

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 (c) 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) Carroll
(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.

N-0509

Sub. Code

205412/ 205512/

205612/ 205712/

205812

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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Sub. Code
205413/205513/ 205613/205713/ 205813

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

**205414/205514/
205614/205714/205814**

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
	4,75,000	5,15,000		4,75,000	5,15,000

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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Sub. Code

**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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205822

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

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 2020.

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/
205731/205831**

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.
-

N-0519

Sub. Code

205432/205532/

205632/205732/

205832

**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.

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-0541

Sub. Code

205633

M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Third Semester

MBA(LM)

MODERN LOGISTICS OPERATIONS

(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) Airforce (b) Military
(c) Commerce (d) Distribution
2. The word 'Logistikos' means skilled in
(a) Transportation (b) Documentation
(c) Calculation (d) Warehousing
3. The concept of logistics has been systematically divided into
(a) 2 phases (b) 3 phases
(c) 4 phases (d) 5 phases

4. The purpose of supply chain management is _____.
- (a) Provide customer satisfaction
 - (b) Improve quality of a product
 - (c) Integrating supply and demand management
 - (d) Increase production
5. The service mission of logistics
- (a) reflects the ability of firm to exploit market.ment
 - (b) deal with basic services required for delivering of goods
 - (c) refers to the value-added services offered.
 - (d) reflect the vision of top manage
6. DRP stands for
- (a) Distribution Requirement Planning
 - (b) Dividend Requirement Planning
 - (c) Distribution Resource Planning
 - (d) Distribution Reverse Planning
7. In the product life cycle, the emphasis in marketing mix during growth stage is
- (a) Distribution (b) Promotion
 - (c) Price (d) Cost reduction
8. Which is not a part of the 3Cs of logistics?
- (a) Competitor (b) Cost
 - (c) Company (d) Customer

9. The logistics is derived from the _____word.
- (a) Greek (b) Latin
(c) Spanish (d) American
10. _____ are used for vertical movement of materials, generally from one floor to another.
- (a) Conveyor belts (b) Crones
(c) Elevators (d) Two lines
11. The goal of logistics is
- (a) To achieve a target level of customer service at lowest possible cost
(b) To achieve a targeted level of customer service
(c) Increase in the market share
(d) All of the above
12. Place utility is created by
- (a) Operation function
(b) Logistics function
(c) Procurement function
(d) Distribution function
13. 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
14. Just in time is a practice followed in
- (a) Japan (b) America
(c) Britain (d) China

15. OBO stands for
(a) Over Bulk Order (b) Oil/Bulk/Ore
(c) Ore/Bulk/Order (d) On Bulk Order
16. The first liner company was formed in
(a) 1825 (b) 1835
(c) 1837 (d) 1840
17. General notice of any increase in rate of freight should not be less than
(a) 60 days (b) 120 days
(c) 150 days (d) 180 days
18. The shipping intermediary who is called M 5.5% is
(a) shipping agent
(b) freight broker
(c) freight intermediary
(d) clearing house broker
19. The term used for loading or unloading of heavy cargo is
(a) Rigging (b) Slinging
(c) Carnage (d) Forced discharge
20. How many major ports are there in India?
(a) 10 (b) 12
(c) 13 (d) 11
21. The head quarter of shipping corporation of India is located at
(a) Chennai (b) Mumbai
(c) Delhi (d) Kolkata

22. The ship owner is entitled to claim _____ freight for unoccupied space.
- (a) Lumpsum
 - (b) Dead
 - (c) Advance
 - (d) Back
23. The delivery of a damaged product has
- (a) An increase in its value
 - (b) A decrease in its value
 - (c) No change in its value
 - (d) Better demand
24. The warehouses located near the port is
- (a) Field warehouse
 - (b) Buffer storage warehouse
 - (c) Bonded warehouse
 - (d) Export and import warehouse
25. The _____ quoted by the seller for the product Will vary depending upon the incoterm chosen.
- (a) Price
 - (b) Is irrespective of the incoterm
 - (c) Will be the base price
 - (d) None of the above
26. The outcome of externally integrated business function was
- (a) aggressive preaching skill
 - (b) price based competition
 - (c) customer value and harmonious relation
 - (d) increased productivity, profitability and market share

27. Marketing and sales is _____ in the generic value chain of logistics.
- (a) the only activity
 - (b) a primary activity
 - (c) not an activity
 - (d) a support activity
28. The route connecting Western Europe, Africa and Australia is
- (a) The Cape route
 - (b) The South Atlantic route
 - (c) The Panama route
 - (d) The North Pacific route
29. A corporate VMS has the advantage of controlling the entire distribution chain under _____
- (a) single ownership
 - (b) a few intermediaries
 - (c) little control
 - (d) a profit-maximizing strategic plan
30. Adoption of incoterm is
- (a) Compulsory for all international contracts
 - (b) Compulsory for all letter of credit transactions
 - (c) Optional for the parties to the contract
 - (d) Mandatory for transactions with Europe
31. The price quoted by the seller for the product
- (a) Will vary depending upon the incoterm chosen
 - (b) Is irrespective of the incoterm
 - (c) Will be the base price
 - (d) None of the above

32. Airway bill is prepared in
- (a) Three originals
 - (b) Quadruplicate
 - (c) As many copies as required
 - (d) One original only
33. The flow of information that facilitates operational activities is
- (a) Forward information flow
 - (b) Backward information flow
 - (c) Upward information flow
 - (d) Downward information flow

Part B

(7 × 6 = 42)

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

34. (a) Explain in detail about main objectives of logistics management.

