in the business of
- (i) Accepting Deposits
 - (ii) Lending loans and advances
 - (iii) Leasing
 - (iv) Hire Purchasing
- (a) (i) and (ii)
 - (b) (iii) and (iv)
 - (c) (i) and (iii)
 - (d) (i), (ii), (iii) and iv

20. Industrial Development of was established as a subsidiary of
- (a) RBI
 - (b) SIDBI
 - (c) SBI
 - (d) Industrial credit and investment corporation of India
21. Which development financial institution integrated with a bank?
- (a) IFCI Ltd (b) ICICI LTD
 - (c) NHB (d) IIFCL
22. The Reserve Bank of India was established on _____.
- (a) April 1, 1935 (b) July 12, 1982
 - (c) May 26, 2006 (d) September 30, 2005
23. Which among the following is incorrect?
- (a) RBI is the Bank of Issue
 - (b) RBI acts as Banker to the Government
 - (c) RBI is Banker's Bank
 - (d) RBI does not regulate the flow of credit
24. Which of the following terms is not related to a stock exchange?
- (a) Knowledge Process Outsourcing (KPO)
 - (b) Net Asset Value (NAV)
 - (c) Initial Public Offering (IPO)
 - (d) National Stock Exchange (NSE)

25. When was NIFTY (National Stock Exchange Fifty) established?
- (a) 1992 (b) 1998
(c) 1996 (d) 1994
26. Who is the Current Chairman of the Securities and Exchange Board of India?
- (a) C B Bhave (b) Ajay Tyagi
(c) U K Sinha (d) None of the above
27. The Securities and Exchange Board of India meets the needs of _____.
- (a) Investors
(b) Market intermediaries
(c) Issuers of securities
(d) All of the above
28. Mutual funds in India are permitted to invest in _____.
- (a) Securities
(b) Securities and gold
(c) Securities other than real estate
(d) Securities, gold, real estate
29. _____ is the first time subscription offer for a new scheme launched by the Asset Management Company.
- (a) FFO (b) CFO
(c) IPO (d) NFO
30. A mutual fund is a _____ intermediary (like a trust) regulated in India by the SEBI.
- (a) Financial (b) Professional
(c) Physical (d) Mental

31. Transaction cost is _____ with investment in Mutual Funds.
- (a) High (b) Low
(c) Very high (d) Nil
32. _____ helps to improve the risk return relationship.
- (a) Diversification
(b) Liquidity
(c) Professional Management
(d) Tax
33. Open ended funds can be purchased and sold
- (a) Anytime during the day
(b) Only at the beginning of the day
(c) Only at the end of the day
(d) Starting of the day

Part B

(7 × 6 = 42)

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

34. (a) Discuss the overview of Indian Financial System.

Or

- (b) Explain the Importance of Merchant Banking.

35. (a) Describe the Responsibilities of SEBI.

Or

- (b) Explain any six scheme of Mutual Fund Services.

36. (a) Discuss the Evolution of Mutual Fund.

Or

- (b) Explain the importance of Credit rating. Why it's important to investors?

37. (a) What are the factors to be involved in success of a rating system?

Or

(b) Explain the Functions of Credit Rating Agencies.

38. (a) Discuss the Role and objectives of LIC investment institution.

Or

(b) Illustrate the needs of Non- Banking Financial Companies.

39. (a) Explain the functions and roles of ICICI.

Or

(b) Discuss the recent trends in Reserve Bank of India.

40. (a) Explain the roles of National Stock Exchange and Bombay Stock Exchange in India.

Or

(b) Illustrate the Global Scenario of SEBI. Any two latest updates.

N-0529

Sub. Code

205441

**M.B.A (General) DEGREE EXAMINATION,
DECEMBER 2023**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

PRODUCTION AND OPERATION MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. _____ is responsible for all the activities related to production of goods and services.
 - (a) Production person
 - (b) Production workers
 - (c) Production personnel
 - (d) Production manager

2. Which of the following functions of an organization consists of all activities directly related to production of a good or service?
 - (a) Operations
 - (b) Marketing
 - (c) Accounting
 - (d) Finance

3. The major business functions consisting of research and development, product design, manufacturing, marketing, distribution, and customer service refer to:
 - (a) The transformation process
 - (b) Value chain
 - (c) Life cycle
 - (d) Quality control

4. In type of layout machineries are arranged according to the sequence of operations.
 - (a) Process (b) Group
 - (c) Matrix (d) Line

5. Semi-skilled people may be appointed in this manufacturing system.
 - (a) Job shop (b) Continuous
 - (c) Intermittent (d) Hybrid

6. Mass production is characterized by
 - (a) Low volume high variety
 - (b) High volume low variety
 - (c) High volume high variety
 - (d) Low volume low variety

7. Automation version of the generic manufacturing process, where in the three manufacturing functions are replaced by the automated technologies is called _____
 - (a) Automated materials handling system
 - (b) Flexible Manufacturing System
 - (c) Computer integrated manufacturing system
 - (d) Production planning system

8. The central idea of Toyota production system to
- (a) Improve product quality without increase in cost
 - (b) Increase the value added activities to increase customer satisfaction
 - (c) Provide customer satisfaction at any cost
 - (d) None of these
9. Computer Aided Manufacturing (CAM) is_____
- (a) The use of software to automate a manufacturing process
 - (b) The use computer aided machinery to automate a manufacturing process
 - (c) Both (a) and (b)
 - (d) None of the above
10. _____of a system is the rate of output of goods or services under full scale operating condition
- (a) Design capacity (b) system capacity
 - (c) System efficiency (d) none of the above
11. Expanding existing facilities is a _____ capacity strategy
- (a) Short term (b) Medium term
 - (c) Long term (d) None of the above
12. Companies choose various ways to design their products, which include
- (a) Standardization (b) Mass customization
 - (c) Robust design (d) All the above
13. Facility location problem with quantitative and qualitative data will have
- (a) Definite (b) A range of
 - (c) Infeasible (d) None of the above

14. The main components of production system include which of the following?
- (a) Men, material
 - (b) Services, satisfaction
 - (c) Input, process, output
 - (d) Process, service
15. Expediting means taking action if the _____ indicated deviations from the original set targets
- (a) Progress reporting (b) Corrective action
 - (c) Prior planning (d) None of the above
16. Design of sampling plan is a _____ decision
- (a) Strategic (b) Tactical
 - (c) Operational (d) None of the above
17. Normal time is the multiple of cycle time and _____
- (a) Allowance factor (b) Performance rating
 - (c) Both (a) and (b) (d) None of the above
18. _____ deals with the techniques to ensure the best possible use of human, machine and materials resources in carrying out a specified activity
- (a) Ergonomics (b) Work study
 - (c) QFD (d) None of the above
19. _____ refers to the arrangement of machinery, equipment and other industrial facilities.
- (a) Plant lining (b) Plant location
 - (c) Facility location (d) Plant layout

20. In ship manufacturing, the type of layout preferred is _____
- (a) Product layout
 - (b) Process layout
 - (c) Fixed position layout
 - (d) Combination layout
21. In which of the following site selection techniques, a weightage between '0' to '1' is provided to factors that influence its location decision?
- (a) Location rating factor technique
 - (b) Transportation technique
 - (c) Centre-of-gravity technique
 - (d) None of these
22. Which type of analysis/chart assists the layout planner in the choice of type of layout?
- (a) Break even analysis
 - (b) Break even analysis and P-Q chart
 - (c) P-Q chart
 - (d) None of these
23. Line balancing is applied to a product which has _____ operations
- (a) Labour intensive (b) Machine intensive
 - (c) Only automatic (d) None of the above
24. _____ aims to find the best combination of various available capacities to match with the resource requirements in a given planning period at the most economical cost
- (a) Master Production scheduling
 - (b) Aggregate planning
 - (c) Job shop scheduling
 - (d) None of the above

25. _____ gives the expected level of requirement for goods and services
- (a) Demand forecast
 - (b) Economic forecast
 - (c) Technology forecast
 - (d) None of the above
26. Planned order release quantity is equal to
- (a) Stock on hand
 - (b) Projected requirement
 - (c) Economic order quantity
 - (d) None of the above
27. For a period planned order release is to be made, if the projected requirement of that period is _____ the stock on hand is of the previous period
- (a) Equal to (b) Greater than
 - (c) Less than (d) None of the above
28. In Just-In-Time the vendor is to be viewed by the company as a
- (a) Manager (b) Worker
 - (c) Partner (d) None of these
29. MRP is different from JIT in terms of
- (a) Inventory (b) Quality
 - (c) Human orientation (d) All of the above
30. _____ is a measure of how closely a good or service confirms to specified standard
- (a) Flexibility (b) Schedule
 - (c) Quality (d) Target

31. All of the following costs are likely to decrease as a result of better quality except _____
- (a) Customer dissatisfaction costs
 - (b) Inspection costs
 - (c) Maintenance costs
 - (d) Warranty and service costs
32. In Six Sigma, a _____ is defined as any process output that does not meet customer specifications
- (a) Error
 - (b) Cost
 - (c) Quality
 - (d) Defect
33. Which of the following is not a target of Total Quality Management:
- (a) Customer Satisfaction
 - (b) Reducing manpower
 - (c) Continuous Cost Reduction
 - (d) Continuous Operational Improvement

Part B

(7 × 6 = 42)

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

34. (a) Write the importance of production management.

