

N-0326

Sub. Code

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M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

First Year – First Semester

MANAGEMENT PRINCIPLES AND PRACTICES

(CBCS – 2020 onwards)

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

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The _____ is also known as Functional Approach, Empirical Approach and Management Process Approach.
(a) Systems approach (b) Classical approach
(c) Modern approach (d) None of the above

2. In addition to the five managerial functions of planning, organizing, directing and controlling, there are ten managerial roles coordinating as well. These roles were developed by,
(a) Henry Fayol (b) Elton Mayo
(c) Henry Mintzberg (d) Ouchi

3. Frederic Winslow Taylor started his career as a machinist in _____.
- (a) 1875 (b) 1880
(c) 1885 (d) 1887
4. Hawthorne experiment was conducted in _____.
- (a) Baker's chocolate (b) JP Morgan chase
(c) Dupont (d) Western electric company
5. The _____ of an organization is the very reason for its existence.
- (a) Vision (b) Mission
(c) Goals (d) Strategy
6. Organization plans are usually divided into _____ types.
- (a) Four (b) Five
(c) Six (d) Seven
7. A _____ is a specific policy statement about the conduct of certain affairs.
- (a) Synergic plan (b) Rule
(c) Policy (d) Procedure
8. A _____ is a single-use plan which is part of a general programme. It is defined as any scheme or a part of a scheme for investing resources, which may be analysed and evaluated as an independent unit.
- (a) Budget (b) Strategic plan
(c) Project (d) None of the above

9. "An organization is, a system of consciously coordinated activities or efforts of two or more persons." This famous definition was given by,
- (a) Zamnuto (b) Bedeian
(c) Max weber (d) Chester Bernard
10. The _____ theory is a situational theory which changes its approach according to the requirements of the situation.
- (a) Classical (b) Contingency
(c) Neo-classical (d) Systems
11. The functional design of departmentation is also known as a U-form organization and it groups positions into departments according to their main functional areas. Her 'U' stands for,
- (a) Unity (b) Upper level
(c) Unique (d) Uninterrupted
12. According to the formal authority theory, authority originates at the _____ of an organization.
- (a) Bottom (b) Managerial level
(c) Top (d) Middle level
13. _____ is a process of choosing the right candidate from a pool of applicants.
- (a) Recruitment (b) Selection
(c) Induction (d) Transfer

14. Subjective criteria for Subjective Performance Measures include:
- (a) Ratings by supervisors
 - (b) Knowledge about overall goals
 - (c) Contribution to socio-cultural values of the environment
 - (d) All the above
15. The first three levels of needs at the bottom of the Maslow's need hierarchy are known as _____ needs.
- (a) Basic
 - (b) Essential
 - (c) Deficiency
 - (d) High order
16. Which among the following is NOT an assumption of Theory Y?
- (a) Work is natural to most people and they enjoy the physical and mental effort involved in working, similar to rest or play
 - (b) Commitment to goals and objectives of the organization is also a natural state of behaviour for most individuals
 - (c) They will exercise self direction and self control in pursuit and achievement of organizational goals
 - (d) Most people dislike work and avoid it whenever possible
17. The managerial grid is built on two axes, one representing the _____ and the other the 'task'.
- (a) People
 - (b) Cost
 - (c) Organization performance
 - (d) Productivity

18. _____ leadership is more about 'managing' by helping organizations achieve their objectives more efficiently and by linking job performance to valued rewards.
- (a) Transformational (b) Tactical
(c) Transactional (d) Autocratic
19. Transactional analysis (TA) is regarded as one of the most promising breakthroughs in psychiatry in many years. It was originally constructed by,
- (a) Sigmund Freud (b) Eric Berne
(c) Thomas A. Harris (d) Gantt
20. Which life position relates to the acceptance of others but not of self?
- (a) I'm OK, you're OK
(b) I'm not OK, you're OK
(c) I'm OK, you're not OK
(d) I'm not OK, you're not OK
21. _____ norms exist as written rules and procedures for all employees to adhere to.
- (a) Functional (b) Dysfunctional
(c) Formal (d) Informal
22. _____ refers to a situation where the output of one department becomes the input of the other. This type of interdependence usually exists in the process industry.
- (a) Pooled Interdependence
(b) Sequential interdependence
(c) Reciprocal Interdependence
(d) Performance interdependence

23. Most companies begin the process of establishing organizational ethics programs by developing:
- (a) Ethics training programs
 - (b) Codes of conduct
 - (c) Ethics enforcement mechanisms
 - (d) Hidden agenda
24. _____ believe that there are nine ethical climates within an organization.
- (a) Victor and Cullen
 - (b) Carroll
 - (c) Welles
 - (d) Bylinsky
25. _____ controls are also known as pre-controls and are basically preventive in nature.
- (a) Feedback (b) Concurrent
 - (c) Feedforward (d) Managerial
26. A _____ centre measures financial performance by noting whether the assigned tasks are done within the planned expense amount.
- (a) Revenue (b) Profit
 - (c) Investment (d) Cost
27. Robert C. Camp first coined the term benchmarking in _____.
- (a) 1975 (b) 1980
 - (c) 1982 (d) 1984
28. Six Sigma is a quality metric that counts the number of defects per _____ opportunities (DPMO) at six levels. Here, M stands for.
- (a) Maximum (b) Million
 - (c) Minimum (d) Modified

29. In a DMAIC cycle, 'I' stands for
(a) Intelligent (b) Innovate
(c) Improve (d) Initiate
30. _____ is a type of leadership, in which the subordinates are consulted and their feedback is taken into the decision-making process.
(a) Democratic (b) Autocratic
(c) Tactical (d) Free reign
31. Which among the following is an inherited characteristic that may or may not be changed by external forces and may or may not be important determinants of performance?
(a) Perception (b) Attitude
(c) Intelligence (d) Personality
32. _____ is a systematic, organized and written statement of 'who does what, when, where, how and why,' and is a tangible outcome of job analysis.
(a) Job analysis (b) Job description
(c) Job performance (d) Job specification
33. "This is the principle, which states that an employee should receive orders from one superior only". That principle is,
(a) Scalar chain (b) Unity of direction
(c) Order (d) Unit of command

Part B

(7 × 6 = 42)

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

34. (a) Explain the recent trends in management concepts.

Or

- (b) Discuss the main theories of management.

35. (a) What is planning? Explain the steps involved in planning.

Or

(b) Define decision-making and explain the process of decision-making that affects the efficiency of the business decisions.

36. (a) What do you mean by organising? Mention some of the principles of organising.

Or

(b) Define Span of Control. What are the factors influencing the span of control?

37. (a) Explain in detail about the selection and recruitment of staffing.

Or

(b) Define the term motivation. Explain any two motivational theories.

38. (a) Describe the different styles of leadership.

Or

(b) Discuss the process of Communication. Mention how Communication can be made more effective.

39. (a) Mention the techniques of effective co-ordination in the organisation.

Or

(b) Define Ethics. Describe the ethical approaches.

40. (a) Briefly explain the special control techniques in the organisation.

Or

(b) Discuss the concept of Total Quality Management.