Or

- (b) Define order fulfilment functions of logistics. Elaborate the strategies practiced toward perfect order fulfilment.

35. (a) Enumerate on the procedure for the shipment of export cargo.

Or

- (b) What do you understand by valuing? Explain the various valuing methods.

36. (a) Explain the different methods to improve picking.

Or

(b) What are various types of marine insurance policies?

37. (a) Discuss the advantages and disadvantages of import logistics.

Or

(b) Discuss the UN International Multimodal Transport of Goods. Analyse its impact on the Company's EXIM policy.

38. (a) Explain the major benefits of using ERP for organizations.

Or

(b) Discuss the major differences between 3PL and 4PL service providers.

39. (a) Explain the various steps involved in the intermodal transport process.

Or

(b) Enumerate the benefits of Consolidation and Groupage.

40. (a) Describe the activities and services of reverse logistics.

Or

(b) Briefly discuss the building blocks of LIS.

N-0542

Sub. Code

205634

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

ONLINE PROGRAMMES EXAMINATION

Second Year — Third Semester

MBA(LM)

PACKING AND PACKAGING MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Raw Materials and WIP can be classified under _____
 - (a) Indirect Material (b) Direct Material
 - (c) Finished Material (d) Standard Parts
2. _____ are the basic materials which have not undergone any conversion since their receipt from suppliers.
 - (a) WIP (b) Raw Material
 - (c) Finished Parts (d) Work Made Parts
3. Buying according to the requirements is called _____
 - (a) Seasonal Buying (b) Hand to mouth buying
 - (c) Scheduled Buying (d) Tender Buying

4. Which is not a part of 5R's of buying?
(a) Right Quality (b) Right Quantity
(c) Right Source (d) None of the above
5. The business cycle, price trends, National Economy is
(a) Micro Factors
(b) Macro Factors
(c) Controllable Factors
(d) None of the above
6. _____ also called part lists or building lists is the document generated at the design stage.
(a) MRP (Material Requirement Planning)
(b) BOM (Bill of Materials)
(c) MPS (Master Production Schedule)
(d) None of the above
7. Purchasing responsibilities can be divided into Buying, Clerical and _____ division.
(a) Packing (b) Traffic
(c) Record (d) Follow up
8. Materials Management has an important role in _____ management.
(a) Production (b) Supply chain
(c) Operations (d) All of the above
9. The first activity of Purchasing cycle is _____
(a) Communicating requirement to the purchase
(b) Source Selection and development
(c) Recognizing the need for procurement
(d) Inspection of goods

10. _____ is the time that elapses between issuing replenishment order and receiving the material in stores.
- (a) Replenishment time
 - (b) Lead time
 - (c) Idle-time
 - (d) None of the above
11. _____ is the scientific technique for planning the ordering and usage of materials at various levels of production and for monitoring the stocks during these transactions.
- (a) MPS
 - (b) MRP
 - (c) BOM
 - (d) None of the above
12. _____ is the task of buying goods of the right quality, in the right quantities, at the right time and at the right price.
- (a) Supplying
 - (b) Purchasing
 - (c) Scrutinizing
 - (d) None of the above
13. Procuring an item in staggering deliveries according to the delivery schedule finished to the supplier by the buyer.
- (a) Seasonal Buying
 - (b) Hand to mouth buying
 - (c) Scheduled Buying
 - (d) Tender Buying

14. Buying of the annual requirements of an item during its season is called _____
- (a) Seasonal Buying
 - (b) Hand to mouth buying
 - (c) Scheduled Buying
 - (d) Speculative Buying
15. _____ is the capability of manufacturing to produce goods and services.
- (a) Control (b) Priority
 - (c) Capacity (d) Planning
16. Materials management mainly focuses on _____
- (a) management of raw material or components required for continuous production
 - (b) production of finished goods and its sale in the appropriate market
 - (c) management of logistics and supply chain activities for timely market reach
 - (d) distribution of materials to the seller and distributor for smooth functioning of the market activities
17. To get the most profit, a company should _____
- (a) Provide the lowest inventory investment
 - (b) Provide the highest distribution costs
 - (c) Provide high production costs
 - (d) Provide little customer service
18. _____ & direct material are costs that increase or decrease with the quantity sold.
- (a) Indirect labour (b) Direct labour
 - (c) Indirect material (d) Labour

19. The available capacity can be increased by
- (a) Limiting subcontracting
 - (b) Using fewer workers
 - (c) Rerouting away from other work centers
 - (d) Scheduling overtime
20. The transit time between work centers is _____.
- (a) runtime
 - (b) move time
 - (c) setup time
 - (d) wait time
21. In which year was the Food and Drugs act was imposed?
- (a) 1880
 - (b) 1906
 - (c) 1954
 - (d) 1910
22. Which of the following is the right expansion of GRAS?
- (a) Generally Recognized as Safe
 - (b) Generally Recommended as Safe
 - (c) Globally Recognized as Safe
 - (d) Globally Recommended as Safe
23. Which of the following is the correct expansion of SWAMA?
- (a) Standard Wage and Measure Act
 - (b) Standard Ward and Measure Act
 - (c) Standard Weights and Meter Act
 - (d) Standard Weights and Measures Act
24. Liquid commodities belong to which class under SWAMA?
- (a) A
 - (b) B
 - (c) C
 - (d) D