Or

- (b) Discuss the role of operations in strategic management.

35. (a) Explain the use of automation in production system.

Or

- (b) Compare the difference between Rough-cut capacity planning (RCCP) and Capacity Requirement Planning (CRP).

36. (a) Discuss the relevant factors affecting facility location.

Or

(b) Explain the characteristics of a production process system.

37. (a) Describe the various tools for process simulation.

Or

(b) Explain the different type's layout with example.

38. (a) Discuss the different phases of production planning.

Or

(b) Explain the factors affecting forecasting.

39. (a) Discuss the benefits of Material Requirement Planning.

Or

(b) Write the classification of quality controlling techniques.

40. (a) Illustrate the benefits and limitations of JIT.

Or

(b) What are the benefits of six sigma? Explain.

N-0530

Sub. Code

**205442A1/
205841**

M.B.A.DEGREE EXAMINATION, DECEMBER 2023.

ONLINE PROGRAMME EXAMINATIONS

Second Year - Fourth Semester

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

COMPENSATION MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Who receives the wages?
 - (a) employee
 - (b) labour
 - (c) Manager
 - (d) Board of director
2. The first Wage Board was appointed for the which Industry in march 1957?
 - (a) Cotton textile industry
 - (b) Metal Industry
 - (c) Chemical Industry
 - (d) Steel plants
3. Wage fund theory is propound by
 - (a) Adam Smith (1723-1790)
 - (b) J.S. Mill (1723-1790)
 - (c) David Ricardo (1772-1823)
 - (d) Karl Marx (1818-1883)

4. Which of the following factor influence(s) employee compensation?
(a) Labour market (b) Cost of living
(c) Labour unions (d) All of the above
5. Minimum Wages Act was passed in the year?
(a) 1938 (b) 1942
(c) 1948 (d) 1979
6. The _____ criterion is considered as an automatic minimum equity pay criterion.
(a) Standard of living (b) Standard output
(c) Cost of living (d) Cost of production
7. The third phase of trade unionism in India began from
(a) 1936 (b) 1939
(c) 1944 (d) 1947
8. In the labor market if the labor is in short supply than the wage rate is _____
(a) Low (b) High
(c) Reasonable (d) Lowest
9. _____ is determined by keeping in view the national income and the capacity of the firm to pay.
(a) Minimum wage (b) Fire wage
(c) Living wage (d) High wage
10. Which among the following is a 'non-quantifiable' aspect of compensation during salary survey?
(a) Geographical Location
(b) Bonuses
(c) Base salaries
(d) Merit increase

11. _____ is a Statutory benefit.
- (a) Washing allowance
 - (b) group insurance
 - (c) conveyance allowance
 - (d) Gratuity
12. Basically there are _____ types of incentives schemes.
- (a) 4 (b) 5
 - (c) 7 (d) 10
13. _____ are allowed to executives and include club membership, paid holidays, furnished house, stock option schemes.
- (a) Incentive (b) Perquisites
 - (c) Benefits (d) None of the above
14. Under _____ plan of profit sharing, each employee's share of profit is held by the company in trust for distribution at a later date.
- (a) Deferred payment
 - (b) Combination
 - (c) Current distribution
 - (d) Periodic
15. The systematic way of determining the worth of all the jobs within any organization is called
- (a) compensable evaluation
 - (b) job evaluation
 - (c) benchmark job
 - (d) job promotion structure

16. Which plans are designed as a 'tax favoured way' to deliver stock to the employees?
- (a) Incentive stock options
 - (b) Non-qualified stock options
 - (c) Deferred payment
 - (d) Mixed stock option
17. _____ refer to the values used to assess a business' success in reaching its goals.
- (a) Key performance parameters (KPP)
 - (b) Key performance indicators (KPI)
 - (c) Objectives
 - (d) Strategy
18. _____ rewards are the satisfaction that an individual obtains from the job itself.
- (a) Extrinsic (b) Environmental
 - (c) Intrinsic (d) Membership
19. _____ refers to the upward movement of an employee from one job to another higher one, with increase in salary, status and responsibilities.
- (a) Demotion (b) Transfer
 - (c) Separation (d) Promotion
20. For promotion of fair wages agreement in more organized industries, the Government appointed a Committee on Fair Wages in _____
- (a) 1939 (b) 1947
 - (c) 1949 (d) 1950

21. Which of the following of the pay covers health insurance?
- (a) Direct Pay (b) Basic Pay
(c) Indirect Pay (d) Incentive Pay
22. ROI stands for
- (a) Rate of Interest (b) Rate of Investment
(c) Return on Interest (d) Return on Investment
23. The Payment of bonus Act was passed on the year _____
- (a) 1948 (b) 1955
(c) 1960 (d) 1965
24. The claim for bonus should fill the gap between _____ and _____
- (a) daily wage, weekly wage
(b) present wage, living wage
(c) present wage, daily wage
(d) weekly wage, living wage
25. Which of the following Stakeholder's views on Stock Options is upside for company?
- (a) Flexible
(b) Dilution of Equity
(c) No Cost to Company
(d) Performance gaming

26. An expatriate is a person who is _____
- (a) A citizen of the country where the headquarters of the company is domiciled.
 - (b) Assigned to work in another country
 - (c) Both (a) and (b)
 - (d) Neither (a) nor (b)
27. Which of the following is not a motivational factor affected by compensation?
- (a) Job Satisfaction (b) Retention
 - (c) Work Productivity (d) Experience
28. Halsey Plan of Incentive is guaranteeing wages on _____
- (a) Time Basis (b) Cost Basis
 - (c) Work Basis (d) Experience Basis
29. Autonomy type of reward comes under _____
- (a) Extrinsic (b) Intrinsic
 - (c) Financial (d) Social
30. Under which plan does the group supervisor gets a share from the bonus?
- (a) Halsey Plan
 - (b) Rowan Plan
 - (c) Priest Man Bonus Plan
 - (d) Scalar Plan
31. Which of the following is not the kind of assistance provided by the trade unions?
- (a) Education and Training
 - (b) Legal Help
 - (c) Financial Discounts
 - (d) Housing Arrangements

32. The purpose of the pay survey is to determine

- _____
- (a) Average Compensation
 - (b) Work Efficiency
 - (c) Incentives
 - (d) Bonus Wages

33. Company Car is a _____ component of Remuneration.

- (a) Wages
- (b) Prerequisites
- (c) Benefits
- (d) Incentives

Part B

(7 × 6 = 42)

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

34. (a) List down the macroeconomic and microeconomic factors affecting compensation.

Or

(b) Describe the principles of wage and salary administration.

35. (a) Discuss the elements of good wage plan.

Or

(b) Write a note on Trade unionism.

36. (a) How to perform pay survey?

Or

(b) Explain about monetary incentive plans.

37. (a) Discuss about fringe benefits.

Or

(b) Explain about Employee Stock option plan.

38. (a) List down the determinants of incentives.

Or

(b) Explain the bases of promotions.

39. (a) Describe the structure of performance compensation.

Or

(b) What are the key provisions of payment of wages Act?

40. (a) Explain the concept of executive compensation.

Or

(b) Mention the types of wage incentive plans.

N-0531

Sub. Code

**205443A2/
205844**

M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

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

LABOUR LEGISLATIONS - II

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part – A

(33 × 1 = 33)

Answer **all** questions.

1. The _____ has played a key role in promoting international labour standards.
 - (a) International Labour Organization (ILO)
 - (b) World Health Organization
 - (c) United Nations Council
 - (d) World Trade Organization

2. The scheme of the Payment of Bonus Act is considered to be four dimensional.
 - (a) Two
 - (b) Three
 - (c) Four
 - (d) Six

3. A person who is learning a trade from a skilled employer, having agreed to work for a fixed period at low wages is called _____
- (a) Probationer (b) Contract employee
(c) Apprentice (d) Unskilled laborer
4. _____ of the Act mentions the reasons which can cause the employees to be disqualified from being eligible for the bonus.
- (a) Section 3 (b) Section 5
(c) Section 8 (d) Section 9
5. Which refers to the bonuses which payable in case a policy matures or death occurs in between the two successive bonus declaration dates?
- (a) Customary bonus
(b) Interim bonus
(c) Additional bonus
(d) None of the above
6. _____ deals with the computation of the number of working days.
- (a) Section 14 (b) Section 12
(c) Section 11 (d) Section 10
7. Which refers to provision wherein if the allocable surplus exceeds the amount of maximum bonus payable as prescribed, then, the excess is carried forward for being set on in the succeeding accounting year and so on as mentioned in the Act?
- (a) Set-off (b) Set-on
(c) Set-in (d) Set-out

8. _____ is an independent person or body officially appointed to settle a dispute.
- (a) Probationer (b) Inspector
(c) Arbitrator (d) Labor officer
9. _____ means retirement of the employee because of advanced age.
- (a) Voluntary retirement scheme
(b) Separation
(c) Retrenchment
(d) Superannuation
10. The payment of gratuity act came into force in the year
- (a) 1965 (b) 1972
(c) 1975 (d) 1978
11. The power is vested in the _____ to make the act applicable to payment of wages to any class of persons employed in any establishment or class of establishments specified in section 2(h) by giving 3 months notice to that effect.
- (a) Central Government
(b) Acting Government
(c) State Government
(d) Judicial Court
12. Which of the following is not included under the definition of wages given under the Payment of Wages Act, 1936?
- (a) Basic Wage
(b) Dearness Allowance
(c) Incentive
(d) Gratuity