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M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

First Year – First Semester

ORGANISATIONAL BEHAVIOUR

(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. Edward Tolman is related to
 - (a) Behaviorist Framework
 - (b) Cognitive approach
 - (c) Social Cognitive Framework
 - (d) None of these

2. “Leadership motivates the people to work and not the power of money”, this concept is related to
 - (a) Autocratic model (b) Custodial model
 - (c) Supportive Model (d) Collegial Model

3. From the following, identify the characteristic of individuals with Type B personality:
- (a) They are generally restless so they eat rapidly and keep walking or are generally on the move
 - (b) They have the tendency to perform several tasks at one given time
 - (c) They are generally impatient in their expressions; do not like to waste their time in waiting for others
 - (d) They have a balanced outlook in life
4. The _____ of personality as a reflection of behaviour has been based primarily on the Freudian concept of unconscious nature of personality.
- (a) Psychoanalytical theory
 - (b) Trait theory
 - (c) Self-concept theory
 - (d) Social learning theory
5. Self-awareness is a key stone of emotional intelligence, it means recognizing a feeling as it happens. Now many aspects are there for self-awareness?
- (a) Two
 - (b) Three
 - (c) Four
 - (d) Six
6. _____ type of attention is obtained by introducing motives such as rewards or punishments.
- (a) Spontaneous Non-volitional Attention
 - (b) Habitual Attention
 - (c) Implicit volitional Attention
 - (d) Non-Volitional Enforced Attention

7. In field theory, Kurt Lewin suggested a formula, $B = F(P, E)$. Here, 'E' represents
- (a) Energy
 - (b) Employee
 - (c) Evolution
 - (d) Environment
8. There are two categories in which the causes of human behaviour can be classified. These are: (1) inherited characteristics and (2) learned characteristics. Identify the learned characteristic from the following:
- (a) Attitude
 - (b) Intelligence
 - (c) Sex
 - (d) Age
9. People who may or may not be aligned to common command or task groups may affiliate to attain a specific objective with which each is concerned.
- (a) Reference group
 - (b) Interest groups
 - (c) Friendship group
 - (d) Membership group
10. There are a number of reasons for groups to be cohesive. Select the reasons from below:
- (a) The goals of the group and the members are compatible and therefore individuals are attracted towards groups
 - (b) The group has a charismatic leader who is well respected and admired by his followers
 - (c) Both (a) and (b)
 - (d) None of the above

11. _____ is also known as charismatic power and is based upon the attraction exerted by one individual over another.
- (a) Legitimate power
 - (b) Reward power
 - (c) Coercive power
 - (d) Referent power
12. _____ theory of organizational power is built on the premise that “organizational behaviour is a power game in which various players, called Influencers, seek to control the organization’s decisions and actions.”
- (a) Kipnis (b) Whetten
 - (c) Elton Mayo (d) Mintzberg
13. Among the following, which is the individual factor creating political behavior?
- (a) Role
 - (b) Internal locus of control
 - (c) Trust
 - (d) Impression management
14. In the year _____, Moorhead and Griffin have identified certain measures to help managers limit the dysfunctional impact of unhealthy politics.
- (a) 1995 (b) 1996
 - (c) 1998 (d) 2000

15. Stress refers to the body's physiological, emotional, and psychological responses to an individual's well-being. In response to this; the reaction which activates and motivates people to achieve their goals, change their environment, and face life's challenges is called _____
- (a) Eustress (b) Distress
(c) PTSD (d) Phobia
16. A/an _____ conflict occurs in the form of a fundamental disagreement over ends or goals and the means for accomplishment.
- (a) Relationship (b) Emotional
(c) Substantive (d) Procedural
17. _____ has classified the factors affecting organizational effectiveness into following variables: Causal, Intervening and End-result.
- (a) Fred Luthans (b) Likert
(c) Victor vroom (d) Weber
18. Organizational excellence is designed for permanent change by focusing on managing the five key pillars. Which among the following is NOT a key pillar?
- (a) Process management
(b) Change management
(c) Resource management
(d) Stress management
19. The process of quantifying culture in an organization is called _____
- (a) Organizational climate
(b) Organizational dynamics
(c) Organizational effectiveness
(d) Change management

20. One of the first researchers to focus explicitly on analyzing the culture of a limited group of firms was William G. Ouchi in,
- (a) 1975 (b) 1981
(c) 1984 (d) 1985
21. A simple communication model that reflects communication as a dynamic interactive process has been proposed by
- (a) William Ouchi (b) Tom Peters
(c) David Berlov (d) Robert Waterman
22. A communication network is simply a diagram showing communication patterns or relationships that are possible within a group or among individuals. There are five different types of communication networks. Which of the following is decentralized network?
- (a) The 'chain' (b) The 'wheel'
(c) The 'Y' (d) The 'circle'
23. _____ is a change in the very mission of the organization. A single mission may have to be changed to multiple missions.
- (a) Structural change
(b) Strategic change
(c) People oriented change
(d) Process change

24. Which among the following is an internal cause of change?
- (a) Government policies
 - (b) Trade unionism
 - (c) Economic changes
 - (d) Legal requirements
25. Hofstede (1980) conducted a study on the employees of a multinational company spread across different countries. As a result of this study, _____ dimensions of culture were identified.
- (a) Four
 - (b) Five
 - (c) Six
 - (d) Eight
26. According to Adler and Bartholomew, some of the skills and approaches required of global managers are:
- (i) Global perspective
 - (ii) Cultural responsiveness
 - (iii) Cultural adaptability
- (a) (i) only
 - (b) (i) and (ii) only
 - (c) (i) and (iii) only
 - (d) all (i), (ii) and (iii)
27. The term 'Organization Development' (OD) was coined by _____.
- (a) Wendell L. French
 - (b) Cecil H. Bell, Jr
 - (c) Richard Beckhard
 - (d) Eric Berne

28. The purpose of sensitivity training sessions or T-groups is to change the behaviour of people through _____ group interactions. -
- (a) Unstructured (b) Structured
(c) Semi-structured (d) Forced
29. In addition to the four managerial functions of planning, organizing, directing and controlling, there are _____ managerial roles that are commonly defined.
- (a) Five (b) Seven
(c) Ten (d) Twelve
30. _____ type of personality wishes to exercise a control over others simply by manipulating others and do this primarily with the objective of achieving some personal goals. The individuals having this type of personality have high self-confidence and high self-esteem.
- (a) Authoritarianism
(b) Machiavellianism
(c) Bureaucratic
(d) Democratic
31. Which among the following is a consequence of Job dissatisfaction?
- (a) Retention of talents
(b) High morale
(c) Better work-life balance
(d) Absenteeism

32. Identify the structural and situational base of power from the following:
- (a) Legitimate power
 - (b) Reward power
 - (c) Resources as power
 - (d) Coercive power
33. Transactional Analysis was pioneered by
- (a) Wendell L. French
 - (b) Thomas Harris
 - (c) Richard Beckhard
 - (d) Eric Berne

Part B

(7 × 6 = 42)

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

34. (a) Describe the basic approaches of Organisational Behaviour.

Or

- (b) Explain the theories of personality in detail.

35. (a) What is Emotional Intelligence and why is it important in an organization?

Or

- (b) Briefly explain the different types of motivation.

36. (a) Write in brief about group norms and its types.

Or

- (b) Define Power. Explain the types of power.

37. (a) Describe the various techniques to manage politics in an organisation.

Or

(b) Discuss the causes and consequences of Organisational conflict.

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

Or

(b) Explain the nature and significance of organizational culture.

39. (a) Discuss the process of Communication. Mention how Communication can be made more effective.

Or

(b) Describe the process of proactive and reaction of change in organisation.

40. (a) Discuss the impact of cultural and global diversity on Organisational Behaviour.

Or

(b) Briefly explain the different organisational development technique.

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

ONLINE PROGRAMMES EXAMINATION

First Year - First Semester

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

MANAGERIAL ECONOMICS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33× 1 = 33)

Answer **all** questions.