25. When was Fruit Products Order (FPO) enacted?
(a) 1937 (b) 1974
(c) 1955 (d) 1951
26. When was AGMARK enacted?
(a) 1937 (b) 1946
(c) 1952 (d) 1968
27. When was Edible Oil Packaging (Regulation) Order enacted?
(a) 1984 (b) 1954
(c) 1951 (d) 1998
28. When was Meat Food Products Order enacted?
(a) 1973 (b) 1954
(c) 1951 (d) 1937
29. When was Milk and Milk Product Order enacted?
(a) 1973 (b) 1983
(c) 1992 (d) 1987
30. When was PFA act enacted?
(a) 1954 (b) 1976
(c) 1983 (d) 1992
31. _____ a pattern that shows
(a) template (b) tonality
(c) texture (d) temperature
32. _____ is the process of organizing and composing words and to create a message
(a) Optical illusion (b) Expression
(c) Illusion (d) Graphic design

33. _____ is a closed 2-dimension area
- (a) value (b) shape
(c) space (d) shade

Part B

(7 × 6 = 42)

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

34. (a) Differentiate between packing and packaging.

Or

- (b) Explain about the product content protection in packaging.

35. (a) Discuss about the requirements of consumer packaging.

Or

- (b) What are the benefits of GSI Standards?

36. (a) Illustrate FMCG packaging.

Or

- (b) What are the use and re-use of cost and competition?

37. (a) Describe the protection against hazards in packaging.

Or

- (b) Briefly explain about the Biodegradation -Recycling.

38. (a) What is time temperature indicator in material packaging?

Or

- (b) Explain packaging Economics.

39. (a) What do you mean by standardization in packaging?

Or

(b) Explain automatic identification and data capture.

40. (a) Explain radio frequency identification.

Or

(b) Enumerate the concept of induction sealing.

N-0543

Sub. Code

205635

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

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

MBA(LM)

RAIL-ROAD-LOGISTICS

(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) Airforce (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) to achieve a target level of customer service at lowest possible cost
 - (b) to achieve a targeted level of customer service
 - (c) increase in the market share
 - (d) All of the above.
5. In the product life cycle, the emphasis in marketing mix during introduction stage is
 - (a) Distribution (b) Promotion
 - (c) Price (d) Cost reduction
6. In the product 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. The department in the shipping company that ensures the seaworthiness of ship is
 - (a) husbandry department
 - (b) finance department
 - (c) technical department
 - (d) operating department
9. The department that aims to maximize the economic employment of the ship is
 - (a) husbandry department
 - (b) finance department
 - (c) technical department
 - (d) operating department

10. The freight broker's duty of acting for the actual ship owner in finding cargo for the vessel is
- (a) chartering duty
 - (b) sale and purchase
 - (c) owner broker
 - (d) cabling broker
11. The freight broker's duty of communicating with other international markets is
- (a) chartering duty
 - (b) sale and purchase
 - (c) owner broker
 - (d) cabling broker
12. The shipping intermediary who is called M 5.5% is
- (a) shipping agent
 - (b) freight broker
 - (c) freight intermediary
 - (d) clearing house broker
13. The intermediary who commonly works for imports is
- (a) shipping agent
 - (b) freight broker
 - (c) freight intermediary
 - (d) clearing house broker
14. If shipment is not affected within the permitted free days, the goods incur
- (a) Dead freight
 - (b) Rebate
 - (c) Demurrage
 - (d) Back freight

15. The permitted free days for the goods to be kept in port for shipment is
(a) 5 days (b) 7 days
(c) 10 days (d) 15 days
16. The fastest means of transport is
(a) Railways (b) Waterways
(c) Roadways (d) Airways
17. Packaging performs two functions—————and logistics.
(a) Distribution (b) Store keeping
(c) Material handling (d) Marketing
18. The outcome of the independent business function era was
(a) aggressive preaching skill
(b) price -based competition
(c) customer value and harmonious relation
(d) increased productivity, profitability and market share
19. The outcome of limited integrated business function was
(a) aggressive preaching skill
(b) price-based competition
(c) customer value and harmonious relation
(d) increased productivity, profitability and market share
20. The outcome of internally integrated business function was
(a) aggressive preaching skill
(b) price-based competition
(c) customer value and harmonious relation
(d) increased productivity, profitability and market share

21. The outcome of externally integrated business function was
- (a) aggressive preaching skill
 - (b) price-based competition
 - (c) customer value and harmonious relation
 - (d) increased productivity, profitability and market share
22. The logistics strategic analysis
- (a) reflects the capability of the management to think beyond the current way.
 - (b) reflects the extent of use of logistical component for competitive advantage.
 - (c) ensures effective implementation of logistics strategy.
 - (d) deals with managing change.
23. The following transport document is acceptable under a letter of credit
- (a) House airway bill
 - (b) House bill of lading
 - (c) Warehouse receipt
 - (d) Tramp bill of lading
24. RR is the abbreviation of
- (a) Railway Receipt
 - (b) Railways Risk
 - (c) Road Receipt
 - (d) None of these
25. RDSO is an organ of _____
- (a) Ministry of Road Transport
 - (b) Indian Railways
 - (c) Airport Authority of India
 - (d) Calcutta port trust