13. According to Payment of Wages Act, the maximum wage period or payment of wages to employees by employer should not exceed
- (a) 45 days (b) 15 days
(c) 30 days (d) 60 days
14. The total amount of deductions from wages of employees should not exceed _____ percentage.
- (a) 50% (b) 70%
(c) 25% (d) 40%
15. _____ empowers the state governments to appoint an authority by the issue of notification for a specified area to hear and decide and dispose of all claims.
- (a) Section 12 (b) Section 14
(c) Section 15 (d) Section 16
16. An Inspector appointed under sub-section (1) of section 8 of the _____ (63 of 1948), shall be an Inspector for the purposes of Payment of Wages Act in respect of all factories within the local limits assigned to him.
- (a) Companies Act
(b) Factories Act
(c) Industrial disputes act
(d) Trade Union Act
17. Minimum Wages Act was passed in the year?
- (a) 1938 (b) 1942
(c) 1948 (d) 1979
18. _____ of the Minimum Wages Act deals with the provisions of constituents of minimum rate of wages.
- (a) Section 3 (b) Section 4
(c) Section 5 (d) Section 6

19. In Payment of Minimum Rates of Wages, _____ specifies the conditions for fixing hours for normal working day etc.,
- (a) Section 12 (b) Section 13
(c) Section 15 (d) Section 16
20. Section 9 of the Minimum Wages Act deals with the composition of _____
- (a) Advisory board (b) Records
(c) Notices (d) Claims
21. The minimum number of members of an assembly or society that must be present at any of its meetings to make the proceedings of that meeting valid is called _____
- (a) Team (b) Trade union
(c) Quorum (d) Plaintiff
22. The minimum wages as fixed under the Minimum Wages Act, 1948 must be revised at least once in
- (a) 2 years (b) 3 years
(c) 5 years (d) No mention under the Act
23. The Industrial Employment (Standing Orders) Act was passed in the year _____
- (a) 1938 (b) 1946
(c) 1948 (d) 1961
24. The Act applies to every industrial establishment wherein _____ workmen are employed, or were employed on any day of the preceding 12 months.
- (a) 20 or more (b) 30 or more
(c) 40 or more (d) 100 or more

25. An authority who is appointed by the appropriate government by notification in the official Gazette to exercise in such area as may be specified?
- (a) Appellate Authority
 - (b) Certifying officer
 - (c) Acting officer
 - (d) None of the above
26. How many copies have to be submitted to the certifying officer while making any modifications in the standing orders?
- (a) 10
 - (b) 4
 - (c) 5
 - (d) 2
27. What is the minimum number of trade union members requires in registering themselves as a union?
- (a) 5
 - (b) 7
 - (c) 10
 - (d) 15
28. How many percentage of votes should be recorded when amalgamating 2 or more registered trade unions?
- (a) 60 %
 - (b) 50 %
 - (c) 20 %
 - (d) 75 %
29. Which formula was given by labour appellate tribunal for the calculation of bonus?
- (a) Full bench formula
 - (b) Accrual formula
 - (c) Rounding formula
 - (d) None of the above

30. What is the qualifying service to claim gratuity?
(a) 15 years (b) 10 years
(c) 5 years (d) No such prescription
31. How many member's consent is required to change the name of the registered trade union?
(a) 1/4th of the total members
(b) 3/4th of the total members
(c) Half of the total members
(d) 2/3rd of the total member
32. Which section takes care of payment of subsistence allowance in standing orders act?
(a) Section 10 (b) Section 1
(c) Section 1A (d) Section 10A(1)
33. The Government of India has ratified Convention 122 on Employment and Social Policy in _____
(a) 1995 (b) 1996
(c) 1998 (d) 2000

Part – B

(7 × 6 = 42)

Answer All questions by choosing either (a) or (b)

34. (a) Briefly explain the scope and coverage of the Payment of Bonus Act.
Or
(b) Write about deductions permissible and forfeiture of bonus.
35. (a) Describe the provisions of Section 31 A of the Payment of Bonus Act.
Or
(b) Mention the nature of authority presumes accuracy of accounts as per the Payment of Bonus Act.

36. (a) Discuss the provisions of the Payment of Gratuity Act, 1972 regarding determination of gratuity.

Or

(b) Elaborate the applicability of the Payment of Wages Act.

37. (a) Discuss the provisions relating to imposition of fines of the payment of Wages Act, 1936.

Or

(b) Write a short-note on the maintenance of records and registers according to the Payment of Wages Act, 1936.

38. (a) Describe the principle objects and applicability of the Minimum Wages Act, 1948.

Or

(b) Examine the important provisions mentioned in the Minimum Wages Act pertaining to Claims.

39. (a) What are the powers of the State and Central Government to make rules as per the Minimum Wages Act?

Or

(b) Examine the different shades of opinion on the subject of nature of standing orders.

40. (a) Discuss the role of government under the IESOA.

Or

(b) Describe the process of registration of trade unions.

N-0532

Sub. Code

**205444A3/
205845**

M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Fourth Semester

**(Common for M.B.A. (General/Human Resource
Management))**

ORGANIZATIONAL DEVELOPMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part – A

(33 × 1 = 33)

Answer **all** the questions.

1. A change that alters some features of an organization is referred to as
 - (a) Transformational Change
 - (b) Structural Change
 - (c) Adaptive Change
 - (d) None of the Above
2. OD process is cyclical and ends, when:
 - (a) Desired development result is obtained
 - (b) Plan is implemented
 - (c) Data is gathered
 - (d) Problem is identified

3. Organization development program helps in _____
- (a) Self-esteem (b) Self-development
(c) Self-renewals (d) Self confidence
4. Organizational development is _____ to product innovation.
- (a) Critical (b) Optional
(c) Easier (d) Difficult
5. Cultural intervention concentrates on:
- (a) Traditions (b) Precedents
(c) Practices (d) All of the above
6. Values in transition were provided by
- (a) Richard Beckhard
(b) Robert Tannenbaum and Sheldon Davis
(c) Warren Bennis
(d) None of the above
7. The basic building blocks of an organization are
- (a) Team (b) Unions
(c) Change agent (d) Group
8. _____ is based on the belief that persons, function as a whole, total organisms.
- (a) Process consultation
(b) Visioning
(c) Gestalt Therapy
(d) None of the above

9. _____ involves advocacy and inquiry.
- (a) Leadership (b) Group functioning
(c) Process focused (d) Team management
10. The organizational diagnosis means:-
- (a) To identify strengths, weaknesses problem areas
(b) To find out discrepancies, between vision and desired future and current situations
(c) Both (a) and (b)
(d) None of the above
11. Effective diagnosis of _____ culture are fundamental to any successful organizational development intervention.
- (a) Organizational (b) Government
(c) Global (d) Compact
12. A scientific approach to study and then solving organizational issues experienced by an organization is called
- (a) Action research (b) Applied research
(c) Pure research (d) None of the above
13. Research suggest that legitimate and reward powers are _____ related
- (a) Negatively (b) Positively
(c) Externally (d) Internally
14. OD relies heavily on
- (a) Action research model with participation by all
(b) Scientific research in the area of human development
(c) Both
(d) None of the above

15. It is proved organization development research that, that people can use their capabilities and creativity if they are provided with:
- (a) Adequate opportunities
 - (b) Suitable work climate
 - (c) Both (a) and (b)
 - (d) None of the above
16. Which of the following is not an organizational development intervention programme?
- (a) Team-building
 - (b) Survey feedback
 - (c) Leadership development
 - (d) All of the above
17. Team MBO is an intervention designed to improve the effectiveness of _____
- (a) Total Organization
 - (b) Teams
 - (c) Both (a) and (b)
 - (d) None of the above
18. Conflict that refers to a disagreement among connected individual's is _____
- (a) Negative conflict
 - (b) Interpersonal conflict
 - (c) Intrapersonal conflict
 - (d) Friendly conflict

19. One of the most popular ways to group activities is by
- (a) Geography
 - (b) Functions
 - (c) Process
 - (d) Product
20. Determining the best appraisal method depends on the objectives of the system For developmental objectives, the _____ and the _____ work well
- (a) Narrative method, ranking method
 - (b) Narrative method, rating scale method
 - (c) Critical incidents file, rating scale method
 - (d) Critical incidents file, MBO process
21. Following is not a feature of a T-group
- (a) Learning laboratory
 - (b) TQM
 - (c) Learning how to learn
 - (d) Here and now emphasis
22. Effective Group norms do not have
- (a) Formation of autonomous work groups
 - (b) Grouping of core tasks
 - (c) Training of group
 - (d) Members in multiple skills and same culture members
23. _____ is the study and implementations of practices, systems, and techniques that affect organizational change.
- (a) Organization development
 - (b) Organization behavior
 - (c) Organization culture
 - (d) Organization leadership

24. One of the major source of unplanned internal change in organisation is performance _____
- (a) Gaps (b) Increments
(c) Decrements (d) Appraised
25. _____ facilitates division of work into units for efficient performance.
- (a) Generalization (b) Segregation
(c) Delegation (d) Specialization
26. In general, the more stable the organization's environment, the _____ complex its strategy; and the more skilled its workforce, the _____ likely that the organization will use a formal organizational structure
- (a) More; more (b) More; less
(c) Less; less (d) Less; more
27. Socio-Technical systems projects tend to feature _____
- (a) Formation of autonomous work groups
(b) Grouping of core tasks
(c) Training of group members in multiple skills
(d) All of the above
28. One of the advantages of conflict is that it forces you to examine problems and work toward a potential _____
- (a) Solution (b) Outcome
(c) Relationship (d) Experience
29. Organizational renewal often starts with
- (a) Improved technology
(b) Strategic change
(c) Intense competition
(d) Company's culture

30. Which of these steps in the planned change process puts the change plan into action?
- (a) Develop the change plan
 - (b) Recognize the need for change
 - (c) Implement the change
 - (d) Select the change agent.
31. Which structure breaks down departmental barriers and decentralizes decision-making to the level of the work team?
- (a) Feminine (b) Virtual
 - (c) Boundary less (d) Team
32. Most OD practitioners work as
- (a) Independent consultants
 - (b) Employee
 - (c) Supervisor
 - (d) Manager
33. External consultants _____ spend all their time with one organization
- (a) Rarely (b) Do not
 - (c) Often (d) Always

Part B (7 × 6 = 42)

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

34. (a) Discuss the benefits of Organisation Development in an organization.