1. _____ is known to be the “Father of economics”
(a) Alfred Marshall (b) Adam Smith
(c) T.J. Webster (d) Mansfield
2. In a circular flow model, the real variables are
(a) Money that flows from the factor market to the households.
(b) Only the goods and services that are produced
(c) Only the resources that are used.
(d) Both the goods and services produced and the resources that are used.
3. Opportunity cost is also known as _____
(a) Alternative cost (b) Sunk cost
(c) Outlay cost (d) Total cost

4. _____ refers to a situation in Which there is more than one outcome of a business decision and the Probability of no outcome is known or can it be reliably estimated.
- (a) Risk
 - (b) Uncertainty
 - (c) Production possibilities frontier (PPF)
 - (d) Utility
5. The market equilibrium for a commodity is determined by:
- (a) Market demand
 - (b) Market Supply
 - (c) Balancing of the forces of demand and supply
 - (d) None of the above
6. Which law states that “as the quantity Consumed of a commodity goes on increasing, the utility derived from each successive unit Consumed goes on decreasing, consumption of all other commodities remaining constant”?
- (a) Law of diminishing marginal Utility
 - (b) Law of equi-marginal utility
 - (c) Law of demand
 - (d) Law of Supply

7. Which of the following is an exception to the law of demand?
- (a) Superior good (b) Normal good
(c) Giffen good (d) All of the above
8. The increase in demand on account of increase in real income is known as _____
- (a) Income effect
(b) Substitution effect
(c) Diminishing marginal utility
(d) None of the above
9. The _____ price is the price at which quantity demanded of a commodity over a period of time equals its quantity supplied over that period.
- (a) Marginal (b) Equilibrium
(c) Base (d) Minimum
10. Giffen paradox was introduced by Marshall as an exception to the law of _____
- (a) Supply (b) Marginal utility
(c) Demand (d) Equilibrium
11. In economic sense, a fixed input is one whose supply is _____ in the short-run.
- (a) Inelastic (b) Elastic
(c) Constant (d) Increasing

12. The _____ production function is more widely used, apart from Cobb-Douglas production function.
- (a) Variable elasticity of substitution' (VES)
 - (b) Constant elasticity substitution (CES)
 - (c) Leontief type
 - (d) Linear type
13. _____ refers to the number of firms in an industry and the degree of competition among the firms.
- (a) Market mechanism
 - (b) Market metrics
 - (c) Market structure
 - (d) Market principle
14. _____ is defined as a market structure in which there are a few sellers selling homogeneous or differentiated products.
- (a) Monopoly
 - (b) Oligopoly
 - (c) Perfect competition
 - (d) Free market
15. The nature of the decision-making problems faced by the oligopoly firms is exemplified in game theory by _____
- (a) Giffen paradox
 - (b) Ethical dilemma
 - (c) Prisoner's dilemma
 - (d) Pay-off matrix

16. In game theory, if a strategic action taken by a firm may yield some gains to the firm and counteraction by the rival firm neutralises the gain, it is_____
- (a) Positive pay-off (b) Negative pay-off
(c) Probability game (d) A zero-sum game
17. There are certain other costs that neither take the form of cash outlays nor do they appear in the accounting system. Such costs are known as _____
- (a) Explicit Costs (b) Implicit costs
(c) Opportunity costs (d) Full costs
18. When total cost increases at increasing rate with constant increase in output (Q), the total cost data produces a _____ cost function.
- (a) Quadratic (b) Linear
(c) Cubic (d) Sinusoidal
19. “Profit may be defined the difference between firm’s total revenue and its total cost.” — This definition for profit was given by,
- (a) Prof. J.B. Clark (b) F.H. Knight
(c) Prof. Hawley (d) Ulmer
20. The dynamic theory of profit by Prof. J. B. Clark was propounded in the year _____
- (a) 1890 (b) 1900
(c) 1905 (d) 1910
21. “mark-up pricing” is another name for
- (a) Cost plus pricing (b) Multiple product pricing
(c) Transfer pricing (d) Peak load pricing

22. There are _____ stages in the life cycle of a product.
- (a) Three
 - (b) Four
 - (c) Five
 - (d) Seven
23. GDP stands for
- (a) Gross domestic price
 - (b) Gross development process
 - (c) Gross domestic product
 - (d) Green domestic product
24. Among the five factors of economic growth, which is considered as passive factor?
- (a) Human resources and its quality
 - (b) Natural resources of the country
 - (c) Technological development
 - (d) Political and Social environment
25. National Income is
- (a) Stock concept
 - (b) Flow concept
 - (c) Cross section analysis
 - (d) None of the above
26. GNP exceeds NNP by:
- (a) Amount of total taxes
 - (b) Government expenditure
 - (c) Transfer payments
 - (d) Difference between Gross investment and Net Investment

27. Structure-Conduct-Performance (SCP) framework paradigm was initially suggested by _____
- (a) E. Mason (b) Mansfield
(c) Hall and Hitch (d) F.H. Knight
28. _____ mergers where between companies operating in different industries for synergy, product extension and market extension benefits.
- (a) Horizontal (b) Vertical
(c) Conglomerate (d) product extension
29. In a general sense, the term equilibrium means the _____
- (a) State of upward movement
(b) State of parallel movement
(c) State of rest
(d) State of downward movement
30. The term 'isoquant' has been derived from the Greek word iso meaning 'equal' and Latin word quantus meaning _____
- (a) Quality (b) Quantity
(c) Function (d) Curve
31. The concept and form of the kinked-demand curve was first developed and used by _____ in his theory of monopolistic competition.
- (a) Hall and Hitch (b) Chamberlin
(c) T.J. Webster (d) Mansfield

32. Monetary measures which are generally used to control inflation does NOT include,
- (a) Bank rate policy
 - (b) Variable reserve ratio
 - (c) Open market operation
 - (d) Indexation
33. A simple model of the economy consists of households and _____
- (a) Government
 - (b) Business firms
 - (c) Banks
 - (d) Services

Part B

(7 × 6 = 42)

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

34. (a) Discuss the important roles and responsibilities of a managerial economist.

Or

- (b) Explain the concept of opportunity cost with an example.

35. (a) Briefly explain the Law of diminishing Marginal Utility.

Or

- (b) Discuss the factors determining the price elasticity of demand.

36. (a) What do you understand by the term “demand forecasting”? How demand of a particular commodity can be forecasted?

Or

- (b) What is production function? Discuss the law of production in short-run.

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

Or

- (b) Differentiate Price and Non-Price Competition.

38. (a) Define cost function. What are different types of cost function?

Or

- (b) What is pricing? What are the different methods of pricing?

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

Or

- (b) Explain the different methods for controlling inflation.

40. (a) What is national income? What are the approaches in calculating national income?

Or

(b) Briefly explain the economics regulations of business in India.

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M.B.A DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMMES EXAMINATIONS

First Year — First Semester

(Common for MBA (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. _____ models involve the allocation of resources to activities in such a manner that some measure of effectiveness is optimized.
 - (a) Sequencing
 - (b) Allocation Models
 - (c) Queuing Theory
 - (d) Decision Theory

2. In _____ models, everything is defined and the results are certain,
 - (a) Deterministic Models
 - (b) Probabilistic Models
 - (c) Both (a) and (b)
 - (d) None of the above

3. Which of the following is correct?
- (a) Median = 3 Mode – 2 Mean
 - (b) Mean = 3 Median – 2 Mean
 - (c) Mode = 3 Mean – 2 Median
 - (d) Mode = 3 Median – 2 Mean
4. If mode is 10, the highest value of the observation is increased by 5. What will be the new mode?
- (a) 20
 - (b) 15
 - (c) 10
 - (d) 5
5. In graphical representation the bounded region is known as _____ region.
- (a) Solution
 - (b) Basic solution
 - (c) Feasible solution
 - (d) Optimal
6. Consider the linear equation
- $$2x_1 + 3x_2 - 4x_3 + 5x_4 = 10$$
- How many basic and non–basic variables are defined by this equation?
- (a) One variable is basic, three variables are non-basic
 - (b) Two variables are basic, two variables are non–basic
 - (c) Three variables are basic, one variable is non-basic
 - (d) All four variables are basic

7. Which statement characterizes standard form of a linear programming problem?
- (a) Constraints are given by inequalities of any type
 - (b) Constraints are given by a set of linear equations
 - (c) Constraints are given only by inequalities of \geq type
 - (d) Constraints are given only by inequalities of \leq type
8. In LPP the condition to be satisfied is
- (a) Constraints have to be linear
 - (b) Objective function has to be linear
 - (c) None of the above
 - (d) Both (a) and (b)
9. Any column or row of a simplex table is called a
- (a) Vector
 - (b) Key column
 - (c) Key Row
 - (d) None of the above
10. In simplex method, if there is tie between a decision variable and a slack (or surplus) variable, _____ should be selected
- (a) Slack variable
 - (b) Surplus variable
 - (c) Decision variable
 - (d) None of the above
11. The purpose of a dummy source or dummy destination in a transportation problem is to
- (a) Prevent the solution from becoming degenerate.
 - (b) Obtain a balance between total supply and total demand.
 - (c) make certain that the total cost does not exceed some specified figure.
 - (d) provide a means of representing a dummy problem.