26. The best form of method of payment for an importer would be
- (a) Advance remittance
 - (b) Letter of credit
 - (c) Documents against payment
 - (d) Open account
27. The internal process leads to
- (a) Supply uncertainty
 - (b) Process uncertainty
 - (c) Demand uncertainty
 - (d) Production uncertainty
28. The flow of information that facilitates operational activities is
- (a) Forward information flow
 - (b) Backward information flow
 - (c) Upward information flow
 - (d) Downward information flow
29. The term used for loading or unloading of heavy cargo is
- (a) Rigging
 - (b) Slinging
 - (c) Carnage
 - (d) Forced discharge
30. How many major ports are there in India?
- (a) 10
 - (b) 12
 - (c) 13
 - (d) 15
31. The major ports are under the direct responsibility of
- (a) The ministry of commerce
 - (b) The ministry of shipping
 - (c) The central government
 - (d) The state government

32. All the major ports are administered under the provisions of the major port and trust Act
- (a) 1950 (b) 1956
(c) 1963 (d) 1965
33. The tidal port is
- (a) Kandla (b) Cochin
(c) New Mangalore (d) Tuticorin

Part B

(7 × 6 = 42)

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

34. (a) Explain the significance of Transportation in Logistics.
- Or
- (b) Identify the factors influencing the growth in Rail logistics.
35. (a) Discuss the innovative schemes to popularise rail logistics in India.
- Or
- (b) Describe in detail railway infrastructure in India.
36. (a) Write a note on the Return and reverse logistics.
- Or
- (b) Discuss the role of railway in cargo movement in India and world-wide.
37. (a) Analyse and briefly discuss Roadways and logistics contours.
- Or
- (b) Explain the roadways as a primary mode and complementary mode of transportation in Logistics.

38. (a) Discuss the road infrastructure and logistics issue.

Or

(b) Explain the concept of Interstate logistics by roads.

39. (a) Discuss the Return and reverse logistics in Road logistics.

Or

(b) Discuss the Energy product prices and logistics.

40. (a) Explain the suitability for different cargos and distance ranges segments.

Or

(b) Discuss the various arrangements for pooling at rail head and distribution from rail head.

N-0544

Sub. Code

205641

M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

MBA(LM)

WAREHOUSING MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The initial stage of the supply chain process is the _____.
(a) Sourcing Stage (b) Organizing Stage
(c) Planning stage (d) Directing Stage
2. Which of the following is not a typical warehouse function?
(a) Inventory management
(b) Order fulfilment
(c) Quality control
(d) Advertising and promotion
3. Which of the following is an essential task in warehouse operations?
(a) Sales forecasting (b) Employee training
(c) Product design (d) Market research

4. In supply chain management, after planning, the next step involves _____.
- (a) Developing
 - (b) Building a strong relationship with suppliers
 - (c) Sourcing
 - (d) All of the above
5. Which of the following is not a common storage method in a warehouse?
- (a) Block stacking
 - (b) Randomized placement
 - (c) Racking systems
 - (d) Bin shelving
6. Which type of warehouse is designed to store goods for a short period before they are transported to the next destination?
- (a) Distribution warehouse
 - (b) Cold storage warehouse
 - (c) Bonded warehouse
 - (d) Fulfillment centre
7. Which type of warehouse is specialized in storing products that require controlled temperature conditions?
- (a) Distribution centre
 - (b) Cross-docking warehouse
 - (c) Bulk storage warehouse
 - (d) Cold storage warehouse
8. _____ is the primary activity of supply chain management.
- (a) Demand Management
 - (b) Supply Planning i.e matching assets with demand
 - (c) Analytics Workbench
 - (d) All of the above

9. Distribution warehouses are primarily focused on:
- (a) Long-term storage of goods
 - (b) Manufacturing processes
 - (c) Efficient distribution of goods
 - (d) Cold storage of perishable items
10. Distribution warehouses are typically located:
- (a) Near manufacturing facilities
 - (b) In rural areas
 - (c) Close to customer markets
 - (d) Away from transportation hubs
11. EOQ stands for _____
- (a) Electronic Obtained quantity
 - (b) Electronic Ordered Quantity
 - (c) Economic Order Quality
 - (d) Economic Order Quantity
12. Break bulk warehouses are designed to handle:
- (a) Bulk quantities of goods
 - (b) Perishable goods
 - (c) Hazardous materials
 - (d) Individual items or small quantities of goods
13. The primary purpose of break bulk warehouses is to:
- (a) Store goods for long periods of time
 - (b) Consolidate and redistribute goods
 - (c) Store bulk commodities
 - (d) Facilitate direct-to-consumer shipping

14. Break bulk warehouses are commonly used in industries such as:
- (a) Agriculture and farming
 - (b) Manufacturing and production
 - (c) Retail and e-commerce
 - (d) Oil and gas exploration
15. A supply chain is a sequence of firms that perform activities required to _____
- (a) To facilitate wholesalers inventory selections
 - (b) To create synergy in their training programs
 - (c) To find products that are similar
 - (d) To create and deliver goods to consumers
16. Lean manufacturing focuses on:
- (a) Maximizing production output
 - (b) Minimizing waste and improving efficiency
 - (c) Increasing employee morale
 - (d) Expanding market share
17. The main objective of supply chain management is to:
- (a) Optimize production efficiency
 - (b) Maximize customer loyalty
 - (c) Reduce transportation costs
 - (d) Coordinate activities across the entire supply chain
18. Which equipment is commonly used for lifting and moving heavy palletized loads in a warehouse?
- (a) Forklift
 - (b) Conveyor belt
 - (c) Pallet jack
 - (d) Automated guided vehicle (AGV)