Or

- (b) What are Team Interventions? How can they be classified?

35. (a) Explain the techniques of comprehensive and structural interventions.

Or

(b) Explain the concept, nature and approaches to organizational diagnosis.

36. (a) What is the role of action research in change process? Explain.

Or

(b) How action research helps in Organizational Development? Explain

37. (a) Write a short note on inter-group interventions.

Or

(b) Explain the action components of Organizational Development.

38. (a) Write short note on MBO and its roles.

Or

(b) Write down the conditions for success and failure of Organizational Development.

39. (a) Define ethics. What are the various ethical standards that are to be followed in Organizational Development?

Or

(b) Explain the advantages of structural interventions Organizational Development.

40. (a) How does the planned change in working practice support institutional and departmental strategies?

Or

(b) Highlight the pre-requisites for client relationship.

N-0533

Sub. Code

205442B1

M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

(General)

INTERNATIONAL MARKETING

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Raw materials, labor and sources of funding represent which kind of market?
 - (a) Basic
 - (b) Primary
 - (c) Secondary
 - (d) Resource

2. Which of the following holds that consumers prefer products that are widely available and inexpensive?
 - (a) The product concept
 - (b) The production concept
 - (c) The selling concept
 - (d) The performance concept

3. Which of these entities represents the space in which a company intends to create and capture value?
- (a) Value market (b) Target market
(c) Industry block (d) Value proposition
4. The _____ is essentially the total customer benefit minus the total customer cost.
- (a) Customer net value
(b) Positioning
(c) Core message
(d) Customer value proposition
5. EPRG stands for _____.
- (a) Ethical, Political, Regional or Geographical orientation
(b) Ethnographic, Polygraphic, Regiographic or Geographic orientation
(c) Ethnocentric, Polycentric, Regiocentric or Geocentric orientation
(d) Ethical, Political, Regional or Geometrical orientation
6. Extension of marketing activities across the globe is called as _____.
- (a) International business
(b) Universal marketing
(c) International marketing
(d) Borderless marketing

7. Felder, an Austrian manufacturer of high-end wood working machinery, has only a handful of show rooms in the united states and does not sell its products through home improvements stores. This is an example of _____ distribution.
- (a) Exclusive (b) Selective
(c) Intensive (d) Professional
8. Societe Bic S.A. is the French company behind Bic brand lighters, razors and pens. Which distribution strategy is right for these low-cost consumer products?
- (a) Exclusive (b) Selective
(c) Intensive (d) Professional
9. Rotter Garder Inc. is a large-scale paint manufacturer and is known for its wide range of decorative paint products and industrial coatings. In addition to making paints, the company also owns and operates the retail stores that sell its products. This is an example of a (n) _____ vertical marketing systems.
- (a) Administered (b) Contractual
(c) Referent (d) Corporate
10. At the top of Maslow's hierarchy of needs are _____ needs.
- (a) Esteem (b) Self-actualization
(c) Social (d) Safety
11. Consumers who tend to follow the crowd, value long-term reputation, shop for their families, buy from trusted retailers, and prefer traditional brick-and mortar stores probably belong to which of type of culture?
- (a) Individualistic (b) Collectivistic
(c) Independent (d) Self-actualized

12. _____ can work to the advantage of marketers with strong brands when consumers make neutral or ambiguous brand information more positive.
- (a) Selective attention
 - (b) Selective distortion
 - (c) Selective retention
 - (d) Selective choice
13. Which of these is NOT one of the four dimensions of a product portfolio?
- (a) Width (b) Length
 - (c) Complexity (d) Consistency
14. When a consumer purchases a mountain bike costing \$1,000 or more, he or she expects the bike to exhibit a high level of _____ the level at which the products primary characteristics operate.
- (a) Features (b) Conformance quality
 - (c) Durability (d) Performance quality
15. In which of these strategies does a firm concentrate on meeting multiple needs of a given customer group?
- (a) Product specialization
 - (b) Brand specialization
 - (c) Reputational specialization
 - (d) Market specialization
16. The three criteria that determine whether a brand association can truly function as a point of difference are _____.
- (a) Comparability, authenticity, deliverability
 - (b) Desirability, peculiarity, deliverability
 - (c) Deviance, peculiarity, deformity
 - (d) Desirability, deliverability, differentiability

17. The _____ of the product mix refers to how closely relate the various product lines are in end use, production requirements, distribution channels or some other way.
- (a) Consistency (b) Depth
(c) Width (d) Length
18. Which of these is NOT a typical function of product labeling?
- (a) Identifying the product or brand
(b) Grading the product
(c) Describing the product
(d) Discussing the company
19. Which of these was NOT identified in the chapter as one of the main opportunities for differentiating services?
- (a) Ease of ordering
(b) Staff reputation
(c) Installation, training, and consulting
(d) Speed and timing of delivery
20. The _____ dimension of service quality refers to the willingness to help customers and provide prompt service.
- (a) Empathy (b) Assurance
(c) Responsiveness (d) Reliability
21. The _____ dimension of service quality refers to the provision of caring, individualized attention to customers.
- (a) Empathy (b) Assurance
(c) Responsiveness (d) Reliability

22. For price discrimination to work, _____.
- (a) The market must be segmentable and the segments must show similar intensities of demand
 - (b) Members in the lower-price segment must be able to resell the product to the higher-price segment
 - (c) Competitors must be able to undersell the firm in the higher-price segment
 - (d) The practice must not breed customer resentment and ill will
23. A major circumstance provoking price increases is _____, wherein rising costs unmatched by productivity gains squeeze profit margins and lead companies to regular rounds of price increases.
- (a) Cost inflation
 - (b) Production overruns
 - (c) Cost miscalculations
 - (d) Low rates of return
24. _____ are sales promotion tools, mostly short-term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade.
- (a) Giveaways
 - (b) Ethical bribes
 - (c) Slotting allowances
 - (d) Incentives
25. By monitoring the proportion of customers receiving discounts, the average discount, and any tendency for salespeople to rely too heavily on discounting, managers use _____ to arrive at the 'real price' of an offering.
- (a) Net price analysis
 - (b) Discount analysis
 - (c) Price research
 - (d) Price monitoring

26. _____ aim to increase the attractiveness of an offering for the members of the distribution channel.
- (a) Push programs (b) Pull programs
- (c) Trade incentives (d) Consumer incentives
27. _____ are certificates that entitle the bearer to a stated saving on the purchase of a specific product.
- (a) Samples (b) Coupons
- (c) Rebates (d) Price packs
28. If a prospective client does not want to buy from you because she feels the price is too high, you are facing an objection due to _____.
- (a) Psychological resistance
- (b) Logical resistance
- (c) Apathy
- (d) Relationship inertia
29. Today's customers expect a salesperson to have extensive product knowledge, to be efficient and reliable, and to provide ideas to improve the customer's operations. These demands are forcing companies to make higher investments in _____.
- (a) Sales training
- (b) Internal selling
- (c) Management controls
- (d) Advertising

30. Which of these can diminish the impact of newspaper advertising?
- (a) Short 'shelf life'
 - (b) Reader weariness with the news
 - (c) Politicization of the news
 - (d) Lack of photography
31. Which of these is NOT one of the identified advantages of radio as an advertising medium?
- (a) Narrow targeting
 - (b) Low cost
 - (c) Short closings for scheduling
 - (d) Multimedia
32. Which of the following channel alternatives is most suited to handle complex products and transactions?
- (a) Sales forces (b) The internet
 - (c) Dealers (d) Telemarketers
33. A producer must modify its channel design and arrangements if _____.
- (a) Consumer buying patterns change
 - (b) The competition in the market stabilizes
 - (c) The product is in the growth stage of its life cycle
 - (d) The market size remains unchanged for a particular period

Part B

(7 × 6 = 42)

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

34. (a) Discuss the functions and features of an effective marketing environment.

Or

- (b) Define new product. Explain the steps involved in new product development.

35. (a) Define Ethnocentrism. Explain its nature with example.

Or

- (b) Discuss the significance of indirect channel with its merits and limitations.

36. (a) Discuss any two consumer behaviour theories with its merits.

Or

- (b) Explain the 4p concept with its applications.