12. What do we apply in order to determine the optimum solution?
(a) LPP (b) VAM
(c) MODI Method (d) None of the above
13. What is the probability of an impossible event?
(a) 0 (b) 1
(c) Not defined (d) Insufficient data
14. Two unbiased coins are tossed. What is the probability of getting at most one head?
(a) $1/2$ (b) $1/3$
(c) $1/6$ (d) $3/4$
15. In a Binomial Distribution, if 'n' is the number of trials and 'p' is the probability of success, then the mean value is given by _____.
(a) np (b) n
(c) p (d) np(1-p)
16. if 'm' is the mean of a Poisson Distribution, the standard deviation is given by _____.
(a) \sqrt{m} (b) m^2
(c) m (d) $\frac{m}{2}$
17. What have been constructed for Operations Research problems and methods for solving the Models those are available in many cases?
(a) Scientific Models
(b) Algorithms
(c) Mathematical Models
(d) None of the above

18. 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
19. Which of the following functions of Production Planning and Control is related to the timetable of activities?
- (a) Scheduling
 - (b) Dispatching
 - (c) Expediting
 - (d) Routing
20. The correct sequence of operations in the Production Planning and Control process is _____.
- (a) Routing — Scheduling — Follow up — Dispatching
 - (b) Scheduling — Follow up — Dispatching — Routing
 - (c) Routing — Scheduling — Dispatching — Follow up
 - (d) Dispatching — Routing — Scheduling — Follow up

21. Which technique is used to imitate an operation prior to actual performance?
- (a) Simulation
 - (b) Integrated Production Models
 - (c) Inventory Control
 - (d) Game Theory
22. 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.
23. Customer behaviour in which the customer moves from one the queue to another in a multiple channel situation is
- (a) Balking
 - (b) Reneging
 - (c) Jockeying
 - (d) Alternating
24. Which of the following characteristics apply to the queuing system?
- (a) Customer population
 - (b) Arrival process
 - (c) Both (a) and (b)
 - (d) Neither (a) nor (b)

25. Which of the following criterion is not used for decision-making under uncertainty?
- (a) Maximin (b) Maximax
(c) Minimax (d) Minimize expected loss
26. The minimum expected opportunity loss (EOL) is
- (a) Equal to EVPI (b) Minimum regret
(c) Equal to EMV (d) Both (a) and (b)
27. The qualitative approach to decision analysis is a
- (a) Experience (b) Judgement
(c) Intuition (d) All of the above
28. The difference between the expected profit under conditions of risk and the expected profit with perfect information is called
- (a) The expected value of perfect information
(b) Expected marginal loss
(c) All of the above
(d) None of the above
29. When we throw a coin then what is the probability of getting head?
- (a) $1/2$ (b) 3
(c) 4 (d) 1

30. If $P(E) = 0.07$, then what is the probability of 'not E'?
- (a) 0.93 (b) 0.95
(c) 0.89 (d) 0.90
31. It is suitable to use Binomial Distribution only for _____.
- (a) Large values of 'n'
(b) Fractional values of 'n'
(c) Small values of 'n'
(d) Any value of 'n'
32. Binomial Distribution is a _____.
- (a) Continuous distribution
(b) Discrete distribution
(c) Irregular distribution
(d) Not a Probability distribution
33. The shape of the Normal Curve is
- (a) Bell Shaped (b) Flat
(c) Circular (d) Spiked

Part B

(7 × 6 = 42)

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

34. (a) Discuss the concept of mathematical models in quantitative analysis.

Or

- (b) Explain briefly the applications of statistics in business decision making.

35. (a) Write a note on graphical representation of linear and non-linear functions.

Or

- (b) A firm manufactures 2 types of products A & B and sells them at a profit for Rs.2 on type A & Rs.3 on type B. Each product is processed on 2 machines G & H. Type a requires 1 minute of processing time on G and 2 minutes on H. Type B requires one minute on G & 1 minute on H. The machine G is available for not more than 6 hrs. 40 mins., while machine H is available for 10 hrs. during any working day. Formulate the problem as LPP.

36. (a) Maximise 'Z' = 5 X₁ + 3 X₂ [Subject to constraints]

$$X_1 + X_2 \leq 2$$

$$5X_1 + 2X_2 \leq 10$$

$$3X_1 + 8X_2 \leq 12$$

Where, $X_1, X_2 \geq 0$ [Non-negativity constraints]

Or

(b) Solve the following assignment problem and find the minimum cost.

Jobs		I	II	III	IV
Workers	A	10	12	19	11
	B	5	10	7	8
	C	12	14	13	11
	D	8	15	11	9

37. (a) Discuss the utilization of probability theories in business.

Or

(b) A coin that is fair in nature is tossed n number of times. The probability of the occurrence of a head six times is the same as the probability that a head comes 8 times and then find the value of n.

38. (a) Explain the characteristics of quantitative methods for decision making.

Or

- (b) There are five jobs, each of which must go through the two machines A and B in the order AB. Processing times (in hours) are given in the table below

Job	1	2	3	4	5
Machine A	5	1	9	3	10
Machine B	2	6	7	8	4

39. (a) Explain the advantages and disadvantages of simulation.

Or

- (b) Discuss the applications of MMI queuing model.

40. (a) Describe the steps involved in decision making process.

Or

- (b) Explain the concept of minimizing maximal regret and its applications.

N-0330

Sub. Code

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

M.B.A. DEGREE EXAMINATION, MAY 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. The account that records expenses, gains and losses _____.
 - (a) Personal account
 - (b) Real account
 - (c) Nominal account
 - (d) None of the above

2. Which accounting principle differentiates between owners and management _____.
 - (a) Going concern
 - (b) Dual aspect
 - (c) Separate entity
 - (d) Conservatism

3. Non-financial quantitative information is not recorded in accounts due to _____.
- (a) Dual concept
 - (b) Accrual concept
 - (c) Money measurement concept
 - (d) Entity concept
4. Accounting concepts are based on _____.
- (a) Certain assumptions
 - (b) Certain facts and figures
 - (c) Certain accounting records
 - (d) Government guidelines
5. What is the trial balance used for _____
- (a) It is a financial statement
 - (b) It records balances of a balance sheet
 - (c) It doesn't contribute to the accounting cycle
 - (d) It records balances of accounts
6. When is trial balance prepared _____
- (a) At the end of an accounting period
 - (b) At the end of a year
 - (c) Frequently during the year
 - (d) At the end of a month
7. Each transaction is first entered in the
- (a) Ledger
 - (b) Journal
 - (c) Trial balance
 - (d) Balance sheet

8. Revenue expenditure is recorded in the _____.
- (a) Trading account
 - (b) Profit and loss account
 - (c) Balance sheet
 - (d) None of the above
9. Profit and loss account is also known as _____.
- (a) Statement of earnings
 - (b) Statement of income
 - (c) Statement of operations
 - (d) None of the above
10. Net loss in a profit and loss account should be _____ in the balance sheet.
- (a) Added to liabilities
 - (b) Deducted from liabilities
 - (c) Added to capital
 - (d) Deducted from capital
11. Deferred payment arrangement aim at financing _____
- (a) Working capital needs
 - (b) Redemption of debts
 - (c) Purchase of GDRS
 - (d) Import of plant and machinery
12. 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