19. Which equipment is used for organizing and storing goods on multiple levels within a warehouse?
- (a) Shelving racks
 - (b) Pallet racks
 - (c) Automated storage and retrieval system (AS/RS)
 - (d) Mezzanine floors
20. Which equipment is used for transporting goods within a warehouse by utilizing a network of belts or rollers?
- (a) Forklift (b) Conveyor belt
 - (c) Pallet jack (d) Reach truck
21. Which of the following is NOT a type of platform truck or industrial cart?
- (a) Hand pallet truck (b) Platform trolley
 - (c) Towable cart (d) Reach stacker
22. Platform trucks and industrial carts are commonly used in industries such as:
- (a) Construction and heavy machinery
 - (b) Retail and e-commerce
 - (c) Food and beverage processing
 - (d) Healthcare and pharmaceuticals
23. The purpose of supply chain management is to _____
- (a) Increase the production level
 - (b) Manage and integrate supply and demand management
 - (c) Enhance the quality of a product and services
 - (d) Provide satisfaction to the customer

24. Which of the following material storage systems utilizes vertical space by stacking goods directly on top of each other?
- (a) Pallet racking
 - (b) Shelving
 - (c) Mezzanine floors
 - (d) AS/RS (Automated Storage and Retrieval System)
25. Which material storage system is commonly used for storing small parts or items in bins or containers?
- (a) Pallet racking (b) Shelving
 - (c) Mezzanine floors (d) Carousel storage system
26. Which material storage system involves storing goods in specialized containers that are transported along a track or rail system?
- (a) Pallet racking (b) Shelving
 - (c) Mezzanine floors (d) Carousel storage system
27. Another important purpose of supply chain management is to _____.
- (a) Make inventory readily available
 - (b) Delight customers and suppliers
 - (c) Create warehouses at various locations
 - (d) To promote supply chain process
28. ABC analysis categorizes inventory items based on:
- (a) Purchase price of the items
 - (b) Physical size or weight of the items
 - (c) Demand patterns or value of the items
 - (d) Age or shelf life of the items

29. Which of the following is a commonly used method for inventory classification?
- (a) ABC analysis
 - (b) FIFO analysis
 - (c) LIFO analysis
 - (d) EOQ analysis
30. ABC Analysis is used in _____
- (a) Receivable Management
 - (b) Accounting Policies
 - (c) Corporate Governance
 - (d) Inventory Management
31. The purpose of inventory classification is to:
- (a) Determine the optimal order quantity for each item
 - (b) Identify slow-moving or obsolete inventory items
 - (c) Calculate the carrying cost for each item
 - (d) Prioritize inventory management efforts based on item importance
32. Which of the following is a primary benefit of using IT in warehouse management?
- (a) Reducing labour costs
 - (b) Maximizing warehouse space utilization
 - (c) Increasing order accuracy
 - (d) Enhancing employee morale
33. Warehouse Management System (WMS) is a software application used for:
- (a) Tracking employee attendance in the warehouse
 - (b) Optimizing warehouse layout and design
 - (c) Managing inventory and operations within a warehouse
 - (d) Automating transportation management

Part B

(7 × 6 = 42)

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

34. (a) What are the functions of warehousing?
Or
(b) What are the hurdles for grading and branding?
35. (a) Explain the key utilities and advantages of warehousing.
Or
(b) Distinguish between public and private warehouse.
36. (a) Explain cross Docking and Frans-loading in warehouses.
Or
(b) Write the principles and Facilities of break Bulk warehouses.
37. (a) How the methods of identifications and classifications of materials and products in warehouse?
Or
(b) What are the techniques used for loading and warehousing the materials handling in logistics?
38. (a) How the essentials of storage types and storage unit management?
Or
(b) What are the methods of material storage systems?
39. (a) State the EOQ in relation to inventory management.
Or
(b) How evaluate the cost and profit implications in inventory?
40. (a) What are the IT techniques used for warehouses management?
Or
(b) Explain the creating transfer requirement for storage in warehouse.

N-0545

Sub. Code

205642

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

ONLINE PROGRAMME EXAMINATIONS

Second Year - Fourth Semester

MARITIME LOGISTICS AND DOCUMENTATION

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The initial stage of the supply chain process is the
 - (a) Sourcing Stage
 - (b) Organizing Stage
 - (c) Planning stage
 - (d) Directing Stage
2. The term supply chain management was first coined by _____
 - (a) Frankel and Paulraj
 - (b) Peter Drucker
 - (c) Keith Oliver
 - (d) Philip Kotler
3. Which of the following is a characteristic of shipping transport?
 - (a) It is the fastest mode of transportation
 - (b) It is suitable for transporting perishable goods
 - (c) It is cost-effective for long-distance transport
 - (d) It provides high flexibility in terms of routes