37. (a) Distinguish product standardization vs. product adaptation.

Or

- (b) Discuss the key elements of service marketing in detail.

38. (a) Define dumping. Explain its features and objectives.

Or

(b) Define transfer pricing. Explain its features and applications.

39. (a) Define advertising. Explain its types and real time significance.

Or

(b) Write a detailed note on marketing information system with its objectives and functions.

40. (a) Discuss the functions of a direct channel in detail with illustrations.

Or

(b) What do you mean by channel adaptation? Explain its need and application.

N-0534

Sub. Code

**205443B2/
205644**

**M.B.A. DEGREE EXAMINATION,
DECEMBER 2023**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

LOGISTICS MARKETING AND TECHNOLOGY

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

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Logistics grew from the _____ function of supplying troops in the field.
(a) Air force (b) Military
(c) Commerce (d) Distribution
2. The logistics is derived from the _____ word.
(a) Greek (b) Latin
(c) Spanish (d) American
3. The word 'Logistikos' means skilled in _____.
(a) Transportation (b) Documentation
(c) Calculation (d) Warehousing

4. The goal of logistics is
- (a) The god of logistics is
 - (b) To achieve a target level of customer service of lower possible cost
 - (c) To achieve a targeted level of customer service
 - (d) Increase in the market share
5. In the product life cycle the emphasis in marketing mix during introduction stage is
- (a) Distribution (b) Price
 - (c) Promotion (d) Cost reduction
6. In the products life cycle the emphasis in marketing mix during growth stage is
- (a) Distribution (b) Promotion
 - (c) Price (d) Cost reduction
7. In the product life cycle the emphasis in marketing mix during maturity stage is
- (a) Distribution (b) Promotion
 - (c) Price (d) Cost reduction
8. In the product life cycle the emphasis in marketing mix during decline stage is
- (a) Distribution (b) Promotion
 - (c) Price (d) Cost reduction
9. The concept of logistics has been systematically divided into
- (a) 2 Phases (b) 3 Phases
 - (c) 4 Phases (d) 5 Phases

10. EDI stands for
 - (a) Electronic Data Interface
 - (b) Electronic Data Interchange
 - (c) Electronic Distribution Intermediary
 - (d) Electronic Documentation Interchange

11. 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

12. The objective of limited integrated 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

13. Form utility is created by
 - (a) Operation function
 - (b) Logistics function
 - (c) Procurement function
 - (d) Distribution function

14. Place utility is created by
 - (a) Operation function
 - (b) Logistics function
 - (c) Procurement function
 - (d) Distribution function

15. The strategic component of logical 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
16. 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
17. Inbound and outbound logistics is _____ in the generic value chain of logistics.
- (a) a support activity (b) a primary activity
 - (c) not an activity (d) the only activity
18. HRM is _____ in the generic value chain of logistics.
- (a) a support activity (b) a primary activity
 - (c) not an activity (d) the only activity
19. Competitive advantage can be created and achieved by logistics managers by
- (a) Cost advantage
 - (b) Quality
 - (c) Value advantage
 - (d) Cost and value advantage

20. Just in time is a practice followed in
(a) Japan (b) America
(c) Britain (d) China
21. The original sailing vessel were replaced by steam boats in
(a) the early 1800 s (b) the late 1800 s
(c) the early 1900 s (d) the late 1900 s
22. The diesel power was introduced in the
(a) 1910 s (b) 1920 s
(c) 1930 s (d) 1940 s
23. The range of tankers is from
(a) 1000 to 2000 dwt (b) 2000 to 5000 dwt
(c) 2000 to 50000 dwt (d) 2000 to 500000 dwt
24. 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
25. VLCC are those vessels with dead weight
(a) less than 2,00,000 dwt
(b) exceeding 2,00,000 dwt
(c) above 3,00,000 dwt
(d) above 5,00,000 dwt
26. VLCC is
(a) Very Large Crude Container
(b) Very Large Crude Carrier
(c) Very Large Closed Container
(d) Very Large Closed Carrier

27. ULCC are those vessels with dead weight
- (a) Less than 2,00,000 dwt
 - (b) Above 3,00,000 dwt
 - (c) Exceeding 2,00,000 dwt
 - (d) Above 5,00,000 dwt
28. OBO stands for
- (a) Over Bulk Order (b) Oil / Bulk / Ore
 - (c) Ore / Bulk / Order (d) On Bulk Order
29. Vessels designed to carry private cars are
- (a) OBO (b) RO / RO
 - (c) SD 14 (d) Train ferry
30. Vessels designed to carry traditional tramp bulk cargos are
- (a) OBO (b) RO / RO
 - (c) SD 14 (d) Train ferry
31. The route that helps trade between Western North America and Eastern Asia and that between North America and Australia is
- (a) The Cape Route (b) The South Atlantic Route
 - (c) The Panama Route (d) The North Pacific Route
32. The opening of Suez Canal saved nautical miles
- (a) 4000 (b) 4500
 - (c) 5000 (d) 5500
33. The Panama Canal was opened in
- (a) 1869 (b) 1914
 - (c) 1920 (d) 1934

Part B

(7 × 6 = 42)

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

34. (a) What are the key approaches to study of marketing? Critically evaluate all the approaches.

Or

- (b) Define marketing mix. What are the key elements of marketing mix?

35. (a) Define market segmentation. What are the key basis and types of market segmentation?

Or

- (b) Discuss the line, range and consistency of product / service mix offerings.

36. (a) Explain the various types of transport facilities involved in logistics function.

Or

- (b) Write a detail note on different types of pricing policies and their effectiveness.

37. (a) What are the key supply chain management software? Discuss their role and importance.

Or

- (b) What are the key rules to remember to allocate budget for promotional expenses?

38. (a) Discuss the concept of transportation routing, mileage and mapping software.

Or

- (b) Define e-payment. Discuss the role and importance of electronic fund transfer.

39. (a) Short note on:

- (i) WMS
- (ii) TMS
- (iii) LMS
- (iv) OMS
- (v) WCS

Or

- (b) What are the steps involved in software evaluation and selection?

40. (a) Discuss the concept of integrated GPS, wireless data and micro-chip technology system.

Or

- (b) Discuss the nature and scope of TQM. What are the principles of TQM?
-

N-0535

Sub. Code

205444B3

M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

General

STRATEGIC RETAIL MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Which of the following executes strategy into everyday execution tactics?
 - (a) Goal setting
 - (b) Technical planning
 - (c) Operational planning
 - (d) None of the above

2. The organization selects the best suitable alternative of all the alternatives generated in the earlier stage. This stage in the strategic management process is called as _____.
 - (a) Evaluation
 - (b) Means
 - (c) Ends
 - (d) Beginning

3. With the help of _____ the retailer pays an outsider party to undertake one or more of its operating functions.
- (a) Outsourcing (b) Credit management
(c) Computerization (d) None of these
4. Which of the following areas should not be taken into consideration when formulating a retailer's promotional strategy?
- (a) The retailers' credit customers
(b) The price level of the merchandise
(c) Merchandise inventory levels
(d) The retailer's net worth
5. _____ means crafting a combination of strategies and picking out the best one to achieve the organizational goals and objectives and thereby reaching the vision of the organization.
- (a) Strategy implementation
(b) Strategic analysis
(c) Strategy formulation
(d) Strategic management
6. Strategy formulation is primarily an _____ activity, based on strategic decision-making.
- (a) Entrepreneurial (b) Promotional
(c) Virtualize (d) None of these
7. Which of the following is NOT an example of political risk?
- (a) Government regulations
(b) Cost of production
(c) War
(d) Civil unrest

8. According to Kaplan and Norton, what should be the main perspective of the balance scorecard?
- (a) Financial
 - (b) Customer
 - (c) Internal business process
 - (d) HRM
9. Critical Success Factors are
- (a) Those product features that are particularly valued by a group of customers and, therefore, where an organization must excel to outperform competition.
 - (b) Those factors which are critical to the success of the organization's main competitors.
 - (c) Both (a) and (b)
 - (d) Those product features that a company is particularly competent at providing.
10. Characteristics of a business which makes it disadvantageous relative to competitors.
- (a) Threats (b) Failure
 - (c) Weakness (d) None of these
11. _____ refers to the process of conducting research on a company and its operating environment to formulate a strategy.
- (a) Strategic management
 - (b) Strategic analysis
 - (c) Sensitive analysis
 - (d) Simulation analysis

12. Operational and functional strategies _____.
- (a) It is the highest level of strategy in an organization, identifying the strategy for the organization as a whole.
 - (b) It relates to how an organization approaches a particular market, or the activity of a particular business unit.
 - (c) It involves decisions that are made at the operational level and affect the day-to-day operation of the business. These decisions include marketing strategy, HR strategy, IT/IS strategy, and so forth.
 - (d) None of these.
13. According to Porter, which of the following is most important to achieving competitive advantage?
- (a) Serving all customers equally, rather than targeting the most profitable.
 - (b) Operating at lower cost, commanding a premium price, or both.
 - (c) Focusing on becoming the most competitive business within the sector/market.
 - (d) Outsourcing activities that enhance/refine your competitive advantage.
14. Car manufacturers 'Maruti' and 'Tata Motors' work on reducing their costs to sell their cars in the popular segment at attractive prices. This is an example of _____.
- (a) Growth Strategy
 - (b) Turnaround Strategy
 - (c) Cost Leadership Strategy
 - (d) Unique Strategy