13. This item is not used as a tool for Analysis of Financial Statements:
- (a) Cash Flow Statement
 - (b) Fund Flow Statement
 - (c) Ratio Analysis
 - (d) No. of Employees Statement
14. Which of the following is device of comparative statements?
- (a) Comparison expressed in terms of absolute data
 - (b) Comparison expressed in terms of percentages
 - (c) Comparison expressed in terms of ratios
 - (d) All of the Above
15. Which analysis depicts the relationship between two figures?
- (a) Ratio Analysis
 - (b) Trend Analysis
 - (c) Cumulative figures and averages
 - (d) Dividend Analysis
16. Current assets include only those assets which are expected to be realized with
- (a) 3 months
 - (b) 6 months
 - (c) 1 year
 - (d) 2 years
17. Quick Assets do not include
- (a) Cash in hand
 - (b) Prepaid Expenses
 - (c) Marketable Securities
 - (d) Trade Receivables

18. 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
19. The term 'flow of funds' means _____.
- (a) Change in working capital
 - (b) Change in funds
 - (c) Both (a) and (b) are incorrect
 - (d) Both (a) and (b) are correct
20. The statement of cash flow clarifies cash flows according to _____.
- (a) Operating and Non-operating Flows
 - (b) Inflow and Outflow
 - (c) Investing and Non-operating Flows
 - (d) Operating, Investing, and Financing Activities
21. Cash flow example from a financing activity is _____.
- (a) Payment of Dividends
 - (b) Receipt of Dividend on Investment
 - (c) Cash Received from Customers
 - (d) Purchase of Fixed Asset
22. Indirect material used in production is classified as _____.
- (a) Office overhead
 - (b) Selling overhead
 - (c) Distribution overhead
 - (d) Factory overhead

23. Total of all direct costs is termed as _____.
- (a) Prime cost
 - (b) Works cost
 - (c) Cost of sales
 - (d) Cost of production
24. Basic objective of cost accounting is _____.
- (a) Tax compliance.
 - (b) Financial audit.
 - (c) Cost ascertainment.
 - (d) Profit analysis
25. Cost classification can be done in _____.
- (a) Two ways
 - (b) Three ways
 - (c) Four ways
 - (d) Several ways
26. Which of the following techniques of costing differentiates between fixed and variable costs?
- (a) Marginal costing
 - (b) Standard costing
 - (c) Absorption costing
 - (d) None of the above
27. Fixed cost is also referred to as _____ in the marginal costing technique.
- (a) Total cost
 - (b) Product cost
 - (c) Period cost
 - (d) None of the above

28. Which one of the following is not a financial budget?
- (a) Cash budget
 - (b) Capital budget
 - (c) Budgeted funds flow statement
 - (d) Sales budget
29. Budgetary control helps in implementation of _____.
- (a) Standard costing
 - (b) Marginal costing
 - (c) Ratio analysis
 - (d) Technical analysis
30. Which of the following would be the best example of a capital budgeting decision?
- (a) Purchasing new machinery to replace an existing one
 - (b) Transferring money to your creditor's account
 - (c) Payment of electricity bill for your factory
 - (d) None of the above
31. 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

32. The provision for bad debts is created by _____
to the profit and loss account.
- (a) Deducting
 - (b) Adding
 - (c) Debiting
 - (d) Crediting
33. Capital Expenditure is a part of _____.
- (a) Balance sheet
 - (b) Trading account
 - (c) Profit and loss account
 - (d) Trial balance

Part B

(7 × 6 = 42)

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

34. (a) What are the functions of financial and managerial accounting?

Or

- (b) Journalise the following transactions, post them in the Ledger and balance the accounts as on 31st December, 2019.

Dec.

- 1 Rajini started business with a capital of Rs. 50,000
- 2 He purchased furniture for Rs. 5,000
- 3 He bought goods on credit from Vinod for Rs. 8,000
- 4 He sold goods to Suresh for Rs. 5,000
- 5 He received cash from Suresh Rs. 3,000

35. (a) Rectify the following errors:
- (i) Purchase book is overcast by Rs. 500 (for the month of January)
 - (ii) Sales book has been under cast by Rs. 300
 - (iii) Purchase returns book has been overcast by Rs. 50
 - (iv) Sales book has been under cast by Rs. 75

Or

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

	Rs.		Rs.
Land and buildings	47,000	Plant	35,000
Cash	2,300	Patents	12,000
Debtors	3,800	Furniture	4,700
Sales	94,500	Travelling	8,500
Bills receivables	1,200	Salesman's commission	1,300
Purchases	16,800	Carriage inwards	400
Wages	23,900	Packing	600
Creditors	5,200	Advertising	1,800
Salaries	16,500	Bank	5,600
Sales return	400	Loans	42,400
Loss by fire	500	Trucks	18,500
Discount received	200	Capital	65,000
Opening stock	6,500		

Provide for 15% depreciation on plant. Write off patents by one third. An amount of Rs. 850 was due to workers. An over payment of Rs. 200 was made to the salesman towards commission. The insurance company agreed to meet the losses on fire totally.

Closing stock was value at Rs. 3,700.

36. (a) Describe the various techniques of financial statement analysis.

Or

(b) Discuss the limitation of management statement analysis.

37. (a) Calculate Absolute Liquid Ratio:

Cash in hand = 25,000, cash at bank = 50,000,
marketable securities = 1,50,000, Current liabilities = 2,50,000.

Or

(b) Illustrate the preparation of fund flow statement.

38. (a) From the following balance sheets as on 31st 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		
Expenses O/S	10,000	15,000	Receivable	10,000	20,000
			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) Briefly explain the methods of costing.

39. (a) From the following particulars, calculate the economic order quantity.

Annual requirement : 1,600 units

Cost of material per unit : Rs. 40

Cost of placing and receiving one order : Rs. 50

Annual carrying cost of inventory : 10% of inventory value.

Or

- (b) Distinguish between marginal costing and absorption costing.

40. (a) Illustrate the budgeting control system.

Or

- (b) Project X involves an initial outlay of Rs. 32,400. Its working life is expected to be three years. The cash streams generated by the same are expected to be as follows.

Year Cash flow

1 Rs.16,000

2 Rs.14,000

3 Rs.12,000

What is the IRR?

N-0331

Sub. Code

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

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

ONLINE PROGRAMME EXAMINATIONS

First Year - Second Semester

Common for MBA (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. The research method that describes the characteristics of population or phenomenon studied.
 - (a) Exploratory research
 - (b) Quantitative research
 - (c) Qualitative research
 - (d) Descriptive research
2. The study of “Why the stressful life leads to health issues”? Can be classified as
 - (a) Exploratory research
 - (b) Explanatory research
 - (c) Qualitative research
 - (d) Descriptive research

3. A method of the examination of evidence in coming to an understanding of the past, associated with
 - (a) Historical research
 - (b) Analytical research
 - (c) Experimental research
 - (d) Generic research
4. Research is related with
 - (a) Discovery of new data
 - (b) Review of previous studies
 - (c) Analysis of data
 - (d) All the Above
5. In research process, which is the next step after formulating the research problem?
 - (a) Preparing sample design
 - (b) Literature survey
 - (c) Preparing research design
 - (d) Develop hypothesis
6. Literature collected is reviewed and preferably arranged
 - (a) Alphabetically
 - (b) Randomly
 - (c) Chronologically
 - (d) No ordered
7. If the null hypothesis is false then which of the following is accepted?
 - (a) Null Hypothesis
 - (b) Positive Hypothesis
 - (c) Negative Hypothesis
 - (d) Alternative Hypothesis

8. Type I error occurs when?
- (a) We reject H_0 if it is True
 - (b) We reject H_0 if it is False
 - (c) We accept H_0 if it is True
 - (d) We accept H_0 if it is False
9. Which one of the following is a Blue print of a research work?
- (a) Sampling design (b) Research design
 - (c) Research model (d) Hypothesis
10. Which affects the choice of research methods?
- (a) Time and money
 - (b) Aims of the researcher
 - (c) Whether the research is ethical or not
 - (d) All the above
11. Which of these is probability method?
- (a) Quota sampling
 - (b) Simple random sampling
 - (c) Convenience sampling
 - (d) Judgment sampling
12. Sample is considered an element of
- (a) Data (b) Population
 - (c) Set (d) Distribution
13. _____ refers to the number of items selected from the universe to constitute a sample
- (a) Population (b) Sampling
 - (c) Sample size (d) Reviews