4. Conference system is an association of _____ shipowners.
- (a) Liner (b) Tramp
(c) Tankers (d) Container
5. The first shipping company was established in
- (a) 1850 (b) 1865
(c) 1875 (d) 1885
6. International Organization which is responsible for regulating shipping is known as
- (a) International waters recorder
(b) International waters Controller
(c) International Maritime Organization
(d) International Hydrographic Organization
7. International Maritime Organizations (IMO) is concerned with _____
- (a) Air Pollution
(b) Shipping Regulations
(c) Adulteration in food
(d) Deflorations
8. Which type of charter involves the use of a vessel for a specific voyage or a series of voyages?
- (a) Time charter (b) Voyage charter
(c) Bareboat charter (d) Demise charter
9. Which principle states that both the charterer and the shipowner must act honestly and disclose all relevant information?
- (a) Principle of indemnity
(b) Principle of utmost good faith
(c) Principle of subrogation
(d) Principle of insurable interest

10. Which term refers to the minimum quantity of cargo required to qualify for a specific freight rate?
 - (a) Deadweight
 - (b) Gross tonnage
 - (c) Minimum bill of lading
 - (d) Minimum quantity
11. Which type of freight rate is based on the weight of the cargo being transported?
 - (a) Lump sum rate (b) Ad valorem rate
 - (c) Specific rate (d) Freight ton rate
12. What document serves as a contract of carriage between the shipper and the carrier?
 - (a) Bill of lading (b) Commercial invoice
 - (c) Packing list (d) Certificate of origin
13. What does the term "FCL" stand for in the context of cargo shipment?
 - (a) Full Container Load
 - (b) Freight Consolidation Logistics
 - (c) Free Carrier Liability
 - (d) Final Customs Clearance
14. Which term refers to the area where ships are loaded and unloaded in a port?
 - (a) Pier (b) Terminal
 - (c) Wharf (d) Dock
15. Which type of insurance covers damages or losses to ships, cargo, and other marine property?
 - (a) Life insurance
 - (b) Property insurance
 - (c) Maritime insurance
 - (d) Health insurance

16. Which of the following is not typically covered by marine cargo insurance?
- (a) Loss or damage to the cargo during transit
 - (b) Delayed delivery of the cargo
 - (c) Theft or pilferage of the cargo
 - (d) Damage to the ship's hull
17. Which party typically initiates the process of obtaining cargo insurance?
- (a) The importer
 - (b) The exporter
 - (c) The shipping company
 - (d) The insurance broker
18. Which document serves as evidence of the contract of carriage in cargo insurance?
- (a) Bill of lading
 - (b) Packing list
 - (c) Certificate of origin
 - (d) Commercial invoice
19. Which shipping service is typically the fastest for international shipments?
- (a) Air freight (b) Sea freight
 - (c) Road freight (d) Rail freight
20. Which shipping service offers the highest level of flexibility in terms of route options and delivery schedules?
- (a) Air freight (b) Sea freight
 - (c) Road freight (d) Rail freight

21. What does transparency mean in a business context?
- (a) Being open and honest in all business dealings
 - (b) Maintaining secrecy and confidentiality
 - (c) Promoting competition through non-disclosure
 - (d) Engaging in deceptive practices
22. Why is transparency important in business?
- (a) It helps build trust and credibility with stakeholders
 - (b) It allows businesses to maintain a competitive advantage
 - (c) It minimizes legal and regulatory obligations
 - (d) It encourages unethical behavior
23. Which document provides evidence of the contract of sale between the exporter and the buyer?
- (a) Commercial invoice
 - (b) Bill of lading
 - (c) Certificate of origin
 - (d) Packing list
24. Which document is required to comply with customs regulations and provide details of the goods being exported?
- (a) Commercial invoice
 - (b) Bill of lading
 - (c) Certificate of origin
 - (d) Export license

25. Which organization provides export credit insurance and guarantees to exporters?
- (a) International Monetary Fund (IMF)
 - (b) World Bank
 - (c) International Trade Centre (ITC)
 - (d) Export Credit Agencies (ECAs)
26. Which export credit instrument provides a guarantee against commercial and political risks?
- (a) Documentary collection
 - (b) Letter of credit
 - (c) Export credit insurance
 - (d) Bank draft
27. Which type of policy is more suitable for a small exporter with limited resources and export volumes?
- (a) Specific export policy
 - (b) Large exporters policy
 - (c) Multinational policy
 - (d) Small exporters policy
28. What additional services may be offered with a small exporters policy?
- (a) Export credit insurance
 - (b) Trade finance solutions
 - (c) Export documentation assistance
 - (d) All of the above
29. What is the key benefit of a small exporters policy?
- (a) Access to preferential trade agreements and reduced customs duties
 - (b) Financial assistance for expanding export operations
 - (c) Comprehensive coverage against various export risks
 - (d) Streamlined documentation and compliance requirements

30. Logistics grew from the _____ function of supplying troops in the field.
- (a) Air force (b) Military
(c) Commerce (d) Distribution
31. The logistics is derived from the _____ word.
- (a) Greek (b) Latin
(c) Spanish (d) American
32. The best form of method of payment for an importer would be
- (a) Advance remittance
(b) Letter of credit
(c) Documents against payment
(d) Open account
33. The flow of information that facilitates operational activities is
- (a) Forward information flow
(b) Backward information flow
(c) Upward information flow
(d) Downward information flow

Part B

(7 × 6 = 42)

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

34. (a) State the global marketing and supply chain management in relation to maritime logistics.