15. A business organization can redefine its business by divesting a major product line or market. This is supported by
- (a) Retrenchment Strategy
 - (b) Combination Strategy
 - (c) Growth Strategy
 - (d) Incline Strategy
16. The Primary benefit of restructuring is _____.
- (a) Increase morale
 - (b) Employee Involvement
 - (c) Cost Reduction
 - (d) Increased number and organizational hierarchy
17. The low-growth, low-share businesses in the BCG matrix are:
- (a) Cows (b) Dogs
 - (c) Cats (d) Question Marks
18. If industry Attractiveness is 'Low' and Business Unit Strength is 'High'. then which of the following strategy should be followed as per GE Matrix
- (a) Hold/selective (b) Divest/harvest
 - (c) Invest/selective (d) Invest/grow
19. Ansoff's matrix is useful for _____.
- (a) Joining a business's marketing strategy with general strategic direction
 - (b) Establishing an editorial calendar for staff to follow
 - (c) Understanding buyer persons and buyer behaviors
 - (d) Hiring new staff and training them on marketing tactics

20. _____ is the foundation of blue ocean strategy.
- (a) Innovation (b) Value innovation
(c) Value creation (d) Value cost trade-off
21. Which statement is not a benefit of formulating a retail strategy?
- (a) A retailer is forced to study the legal, economic and competitive market.
(b) A retailer is shown how it can differentiate itself from competitors.
(c) Sales maximization is stress.
(d) All the above.
22. In a _____, retailer sells to a consumers through multiple retail formats, such as websites, physical stores.
- (a) Multi-channel retailing
(b) Retail strategy
(c) Counter selling
(d) Retail management
23. A retailer's commitment to a type of business and to a distinctive role in the market place is its:
- (a) Objectives (b) Organizational mission
(c) Retailing concept (d) Image
24. When retailer identify customer segments and develop unique strategies to meet the desires of these segments, they are using.
- (a) Mass merchandising
(b) Niche retailing
(c) Bifurcated retailing
(d) Middle market retailing

25. Corporate governance is primarily guided by _____.
- (a) Customers
 - (b) Shareholders
 - (c) Employees
 - (d) Board of Directors
26. Food oriented store-based retail strategy.
- (a) Convenience stores
 - (b) Traditional departments
 - (c) Membership clubs
 - (d) Discount stores
27. The purpose of strategy evaluation is to:
- (a) Increase the budget annually.
 - (b) Alert management to problems or potential problems.
 - (c) Make budget changes.
 - (d) Evaluate employee performance.
28. Which one is not a type of strategic control?
- (a) Operational control
 - (b) Strategic surveillance
 - (c) Specific alert control
 - (d) Premise control
29. Which of these basic questions should a vision statement answer?
- (a) What is our business?
 - (b) Who are our competitors?
 - (c) Where we are to go?
 - (d) Why do we exist?

30. What is the term used in Ansoff's matrix for increasing market share with existing products in existing markets?
- (a) Market development
 - (b) Market penetration
 - (c) Product development
 - (d) Diversification
31. Porter's generic strategies are:
- (a) Low price, differentiation, focus.
 - (b) Cost leadership, differentiation, cost focus, focus differentiation.
 - (c) Price leadership, differentiation, focus.
 - (d) Low cost, differentiation, focus differentiation.
32. A company's values chain is _____.
- (a) The sequence of activities it undertakes to deliver its product or services to customers.
 - (b) The financial resources it has its disposal.
 - (c) The physical assets and facilitates it owns.
 - (d) The employee's skills and expertise it possesses.
33. Which of the following is NOT a benefit of strategic alliances.
- (a) Access to new markets and customers.
 - (b) Reduced risk and increased flexibility.
 - (c) Enhanced brand reputation.
 - (d) Increased control over resources.

Part B

(7 × 6 = 42)

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

34. (a) Brief about the strategic management process.

Or

- (b) Mention the role of retail strategists in framing the retail strategy.

35. (a) Write the purpose to conduct the internal appraisal in strategy formulation.

Or

- (b) Illustrate and explain the components of a Balanced Scorecard.

36. (a) Describe the steps involved in identifying the critical success factors.

Or

- (b) Explain the types of corporate level strategies.

37. (a) Why does core competency is important to the company? – Explain.

Or

- (b) State the benefit of corporate restructuring.

38. (a) Present the various strategies under McKensey matrix.

Or

- (b) Explain the components and application of Ansoff matrix.

39. (a) Explain the salient features of retail strategy.

Or

(b) Write a note on various forms of retail business.

40. (a) Explain the need for auditing the strategy.

Or

(b) What are techniques available for strategy evaluation.

N-0536

Sub. Code

**205442C1/
205541**

**M.B.A. (G/FM) DEGREE EXAMINATION,
DECEMBER 2023**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

FOREIGN EXCHANGE MANAGEMENT

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

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The Spot exchange market is an _____ market.
 - (a) Spread
 - (b) Discount
 - (c) Over the Counter (OTC)
 - (d) Indirect
2. Direct Quotations are also known as _____ quotes.
 - (a) Arbitrage
 - (b) American
 - (c) Australian
 - (d) Pip
3. _____ is the theoretical yield on a zero-coupon Treasury.
 - (a) Spot rate
 - (b) Indirect Quotation
 - (c) Forward rate
 - (d) Spot Transaction

4. The market force, based on demand and supply, determines a currency's value is _____.
- (a) Fixed/Floating system
 - (b) ECU/EMCF
 - (c) International Monetary System
 - (d) Special Drawing Right
5. A country's _____ interest rate is usually defined as the risk free interest rate paid on a virtually costless loan.
- (a) Covered
 - (b) Nominal
 - (c) Mixed
 - (d) Future
6. Taking large risks, especially with respect to trying to predict the future; gambling, in the hopes of making quick, large gains. Known as _____.
- (a) Hedge
 - (b) Interest Parity
 - (c) International Fisher Effect
 - (d) Speculation
7. The European Currency Unit serves as the accounting unit of the EMS and helps in the working of the _____.
- (a) SDR
 - (b) EMCF
 - (c) ECU
 - (d) Exchange rate mechanism
8. Too much money on reserve leads to a loss of _____ opportunities
- (a) Investment
 - (b) Wide band
 - (c) IMF
 - (d) Inflation
9. Forward contracts are one of the most common means of _____ transactions in foreign currencies.
- (a) Option
 - (b) Swap
 - (c) Hedging
 - (d) Gross national product

10. _____ reflects the average change in retail prices for a fixed market basket of goods and services.
- (a) Consumer Price Index
 - (b) Gross Domestic Product (GDP)
 - (c) Personal Income
 - (d) Producer Price Index
11. _____ are options written on assets paying no dividends or interest and having no substantial storage costs
- (a) Discrete Leakage Option Instruments
 - (b) Fill-or-kill Order
 - (c) All-or-none-order
 - (d) Zero Leakage Option Instruments
12. _____ require daily margins to cover credit risk.
- (a) Hedging
 - (b) Underlying
 - (c) Options
 - (d) Futures
13. If the balance of payments on the current account is _____ creditworthiness of the country under analysis would be expected to be high.
- (a) Current
 - (b) Negative
 - (c) Positive
 - (d) All the above
14. _____ relates to the fear that governments might interfere with the free and unencumbered flow of capital into and out of a country.
- (a) Resource Base
 - (b) Piggybacking
 - (c) Political Risk
 - (d) Licensing

15. If the forward rate is higher than the existing Spot rate in the Forward Market, the Currency is trading at a forward _____.
- (a) Swap (b) Spread
(c) Pip (d) Premium
16. In a Forward Market Hedge, a company that is long in a foreign currency will _____ the foreign currency forward.
- (a) Buy (b) Sell
(c) Exchange (d) Borrow and lend
17. Economic exposure can be managed by balancing the sensitivity of revenue and expenses to _____.
- (a) Leading and lagging
(b) Exchange rate fluctuations
(c) Marketing and production initiatives
(d) Make the right decisions
18. The merits of Low Risk: Low Reward approach is that _____ and costs of the transaction are known and there is little risk of cash flow destabilisation.
- (a) Fluctuations (b) Currencies
(c) Yields (d) Production
19. _____ strategy should take into account anticipated exchange rate changes.
- (a) Promotional (b) Acknowledging
(c) Buying (d) Advertising

20. _____ motivation can also be used to heighten productivity and improve product quality.
- (a) Production (b) Promotional
(c) Employee (d) Technologies
21. _____ refers to an account that a bank holds in a foreign currency at another bank.
- (a) VOSTRO Account (b) LORO Account
(c) NOSTRO Account (d) EXIM Account
22. Under the _____ scheme, a country pursuing more inflationary policies will find the prices of its international goods going up.
- (a) Investment (b) Wide band
(c) IMF (d) Par
23. _____ is a common method of engaging in cross border investment.
- (a) Franchising
(b) Licensing
(c) Direct Foreign Investment (DFI)
(d) FDI
24. _____ corresponds to any (non-recoverable) investment outlays, typically the prospective costs of the project.
- (a) Sequencing Options
(b) Strike Price
(c) Option Term
(d) Input Mix Options
25. _____ are an international reserve created by the IMF and allocated to member countries to supplement foreign exchange reserves.
- (a) SDR (b) Pegged exchange rate
(c) Economic (d) Crawling peg