14. Normally non-sampling errors arises in the stage of
- (a) Testing of hypothesis
 - (b) Sampling design
 - (c) Collection and preparation of data
 - (d) Research design
15. Which one of the following is collection of secondary data?
- (a) Reports and publications
 - (b) Personal interview
 - (c) Questionnaire
 - (d) Observation method
16. Rorschach test is the technique of which test
- (a) Word association technique
 - (b) Story completion technique
 - (c) Pictorial technique
 - (d) Verbal projection test
17. This is generally a set of questions to collect a data filled by the research worker or the enumerator
- (a) Questionnaire
 - (b) Interview schedule
 - (c) Mailed questionnaire
 - (d) None of the above

18. The questionnaire that offers no scope for any respondent's own view is called:
- (a) Close ended (b) Open ended
(c) Unstructured (d) Schedule
19. Categorical variable scale is also called
- (a) Ratio (b) Interval
(c) Ordinal (d) Nominal
20. In which of the scales of measurement classification, order, equality of units are ensured?
- (a) Ratio (b) Interval
(c) Ordinal (d) Nominal
21. Which of the following is a data visualization method?
- (a) Pentagon
(b) Line
(c) Bar chart and pie chart
(d) Circle and triangle
22. SPSS software is developed by
- (a) IBM (b) Microsoft
(c) Oracle (d) SAP
23. What is the mean of a chi-square distribution with 6 degrees of freedom?
- (a) 3 (b) 6
(c) 9 (d) 12
24. t- test is a
- (a) Parametric test
(b) Non parametric test
(c) Sample test
(d) Pilot study

25. Mann whitney test is a
- (a) Parametric test
 - (b) Non parametric test
 - (c) Sample test
 - (d) Pilot study
26. Which of the following tests must be two-sided?
- (a) Kruskal-Wallis test
 - (b) Wilcoxon Signed rank test
 - (c) Runs test
 - (d) Sign test
27. A list of illustrations, included figures and tables, is placed on;
- (a) Abstract vision
 - (b) Title page
 - (c) Table of contents
 - (d) Bottom line
28. Which of these is not a parameter in a report?
- (a) Extent of information
 - (b) Quality of information
 - (c) Age of writer
 - (d) Ability to acquire information
29. Reports that provide data or findings, analyses, and conclusions are
- (a) Informational reports
 - (b) Progress reports
 - (c) Summaries
 - (d) Analytical report

30. The graphical way to present data related to different levels of a certain variable is
- (a) Pictogram
 - (b) Pie chart
 - (c) Frequency polygon
 - (d) Histogram
31. Abilities, attitudes, interests can be measured by
- (a) Observation method
 - (b) Self analysis
 - (c) Rating scales
 - (d) Objective tests
32. Which one of the following research procedures will figure under post positivistic approach?
- (a) Normative survey
 - (b) Experimental survey
 - (c) Ethnographic study
 - (d) Ex post facto study
33. Which of the following is a measure of consistency?
- (a) Validity
 - (b) Reliability
 - (c) Creditability
 - (d) Objectivity

Part B

(7 × 6 = 42)

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

34. (a) Describe the steps involved in conducting a social science research.
- Or
- (b) Explain the differences between Descriptive research and prescriptive research.

35. (a) What is a research gap? How and when would you identify the research gap?

Or

(b) What is a research design? Explain the factors affecting the research design.

36. (a) Emphasize the significance of research in social sciences.

Or

(b) Discuss the need for studying the past literature, and the role of literature in research.

37. (a) What is sampling? Discuss the essentials of a good sampling.

Or

(b) What is a sample size? Describe the factors affecting the sample size.

38. (a) Explain the various types of data and the techniques of data collection.

Or

(b) Discuss the essentials of a good questionnaire.

39. (a) Describe the procedure and uses of multi-variant analysis.

Or

(b) Explain - T test, F test, Z test.

40. (a) Discuss the procedure for interpretation of test results.

Or

(b) Describe the principles of a good report writing.

N-0332

Sub. Code

**205422/205522/205622/
205722/205822**

**COMMON FOR MBA (G/FM/LM/T/HRM) DEGREE
EXAMINATION, MAY 2023.**

ONLINE PROGRAMME EXAMINATIONS

First Year - Second Semester

BUSINESS ENVIRONMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Multiple Choice Questions:

1. External factors affecting a business environment also be referred to _____ factors.
(a) Controllable (b) Uncontrollable factors
(c) Relevant (d) Global
2. Micro environment is also called as _____
(a) General environment
(b) Operating environment
(c) Economic environment
(d) Political environment
3. As per Malthu's theory growth of population is increase
(a) Geometrically (b) Arithmetically
(c) Progressively (d) Drastically

4. Policy regarding population is termed/called as
 - (a) Indian population policy
 - (b) National population policy
 - (c) Demographic population policy
 - (d) Population policy
5. The aim of the private sector is to maximize _____
 - (a) Loss (b) Profit
 - (c) Import (d) Export
6. Who is responsible for presenting the Union Budget before the Parliament?
 - (a) Prime Minister (b) RBI Governor
 - (c) Finance Minister (d) None of the above
7. The operating risk in the host country does not include the risk of
 - (a) Change in government policies
 - (b) Exchange control
 - (c) Price controls
 - (d) Sanctions.
8. Government's Policy towards industries is called as _____
 - (a) Economic policy (b) Industrial policy
 - (c) Monetary policy (d) Work policy
9. India is still facing a sluggish growth in its primary sectors specially farming. It resulted in inflation caused due to _____ constraints.
 - (a) Capital/Infrastructure
 - (b) Hyperinflation
 - (c) Demand Pull
 - (d) Supply Side

10. National income is also known as _____
- (a) GNP (b) GDP
(c) NDP (d) FERA
11. One of the purposes of the industrial policy is to increase the number of _____ India.
- (a) Industries (b) Securities
(c) Bonds (d) Entrepreneurs
12. Stocks of all the blue-chip companies are listed and traded in _____
- (a) Over the Counter Exchange of India
(b) Sensex
(c) SEBI
(d) Bombay Stock Exchange
13. _____ is about expansion and contraction of money and the central bank is the implementing body of the monetary policy.
- (a) Non-monetary liabilities
(b) Monetary policy
(c) Direct policy
(d) Higher policy
14. The _____ which is also known as discount rate, is the rate at which the central bank discounts advances to the commercial banks.
- (a) Bank rate
(b) REPO
(c) Selective Credit Control
(d) Cash Reserve Ratio

15. _____ empowers the Government to fix, review revise and enforce minimum wages of workers employed in all scheduled employment.
- (a) Payment of Bonus is 1965
 - (b) Payment of Wages Act 1936
 - (c) Minimum wages Act 1948
 - (d) Equal Remuneration Act 1976
16. Labour legislation is also known as _____ law or labour law, in the body of laws.
- (a) Employment (b) Workers
 - (c) Traders (d) Union
17. Kellogg's failed miserably in Indian in its first attempt because it failed to assess India's _____ environment.
- (a) Technological (b) Socio-cultural
 - (c) Economical (d) Legal
18. Automobile majors like Mercedes Benz, BMW, Volkswagen, Rolls Royce etc. All are a part of _____
- (a) Strategic Group
 - (b) Critical Success factors
 - (c) Business analyzing factors
 - (d) Dynamic factors
19. A person who appeals for information is _____
- (a) Plaintiff (b) Defendant
 - (c) Accused (d) Appellant
20. The Indian judiciary is known for its _____ and _____ powers.
- (a) Independence/extensive
 - (b) Writ jurisdiction/down legislation
 - (c) Patent/rights
 - (d) Indemnity/extortionary