Or

- (b) What are the different type's of ships?

35. (a) Write the regulations cornering dangerous and polluting cargoes.

Or

- (b) Justify conference system Vs Competitive system.

36. (a) Describe multimodal transport system.

Or

(b) Write notes on

(i) Forwarding Agents

(ii) freight brokers

(iii) shipping agents

37. (a) Enumerate the present major port of India.

Or

(b) Write notes on

(i) cargo insurance

(ii) maritime insurance

38. (a) What are the procedures for maritime claims and filing?

Or

(b) Assess the importance of a reliable world wide network in the shipping industry.

39. (a) Evaluate the importance of highly trained motivated and result oriented staff in the shipping industry.

Or

(b) Discuss the offer, receipt of orders and the shipment procedure.

40. (a) How the documentations practices in India categorised?

Or

(b) Discuss the process of loading of goods for customer clearance.

N-0546

Sub. Code

205643

M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Fourth Semester

MBA(LM)

AIR CARGO LOGISTICS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

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

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

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

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

13. Pakyong Airport is located in _____.
- (a) Sikkim
 - (b) Assam
 - (c) Arunachal Pradesh
 - (d) Nagaland
14. Radio operations used for aircraft communication make use of _____.
- (a) Phase modulation
 - (b) Channel modulation
 - (c) Amplitude modulation
 - (d) Frequency modulation
15. English was established as the international aviation language in _____.
- (a) 1991
 - (b) 2001
 - (c) 1951
 - (d) 1901
16. Where was the DME developed?
- (a) Canada
 - (b) Australia
 - (c) Germany
 - (d) India
17. What is the full form of CAS?
- (a) Calibrated airspeed
 - (b) Comparative airspeed
 - (c) Continuous airspeed
 - (d) Constant airspeed
18. What is the full form of ILS?
- (a) Incident landing system
 - (b) Immediate landing system
 - (c) Instrument landing system
 - (d) Inclined landing system

19. Which of the following waves are used by radar?
(a) Ultrasonic (b) Electronic
(c) Nuclear (d) Radio
20. Which of the following levels may cause structural damage to the aircraft?
(a) Level 2 (b) Level 4
(c) Level 1 (d) Level 3
21. Landing gear was previously referred to as _____.
(a) Rolling gear (b) Alighting gear
(c) Resting gear (d) Moving gear
22. The Airbus A380 two sets of six-wheel bogies under the
(a) Tail (b) Engine
(c) Wings (d) Fuselage
23. The protocol for ACARS was designed by _____.
(a) ICAO (b) ARINC
(c) FAA (d) Boeing
24. Which of the following was the first airplane with a completely enclosed cabin for pilots?
(a) Avro Type F (b) MD-80
(c) Bleriot VIII (d) Bell X-1
25. What is the full form of ARINC?
(a) Aeronautical Radio, Incorporated
(b) Aircraft Radio, incorporated
(c) Aviation Radio, incorporated
(d) Air Radio, incorporated

26. Which of the following is not an aircraft engine manufacturer?
- (a) Pratt and Whitney
 - (b) BMW
 - (c) Rolls-Royce
 - (d) General Electric
27. Which is the most expensive maintenance check of all?
- (a) A-Check (b) B-Check
 - (c) C-Check (d) D-check
28. What is the full form of LRU?
- (a) Line-replaceable unit
 - (b) Line-replaced unit
 - (c) Line-rested unit
 - (d) Line-repositioned unit
29. Which of the following communications is not included in FANS?
- (a) Position reporting
 - (b) Ground staff communications
 - (c) Pilot requests
 - (d) Air traffic control clearances
30. What is the full form of LVTO?
- (a) Low visibility take-off
 - (b) Least visibility take-off
 - (c) Least virtual take-off
 - (d) Low virtual take off

31. Which of the following is not a factor affecting the implementation of HMDs in aircraft?
- (a) Field of regard (b) Durability
(c) Latency (d) Air temperature
32. Which of the following slats are most commonly used on airliners?
- (a) Mechanical (b) Powered
(c) Fixed (d) Automatic
33. Which of the following technique requires precise magnetic mapping of the flight deck?
- (a) Electromagnetic tracking
(b) Sonic tracking
(c) Optical tracking
(d) Hybrid hacking

Part B

(7 × 6 = 42)

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

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

Or

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

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

Or

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

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

Or

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

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

Or

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

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

Or

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

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

Or

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

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

Or

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

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205645

M.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Fourth Semester

MBA(LM)

GROWTH MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. TQM focuses on
 - (a) Employees
 - (b) Customers
 - (c) Both (a) and (b)
 - (d) None of these
2. Which Japanese term refers to continuous improvement
 - (a) Kaizen
 - (b) Kanban
 - (c) Seri
 - (d) Seito
3. A joint venture can be defined as _____
 - (a) Two firms collaborate together on a specific project.
 - (b) One firm licenses its intellectual property to another firm
 - (c) Two firms merge together.
 - (d) Two firms come together to form a third, legally separate firm