26. Countries such as the Japan and United States are in a more _____ System
- (a) Flexible exchange rate
 - (b) Forward rate
 - (c) Exchange rate
 - (d) Swap rate
27. There are three primary motivations for firms to pursue international business – to expand sales, to acquire resources and to diversify _____ of sales and supplies.
- (a) Foreign Direct Investments (FDI)
 - (b) Sources
 - (c) Efficiency
 - (d) Comparative
28. _____ means a corporate entity or partnership that is jointly owned and operated by two or more firms
- (a) Globalisation
 - (b) Joint venture
 - (c) Political Risk
 - (d) Franchising
29. The base interest rate paid on deposits among banks in the Eurocurrency market is called _____.
- (a) Eurocurrency
 - (b) Bonds
 - (c) LIBOR
 - (d) Equity
30. _____ are basically equity linked debt securities, which are converted to equity or Depository Receipts after a specific period.
- (a) RBI
 - (b) FCCBs
 - (c) Equity
 - (d) Bonds

31. If a company raises funds using equity route through instruments like Global Depository Receipts (GDRs) or Superstock Equity in more than one foreign market except the domestic market of the issuing company and denominated in a currency other than that of the issuer's home country, it is known as _____.
- (a) Swaps
 (b) Shares
 (c) Put option
 (d) 'Euro Equity Issue' or 'Global Equity Issue'
32. _____ bonds permit investors to reinvest their interest income into more such bonds with the same terms and conditions, thus compounding their earnings.
- (a) Euro Bonds (b) Bunny Bonds
 (c) Foreign Bonds (d) National Bonds
33. _____ are denominated in pounds sterling for UK investors by a non-UK entity.
- (a) Yankee Bonds (b) Bulldog Bonds
 (c) Dragon Bonds (d) Convertible Bonds

Part B (7 × 6 = 42)

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

34. (a) Why do companies involved in international trade have to hedge their foreign exchange exposure?
- Or
- (b) What lessons can economists draw from the breakdown of the Bretton Woods System?
35. (a) Under what condition the exchange value of the country's currency tends to decline?
- Or
- (b) Briefly explain the changes in the present International Monetary System that you consider likely to occur in the near future. Why?

36. (a) Why are forward contracts popular? Give examples to elucidate your answer.

Or

(b) When should a firm consider purchasing a call option for hedging? With an example.

37. (a) Briefly explain the various techniques to assess country risk. Give examples to illustrate your answer.

Or

(b) Why do firms use currency swaps? Explain with example.

38. (a) Compare the three types of exposure: translation, transaction and economic.

Or

(b) How does inflation affect a country's currency value? Is it a good idea to borrow or obtain financing in a country with high inflation?

39. (a) Under the current system of managed floating, have the exchange rate movements been excessive? Explain.

Or

(b) Discuss the various methods which MNCs adopt to for their international business.

40. (a) "Dollar has a very prominent position in the world trade today." Do you agree? Elucidate with example.

Or

(b) Describe the exchange rate arrangements that are permitted by the International Monetary Fund.

N-0537

Sub. Code

**205443C2/
205542**

M.B.A. DEGREE EXAMINATION, DECEMBER 2023.

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

Common for MBA (General)/(FM)

MULTINATIONAL FINANCIAL MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Risk – return trade off implies
 - (a) Minimization of Risk
 - (b) Maximization of risk
 - (c) Ignorance of risk
 - (d) Optimization of risk

2. All business need to have which fundamental essential element
 - (a) Human resources
 - (b) Balance sheet
 - (c) Labour team
 - (d) Strategy

3. _____ is the study of how individuals, institutions, governments, and business acquire, spend, and manage money and other financial assets.
 - (a) Budgeting
 - (b) Business career
 - (c) Finance
 - (d) investment

4. Typically, successful business move through a series of five life style stages. These stages include:
- (a) Final stage, startup stage, survival stage, rapid growth stage, and maturity
 - (b) First stage, top downstage, survival stage, rapid growth stage and failure
 - (c) Development stage, startup stage, survival stage, rapid growth stage, and maturity
 - (d) Intimation stage, maintenance stage, middle stage, complete stage, and maturity.
5. FDI is the formulation policy of which nodal department?
- (a) NABARD
 - (b) SEBI
 - (c) Department for promotion of industry and internal trade
 - (d) RBI
6. The most popular avenue for MNCs to invest in countries all over the world is through Public Private Partnerships (PPPs)
- (a) New factories to be built
 - (b) Purchase established local business
 - (c) Create alliances with local business
 - (d) All of the Preceding
7. Which one of the following risks can be reduced by investing in project or acquiring other firms that have a negative correction with the earnings of the firm?
- (a) Investment risk (b) Business risk
 - (c) Financial risk (d) Portfolio risk
8. Variability in the rate of return is known as
- (a) Return (b) Risk
 - (c) Interest (d) Volatility

9. Which of the following is the term that describes the amount of time taken for a capital budgeting project to recover its initial investment?
- (a) Investment period (b) Redemption period
(c) Payback period (d) Maturity period
10. Accounting rate of return is based on
- (a) Life of the project
(b) Average expected profit
(c) Average cash profit
(d) Average past Profit
11. The expansion of CAPM is
- (a) Capital amount pricing model
(b) Capital assets pricing model
(c) Capital assets printing model
(d) Capital amount printing model
12. Transfer pricing intends to arrive at the arm's length price, for goods sold or services rendered by _____.
- (a) One segment of an enterprise to another segment of the same enterprise.
(b) One enterprise to another enterprise
(c) Both (a) and (b)
(d) Neither (a) and (b)
13. International finance is concerned with _____.
- (a) Exchange rates of currency
(b) Monetary system of the world
(c) Foreign direct investment
(d) All of the above

14. The goal of receivables management is to maximize the value of the firm by achieving a trade — off between
- (a) Risk and profitability
 - (b) Liquidity and Profitability
 - (c) Return and profitability
 - (d) Return and Liquidity
15. _____ may also be offered for the early payment of dues.
- (a) Trade discounts (b) Special discounts
 - (c) Both (a) and (b) (d) Cash discounts
16. Effective inventory management minimizes the investment in inventory by effectively meeting the _____.
- (a) Functional requirement
 - (b) Customer requirement
 - (c) Processreliability
 - (d) Sales forecasting of a firm
17. Which of the following are important attributes of banks that provide foreign exchange?
- (a) Speed of execution
 - (b) Advice about current market conditions
 - (c) Forecasting advice
 - (d) All of the above
 - (e) Both (b) and (c)

18. Which of the following factors will lead to an inflow of portfolio investment into a country, everything else held constant?
- (a) An expectation of a weaker currency In the country where the investment flows
 - (b) Higher tax rates in the country where the investment flows
 - (c) Higher interest rates in the country where the Investment flows
 - (d) None of the above
19. Short term investment decision is also known as _____.
- (a) Working capital (b) Dividend decision
 - (c) Capital budgeting (d) None of the above
20. Cash deposit with the Bank with a maturity date after two months Belongs to which of the following in the cash flow statement?
- (a) Financing Activities
 - (b) Cash and Cash Equivalent
 - (c) Operating Activities
 - (d) Investing Activities
21. According to the _____ firms become first established in the home market as a result of some perceived advantage they would have over existing competitors, such as a need By the market for at least one more supplier of the product. Eventually, firms will penetrate foreign markets to satisfy foreign demand.
- (a) Product cycle theory
 - (b) Imperfect markets theory
 - (c) Comparative advantage theory
 - (d) None of the above

22. The total shareholders' equity is called
- (a) Paid – up share capital
 - (b) Share premium
 - (c) Net worth
 - (d) None of the above
23. A long-term bond that is issued by a borrower foreign to the country where the bond is placed is called a:
- (a) Foreign bond
 - (b) Eurobond
 - (c) Euro Credit bond
 - (d) All of the above
24. Debentures indicate the
- (a) Short-term Borrowings of a Company
 - (b) Directors' shares in a company
 - (c) The Investment of Equity-Shareholders
 - (d) Long-term Borrowings of a Company
25. Euro bond is
- (a) Debit instrument
 - (b) Foreign currency bond
 - (c) Paper
 - (d) Bill

26. _____ is a short term unsecured promissory note issued by reputed business organizations at a price lower than its face value and redeemable at par
- (a) Treasury bill
 - (b) Commercial paper
 - (c) Certificate of deposit
 - (d) Promissory Note
27. The cost in the process of raising fund through equity is known as
- (a) Financial risk
 - (b) Cost of debt
 - (c) Floating cost
 - (d) Cost of capital
28. The bond risk premium is added into Bond yield to calculate _____.
- (a) Cost of option
 - (b) Cost of common stock
 - (c) Cost of preferred stock
 - (d) Cost of working capital
29. The most commonly accepted goal of the MNC is:
- (a) To maximize revenues
 - (b) To maximize shareholder wealth
 - (c) To maximize profitability of the firm
 - (d) Both (a) and (b)

30. Which of the following is not a motive for investing in foreign markets?
- (a) Expectations of a weaker foreign currency
 - (b) International diversification
 - (c) Economic conditions
 - (d) All of the above are motives for investing in foreign markets
31. Under NPV criterion a project is approved if...
- (a) Its NPV is positive
 - (b) The funds are limited
 - (c) Both (a) and (b)
 - (d) None of the above
32. Capital budgeting is related to...
- (a) Long term assets
 - (b) Short term assets
 - (c) Both (a) and (b)
 - (d) Fixed assets
33. In WACC a company can affect its capital cost through.
- (a) Policy of capital structure
 - (b) Policy if investment
 - (c) Policy of dividends
 - (d) All of the above

Part B

(7 × 6 = 42)

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

34. (a) What are the two main aspects of the Finance function?