21. _____ Act was created to protect interests of the common man.
- (a) Collective Bidding (b) MRTP
(c) IMD (d) Intellectual Property Rights
22. _____ include new formulations, new combinations of active ingredients or new salts or esters of approved compound.
- (a) Incrementally Modified Drugs (IMDs)
(b) Monopolies and Restrictive Trade Practice (MRTP)
(c) Central Information Commission (CIC)
(d) State Chief Information Commissioner (SIC)
23. Patents are such a big issue in the _____ as it is in the pharma sector.
- (a) Public sector (b) Legal sector
(c) FEMA sector (d) FMCG sector
24. _____ refers to the efforts to effectively assimilate technology.
- (a) Vertical Integration
(b) Innovation
(c) Rationalization
(d) Standardization
25. Opening up of multi-million, BPO industry is a part of _____ production practice.
- (a) Apsara (b) Rationalised
(c) Continuous (d) Multi-task
26. _____ cooperates with the International Monetary Fund, the World Bank and other multilateral institutions to achieve greater coherence in global economic policy making.
- (a) TRIPS (b) General Council
(c) GATT (d) WTO

27. India has changed a lot after the LPG policy was introduced in 1991. This shows that Notes business environment is _____
- (a) Versatile (b) Dynamic
(c) Unique (d) Similar
28. The assets are sold to someone who may use those assets for the same Notes purpose or for any other purpose is known as _____
- (a) Joint Venture (b) Total Denationalisation
(c) Liquidation (d) Workers Co-operation
29. _____ has the full authority to take any decisions relating to international trade.
- (a) IMF (b) Ministerial Conference
(c) MIGA (d) MRTP
30. The _____ acts on behalf of the Ministerial Conference on all WTO affairs.
- (a) GATT (b) TRIPS
(c) General Council (d) SAARC
31. The objective of WTO is to _____ international trade.
- (a) Partialise (b) Favorable
(c) Successful (d) Harmonise
32. Population is a component of the _____ environment.
- (a) Demographic (b) Social
(c) Natural (d) Technology
33. _____ technology saves time.
- (a) Capital intensive technology
(b) Labour intensive technology
(c) Both
(d) None of the above

Part B

(7 × 6 = 42)

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

34. (a) Discuss about Michael Porter's five forces of competition.

Or

- (b) Discuss the major changes that have taken place in India's political scenario over the years. Has the situation improved or worsened? Give reasons.

35. (a) Discuss how the government regulates business.

Or

- (b) "The role of industrial policy is more important in a planned economy like India." Discuss.

36. (a) "The increasing population is eating up the fruits of development and economic growth". Discuss.

Or

- (b) Critically analyze the role of SEBI in regulating proceedings of stock exchanges.

37. (a) Discuss how the RBI regulates the supply of money in the country.

Or

- (b) Discuss the factors affecting external labour market specifically in labour market supply and demand.

38. (a) Do a SWOT analysis for the Indian Tourism industry.

Or

- (b) "Application of technology requires a set of specific capabilities." Substantiate.

39. (a) Critically analyse the Foreign Exchange Regulation Act.

Or

(b) "Patents are just as good as valuable assets for any firm". Discuss.

40. (a) Critically analyze the growth of the Indian economy pre-LPG policy and post LPG policy.

Or

(b) Discuss the association of WTO and India. How has India benefited by this association?

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M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

First Year — Second Semester

Common for M.B.A.(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. Indian contract Act Came into effect on
 - (a) 1st September 1872
 - (b) 1st October 1872
 - (c) 1st April 1872
 - (d) 1st December 1872
2. An agreement to carry out an illegal act is an example of
 - (a) Valid contract
 - (b) Void contract
 - (c) Voidable contract
 - (d) Lease agreement
3. The party who makes the offer.
 - (a) Offeree
 - (b) offeror
 - (c) Acceptor
 - (d) Proposer

4. On person's compliance with the terms of an offer made by another.
- (a) Acceptance (b) offer
(c) Revocation (d) cancel
5. What are the requirements of consideration.
- (a) Promise
(b) Promise and Performance
(c) Promise, Performance and for bearence
(d) Performance
6. This is not an agreement but resembles an agreement
- (a) Contract (b) Void contract
(c) Quasi-contract (d) Real agreement
7. Main Aim of contract of indemnity.
- (a) Profit (b) Loss
(c) Gain (d) Protection of loss
8. The person delivering the goods is called.
- (a) Bailee (b) Bailor
(c) Indemnity (d) Contractor
9. Sales of goods Act.
- (a) 1920 (b) 1928
(c) 1930 (d) 1940
10. Rights of an unpaid seller against.
- (a) Goods (b) Buyer
(c) Goods and buyer (d) Whole saler.

11. The carriers Act
(a) 1989 (b) 1925
(c) 1972 (d) 1865
12. The Railways Act relating to carriage of goods.
(a) 1890 (b) 1925
(c) 1972 (d) 1865
13. Negotiable instruments Act
(a) 1981 (b) 1881
(c) 1875 (d) 1945
14. Negotiable instrument are.
(a) Cheque only
(b) Money order only
(c) Promissory note only
(d) Cheque, money order and promissory work.
15. Insurance is based on the principle of
(a) Co-operation (b) Democracy
(c) Equality (d) Welfare
16. Property insurance provides additional coverage for loss on damage by fire is called.
(a) Marine insurance (b) Fire insurance
(c) Life insurance (d) Travel insurance
17. Indian partnership act
(a) 1942 (b) 1932
(c) 1927 (d) 1947

18. Those who by agreement with other partners have no voice in management of partnership business are called.
- (a) Active partner (b) Sleeping partner
(c) Silent partner (d) Sub partner
19. Those who put their capital and do not take part in conduct of partnership business is called.
- (a) Active partner (b) Sleeping partner
(c) Silent partner (d) sub partner
20. LLP means
- (a) Limited liability partnership
(b) Limited liability promotion
(c) Later liability partership
(d) Lateral liability promotion
21. LLP act 2008 effective from
- (a) 1st March 2009
(b) 1st April 2009
(c) 1st December 2009
(d) 1st April 2008
22. The memorandum of Association of a company is its
- (a) Secondary document
(b) Principal document
(c) Document
(d) Association

23. Company is a
- (a) Legal person
 - (b) Person
 - (c) Artificial legal person
 - (d) Living person
24. Minimum number of members required to form a public company.
- (a) 2 (b) 7
 - (c) 10 (d) 20
25. What should be the minimum number of director in private company
- (a) 2 (b) 3
 - (c) 4 (d) 5
26. Whole process of formation of a company may be divided into
- (a) Promotion stage
 - (b) Registration and incorporation stage
 - (c) Commencement of business stage
 - (d) Promotion, registration and Incorporation, commencement of business stage.
27. Which section of the companies act provide for the call of an extraordinary general meeting.
- (a) Sec 90 of companies act 2013
 - (b) Sec 100 of companies act 2013
 - (c) Sec 110 of companies act 2013
 - (d) Sec 120 of companies act 2013

28. EGM means.
- (a) Extraordinary general meeting
 - (b) Employee general meeting
 - (c) Empowered general meeting
 - (d) Employer general meeting
29. It Act 2000 come into force
- (a) 12th October 2000
 - (b) 17th October 2000
 - (c) 31st October 2000
 - (d) 1st October 2000
30. Firm (or) Individual to conduct business over an electronic network.
- (a) E-commerce (b) Electrical commerce
 - (c) D-commerce (d) G-commerce
31. Process to bring about an end to the life of company.
- (a) Winding up (b) Dissolution
 - (c) Close (d) Strike
32. The Right to information Act section deals with the rules on designations of public information officer.
- (a) Sec 1 (b) Sec 2
 - (c) Sec 4 (d) Sec 5
33. Which section A RTI act deals with legislation on the request for obtaining information.
- (a) Sec 2 (b) Sec 5
 - (c) Sec 6 (d) Sec 7

Part B

(7 × 6 = 42)

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

34. (a) Write in short the essential elements of contract.

Or

- (b) Discuss some legal rules regarding a valid acceptance.

35. (a) Write a short note on the various components of consideration.

Or

- (b) Write in short note about discharge of surety from liability.

36. (a) Mention the difference between conduction and warranty related sale of goods Act 1930.

Or

- (b) Explain about carriers Act 1865.

37. (a) Write in brief about the characteristics of negotiable instruments.