4. The basic activities of strategic management include _____
- (a) Offense, defense, and control
 - (b) Situation analysis, strategy formulation, implementation and evaluation
 - (c) Development, control and management
 - (d) Ethics, management and practice
5. Growth management is the
- (a) Ability to have a dynamic approach to business growth
 - (b) Ability to have a instant approach to management growth
 - (c) Ability to have an resistance growth in management
 - (d) None of the above
6. Growth strategies are _____
- (a) Market penetration, market development, Product development, Diversification
 - (b) Market research, Market flow, product cycle
 - (c) Market penetration, market strategy, market cycle
 - (d) All of the above
7. The SIX-S process are _____
- (a) Sinews, strategy
 - (b) Staging, synchronizing
 - (c) Securing, sustenance
 - (d) All of the above

8. SWOT stands for
- (a) Strengths, Weaknesses, Opportunities, and Thrust
 - (b) Strengths, Weaknesses, Opportunities, and Threats
 - (c) Strengths, Weaknesses, Opportunities, and Time
 - (d) None of the above
9. Who invented the Ansoff model?
- (a) R. Igor Ansoff. Ansoff
 - (b) K. Ansoff
 - (c) H. Igor Ansoff. Ansoff
 - (d) None of the above
10. McKinsey 7S model is a tool that analyzes firm's organizational design _____
- (a) Strategy, structure, systems, shared values.
 - (b) Style, staff, skills
 - (c) Shared values, skills, staff
 - (d) Both (a) and (b)
11. What is Porter's generic competitive strategies?
- (a) Cost leadership, differentiation and formula
 - (b) Cost analysis, differentiation and firm
 - (c) Cost leadership, differentiation, and focus
 - (d) All the above
12. Firm infrastructure is _____ in the generic value of logistics
- (a) A support activity (b) A primary activity
 - (c) Not an activity (d) The only activity

13. The logistical objective that ensures a proper balance between total logistics cost and a desired level of customer service performance is
- (a) Right response
 - (b) Right quality
 - (c) Right cost trade off
 - (d) Right information
14. An appropriate strategy to achieve timely, accurate, paperless information flow is:
- (a) Integrates this activity into all supply chain planning
 - (b) Efficient store assortments
 - (c) Revision of organization processes supported by information systems
 - (d) Efficient replacement
15. Ethics is a system of _____ Principles
- (a) Moral
 - (b) Guiding
 - (c) Value
 - (d) None of the above
16. _____ means a process of stimulating people to action to accomplish desired goals
- (a) Motivation
 - (b) Leadership
 - (c) Communication
 - (d) None of the above
17. _____ is the process of inducting an employee into social setup of work
- (a) Placement
 - (b) Induction
 - (c) Absorption
 - (d) None of these

18. _____ is the act of increasing the knowledge and skills of an employee for doing a job.
- (a) Training (b) Induction
(c) Placement (d) Orientation
19. The corporate governance structure of a company reflects the individual companies
- (a) Cultural and economic system
(b) Legal and business system
(c) Social and regulatory system
(d) All of the above
20. In _____ style of leadership a manager centralizes decision making power himself
- (a) Autocratic (b) Participative
(c) Free rein (d) None of the above
21. _____ is considered as the primary function of management?
- (a) Organizing (b) Planning
(c) Staffing (d) Controlling
22. Operational guides to action is known as _____
- (a) Policies (b) Procedures
(c) Plan (d) None of these
23. _____ approach of management heavily concentrates on people aspect of management.
- (a) Human relations (b) System
(c) Empirical (d) Management science

24. Every _____ is important for an organization
(a) Strategies (b) Level
(c) Objectives (d) Policies
25. _____ is the next step of planning
(a) Coordination (b) Organizing
(c) Directing (d) Staffing
26. An organization try to change the product as per the needs of the _____
(a) Employees (b) Society
(c) Executive (d) Labours
27. Planning premises provide _____ for planning and action
(a) Way (b) Framework
(c) Correct (d) Effective
28. In strategic thinking, how long is the long, approximately?
(a) 1 month to 1 year (b) 2 to 3 years
(c) 3 to 5 years (d) More than 5 years
29. Appeals and representations are used in _____ communication.
(a) Horizontal (b) Downward
(c) Upward (d) Grapevine
30. Which type of organization is permanent and stable?
(a) Formal organization
(b) Informal organization
(c) Business or organization
(d) Strategic organization

31. The selection of best alternative from many alternatives is known as _____
(a) Selection (b) Decision-making
(c) Organizing (d) Budgeting
32. _____ is type of external recruitment
(a) Transfer (b) Employment agencies
(c) Promotion (d) Reemployment
33. Assessment centres are helpful to organization to assess _____ and other skills
(a) Psychological (b) Speaking
(c) Appearance (d) None of the above

Part B (7 × 6 = 42)

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

34. (a) Write the 'SIX-S' in detail.
Or
(b) Identify the growth opportunities in Sinews.
35. (a) Write the improvement strategies of synergy and value chain-based growth.
Or
(b) Explain the Mckinsey 7s framework in detail.
36. (a) Discuss the Porters generic competitive strategies in detail.
Or
(b) What are the strategies for staffing? Explain any one with suitable instance.

37. (a) What are the key factors of employee development plans?

Or

(b) Compare vertical and horizontal growth.

38. (a) Discuss the Greiner's model of crises induced growth.

Or

(b) Write the importance of high growth road map.

39. (a) Discuss the benefits of product and brand domain.

Or

(b) Enumerate the check list for securing profitability.

40. (a) Explain the significance of kaizen and radical innovation.

Or

(b) How organizational growth can be monitored? Explain the metrics involved.