Or

- (b) Explain the objectives of Multinational Financial Management.

35. (a) What are the benefits of Foreign Direct Investment in the Economy?

Or

- (b) How do regional economic alliances impact the global economy?

36. (a) Describe and evaluate the average rate of return method.

Or

- (b) Highlight some key problems of Transfer pricing.

37. (a) Explain the concept of Working capital Management.

Or

- (b) What are Intercompany loans? List out the advantages of intercompany loan.

38. (a) Explain the role of credit standards in the credit policy of a firm.

Or

- (b) Describe briefly the risks and costs of holding inventory.

39. (a) Distinguish between off shore production and Local purchase.

Or

(b) Explain the different sources of Long term Finance.

40. (a) What is debt instrument? Explain types of debt instrument.

Or

(b) Explain the factors determining cost of capital.

N-0538

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**205444C3/
205543**

M.B.A. DEGREE EXAMINATION, DECEMBER 2023.

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

Common for MBA(G)/FM

PROJECT FINANCE

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Detecting problems and suggesting modifications during the period of programme/project prior to its actual implementation is known as _____.
 - (a) Early Evaluation
 - (b) Performance Evaluation
 - (c) Adequacy Evaluation
 - (d) Efficiency Evaluation

2. _____ also referred to as social cost benefit analysis, is concerned with judging a project from the large social point of view.
 - (a) Project appraisal
 - (b) Financial appraisal
 - (c) Economic appraisal
 - (d) Environment appraisal

3. Who contribute their operational, strategic, or technical expertise to projects?
 - (a) Project managers
 - (b) Project owners
 - (c) Project consultants
 - (d) Department of R and D

4. A Project Consultant leads the pilot project in order to introduce the strong document management features known as _____.
 - (a) Leadership Skill
 - (b) Documentation Skill
 - (c) Updated skill
 - (d) Script writing skill

5. _____ does not involve any fixed charge like loan for repayment of principal and payment of interest
 - (a) Term Loan (b) Equity Capital
 - (c) Debt-Equity (d) Debentures

6. While term loans are provided by financial institutions and banks _____ facilities are given by banks.
 - (a) Working Capital
 - (b) Financial Assistance
 - (c) Term Loans
 - (d) Allocation of Shares

7. _____ is provided in our country by exclusive leasing companies in the private sector, finance companies transacting leasing business, manufacturer-lessors, leasing companies set up by financial institutions and subsidiaries of commercial banks.
 - (a) Project Finance
 - (b) Franchising Financing
 - (c) Leasing Finance
 - (d) Promoting Finance

8. _____ may be issued for maturities between three months and less than one year from the date of issue.
- (a) Retained earnings
 - (b) Commercial Paper
 - (c) Development Loans
 - (d) Sales tax Loans
9. _____ means the capital which is meant for meeting the permanent or long-term needs of the business.
- (a) Working Capital
 - (b) Outstanding Debts
 - (c) Fixed Capital
 - (d) Tangible Assets
10. _____ is a high degree of correlation between the quantum of working capital and the speed with which the sales are affected.
- (a) Credit Policy
 - (b) Rapidity Of Turnover
 - (c) Production Policies
 - (d) Investment In Fixed Assets
11. _____ refers to the 'the make-up of a firm's capitalisation, In other words, it represents the mix of different sources of long-term funds.
- (a) Liquidity
 - (b) Freight
 - (c) Capital gearing
 - (d) Flexibility
12. The promoters of the company have also to keep in view the _____ while deciding about the capital structure of the company.
- (a) Purpose Of Financing
 - (b) Legal Requirements
 - (c) Nature Of Enterprise
 - (d) Limitations

13. In case of _____, qualities of the promoter and his chief executive should be studied with reference to the various requirements of the project.
- (a) Proprietary Concern
 - (b) Partnership Firms
 - (c) Corporate Sector
 - (d) Public Sector
14. The _____ is really the nerve centre of the unit.
- (a) Production Executive
 - (b) Chief Executive
 - (c) Purchase And Storing Executive
 - (d) Marketing Executive
15. With respect to output _____ can be expressed in Pulp and Paper, Cement, Mini-steel plant, etc.
- (a) Quantity Of Main Raw Material
 - (b) Quantity Of Finished Product
 - (c) Number Of Machines
 - (d) Number Of Employees
16. _____ may be decided according to market requirements.
- (a) Product Mix (b) Product Quality
 - (c) Product Size (d) Market Size
17. Through canalizing agencies like State Trading Corporation, Minerals and Metals Trading Corporation, etc. is known as _____.
- (a) Indigenous Raw Material
 - (b) Imported Raw Material
 - (c) Proximity Raw Material
 - (d) Utilities

18. Power, water, fuel, etc are called _____.
- (a) Raw materials
 - (b) Environmental sources
 - (c) Utilities
 - (d) Essentials
19. Director's fees, salary of administrative staff, audit fees and other miscellaneous expenditure to be incurred on administration are included in _____ cost.
- (a) Selling Expenses
 - (b) Buying Expenses
 - (c) Transportation Expenses
 - (d) Administrative Expenses
20. _____ are prepared to ensure that the unit will have necessary cash with it and it will not face liquidity problem.
- (a) Source Of Funds
 - (b) Share Capital
 - (c) Cash Flow Estimates
 - (d) Deferred Credits
21. _____ cost varies with the variation in the level of production. It is presumed that it changes in the same proportion in which the level of production changes.
- (a) Fixed
 - (b) Semi Fixed
 - (c) Marginal Or Variable
 - (d) Selling

22. Break-even point can be calculated from figures of _____ to study past record and from figures of profitability estimates to study future.
- (a) P and L account
 - (b) Balance sheets
 - (c) Trial balance
 - (d) Ledgers
23. According to _____ criterion, the projects are evaluated on the basis of total social benefits and costs associated with the projects.
- (a) Savings in foreign exchange
 - (b) Value added per unit of Capital
 - (c) Cost benefit ratio
 - (d) Employment potential
24. The _____ are those items which are dealt in international market.
- (a) An industrial project
 - (b) Tradeable items
 - (c) Residual items
 - (d) Wages
25. _____ is one of the important items in the progress report which requires constant watch.
- (a) Receivables
 - (b) Other Important Items
 - (c) Inventories
 - (d) Profitability
26. Periodic _____ and _____ of assisted concerns is one of the major tools used by the institutions to monitor the progress.
- (a) Visit / inspection
 - (b) Pre-disbursement / on-the-spot assessment
 - (c) Construction / implementation
 - (d) Routine follow-up / special follow-up

27. A Scheme for the rehabilitation of a sick industrial company should be prepared and submitted to the BIFR by the specified operating agency ordinarily within _____.

- (a) 190 days
- (b) 89 days
- (c) 90 days
- (d) 60 days

28. _____ of the rehabilitation programme is necessary for its success.

- (a) Close monitoring
- (b) Preferential allotment
- (c) Price-preference
- (d) Preferential treatment

29. Ascertain present financial position of the unit after determining the realisable value of assets is known as _____.

- (a) Commercial appraisal
- (b) Financial appraisal
- (c) Management appraisal
- (d) Technical appraisal

30. _____ is a phenomenon which does not erupt all of sudden but it is a gradual process of erosion of some of its functional areas.

- (a) Sickness
- (b) Failure
- (c) Loss
- (d) Unavailability

31. If a unit is having genuine difficulties, efforts should be made for solving them. However, if a unit is not likely to become viable, efforts should be made to dispose off its assets to avoid further deterioration and get funds for recycling is known as _____.
- (a) Recovery of Debts
 - (b) Recovery of Dues
 - (c) Recovery of Dividends
 - (d) Recovery of Memorandums
32. _____ is being provided by term lending institutions against their commitment for providing term loan.
- (a) Bridging finance
 - (b) Bank extending bridge loan
 - (c) Interim finance
 - (d) Bridge loan
33. _____ concept is having more relevance in case of EOUS and those units which are producing import substitution items.
- (a) International competitiveness
 - (b) Contribution to government revenue
 - (c) Priority
 - (d) Employment generation

Part B

(7 × 6 = 42)

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

34. (a) What are the information needed for undertaking market appraisal?

Or

- (b) Elaborate in brief about the responsibilities and requirements of a Project Consultants.

35. (a) How does an ordinary share differ from a preference share?

Or

(b) Explain the different sources of finance for a project.

36. (a) Explain the various components of the cost of the project.

Or

(b) Explain the features of a judicious financial plan.

37. (a) Emphasise the importance of managerial appraisal in project financing.

Or

(b) What do you mean by technical appraisal?

38. (a) What are the requisites of an ideal project location?

Or

(b) Explain the points to be considered by a lending banker while verifying profitability estimates.

39. (a) Distinguish between fixed cost and semi fixed cost.

Or

(b) Explain the reasons for discrepancy between social costs and monetary costs.

40. (a) Improving the quality of appraisal, supervision and follow up is the only way out for banks to reduce NPAs – Explain.

Or

- (b) Detail the techno economic viability.
-