Or

- (b) Explain the role of LIC.

38. (a) Write short note on Law of Partnership.

Or

- (b) Write short note on LLP.

39. (a) Explain about prospectus.

Or

(b) Write a short note on preliminary stage of formation of a company.

40. (a) Explain about digital signature.

Or

(b) Discuss the methods of winding up.

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**COMMON FOR M.B.A. (G/FM/LM/T/HRM) DEGREE
EXAMINATION, MAY 2023**

ONLINE PROGRAMME EXAMINATIONS

First Year – Second Semester

MANAGEMENT INFORMATION SYSTEM

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Among the forces suggested by Mintzberg, which one refers to visible skill base and knowledge of the people who make the organization?
 - (a) Direction
 - (b) Innovation
 - (c) Proficiency
 - (d) Competition
2. _____ form refers to something that is unmodified or original.
 - (a) Contaminated
 - (b) Pristine
 - (c) Coarse
 - (d) Amalgamated
3. What are the three major new information system trends that revolutionized the business operations?
 - (a) Growing mobile digital platform
 - (b) Growth of online software as a service
 - (c) Development of cloud computing
 - (d) (a) (b) and (c)

4. Who is said to be control master of an organization?
- (a) Clerk (b) Manager
(c) Supervisor (d) Worker
5. It refers to the name given to the project
- (a) Project title
(b) Project report
(c) Problem statement
(d) Preliminary Idea
6. The scope and role of MIS chapter from standalone system such as DSS and EIS, DSS stands for
- (a) Decision support system
(b) Deputy support system
(c) Delhi support system
(d) Doorstep support system
7. Vendor for iRenaissance is
- (a) Oracle (b) People soft
(c) QAD (d) Ross systems
8. _____ models are used to provide answers to what-if situations occurring frequently in an organization.
- (a) Sensitivity Analysis
(b) Optimization analysis
(c) Statistical
(d) Forecasting

9. A semi-structured decision falls some where between _____ and unstructured decisions
- (a) Semi structured (b) Structured
(c) Unstructured (d) Half structured
10. On the basis of the level of _____ of outcomes, decision making can be classified in to three categories decision making under certainty, decision making under risk and decision making under uncertainty.
- (a) Knowledge (b) Power
(c) Authority (d) Decision
11. Saving transaction level data in a format for retrieval at a later date.
- (a) Sorting (b) Recording
(c) Analysing (d) Reproducing
12. Generating information more than once.
- (a) Sorting (b) Recording
(c) Reproducing (d) Visualizing
13. Firms use IT to charge their core business processes, manage their customers and suppliers and manage themselves these firms are known as
- (a) Firms (b) Digital firms
(c) Technology firms (d) Customer firm
14. The Goal of information system is to make _____ available to its users
- (a) Information (b) Data
(c) Details (d) System

15. The type of data transmission that uses analog signals to transmit data is called
- (a) Digital transmission
 - (b) Analog transmission
 - (c) Non digital transmission
 - (d) Non analog transmission
16. Radio Frequency (RF) or the radio wave ranges from 10 KHz to _____.
- (a) 500 MHz (b) 1 GHz
 - (c) 2.5 GHz (d) 5 GHz
17. EDI stands for _____
- (a) Electronic data interconnection
 - (b) Electronic data interchange
 - (c) Electronic date information
 - (d) Effective data interchange
18. _____ is a technique which allows data to be encoded in the form of a series of parallel and adjacent bars and spaces which represent and string of characters.
- (a) RFID (b) QR code
 - (c) Bar code (d) NFC tags
19. For installing Windows 2000 advanced server, minimum RAM capacity recommended is _____
- (a) 64 MB (b) 128 MB
 - (c) 256 MB (d) 512 MB

20. A special-purpose computer designed for handling and switching office telephone calls at a company site is known as _____
- (a) Workflow server (b) Mail servers
(c) File servers (d) Private branch exchange
21. _____ is a non-profit society that has been formed to help businesses and customers to utilize the Internet for buying and selling.
- (a) CommerceNet (b) CRISIL
(c) IBM (d) SAIC
22. B2C stands for
- (a) Business to company
(b) Budget to company
(c) Business to consumer
(d) Benefits to consumer
23. Till 1960s, which was the only method of data processing?
- (a) Online processing (b) Batch processing
(c) OCR (d) Distributed data processing
24. OCR stands for
- (a) Optical code reader
(b) Optical character regenerator
(c) Optical character reader
(d) Open connection reader
25. _____ information is holistic, unstructured and draws heavily from the external environment.
- (a) Strategic (b) Tactical
(c) Operational (d) None of the above

26. In which architecture all system information are constantly replicated to all sites in the network?
- (a) Entralised IS (b) Distributed IS
(c) Decentralized IS (d) Consolidated IS
27. _____ are people who hack into the phone systems of organizations so that they can then make calls at the expense of the organization.
- (a) Phreaks (b) Denial of service
(c) Ethical hackers (d) Crackers
28. Which among the following is NOT a component of identity management for security in internet?
- (a) Username
(b) Biometric control
(c) Digital certificates
(d) Nationality
29. _____ testing involves testing the system with respect to user needs, requirements and business processes.
- (a) Unit (b) Acceptance
(c) System (d) Integration
30. A _____ is a peripheral device attached to computers(via a telephone line), which enables communication by converting digital signals into analog signals and vice versa.
- (a) Barcode reader (b) Scanner
(c) CD-ROM (d) Modem

31. Receiving signals from or transmitting in all directions refers to _____
- (a) Unidirectional (b) Omni directional
(c) Bi-directional (d) Monochannel
32. _____ models are becoming popular among students in universities, because these are large organizations in the same environmental area which are low on cost.
- (a) B2C (b) B2B
(c) JIT (d) C2C
33. The fraudulent practice of sending emails purporting to be from reputable companies in order to induce individuals to reveal personal information, such as passwords and credit card numbers refers to _____.
- (a) Malicious code (b) Trojan
(c) Phishing (d) Phreaks

Part B (7 × 6 = 42)

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

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

Or

- (b) Why is information management so important for managers?

35. (a) What are the characteristics and basic requirements of MIS?

Or

- (b) When did the research and development in the field of AI progress?

36. (a) List the benefits of an Executive support system (ESS).

Or

(b) Write a short note on reports are helpful to managers.

37. (a) State the features of Electronic bulletin board systems.

Or

(b) Explain the advantages of communication channels.

38. (a) State the benefits of MIS for Research production.

Or

(b) Explain about ERP system.

39. (a) Explain the features of M-commerce.

Or

(b) Write a short note on Input devices.

40. (a) How to managing information technology?

Or

(b) Explain the societal challenges of information technology.

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**COMMON FOR MBA/(G/FM/LM/T/HRM) DEGREE
EXAMINATION, MAY 2023**

ONLINE PROGRAMME EXAMINATIONS

First Year – Second Semester

HUMAN RESOURCE MANAGEMENT

(CBCS – 2020 Onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. _____ are the most important resources of an organization.
 - (a) Buildings
 - (b) Machineries
 - (c) People
 - (d) Money

2. _____ means recruiting the required number of employees.
 - (a) Development
 - (b) Maintaining
 - (c) Procuring
 - (d) Training

3. Berridge classified development of HRM in UK into _____ stages.
- (a) Four (b) Six
(c) Seven (d) Eight
4. The model developed by the American Society for Training and Development (ASTD) identifies _____ HR areas.
- (a) 5 (b) 6
(c) 9 (d) 10
5. Job _____ is basically describe the nature of job.
- (a) Specification (b) Design
(c) Restructure (d) Description
6. Policy is a _____ and accepted course of thoughts and actions.
- (a) Proposed (b) Conditioned
(c) Predetermined (d) Designed
7. _____ involves locating and attending adequate human resources.
- (a) Selection (b) Training
(c) Recruitment (d) Development
8. _____ will be helpful for forecasting staffing requirement.
- (a) Ratio analysis (b) Time analysis
(c) Job analysis (d) System analysis

9. _____ tests assess an individual's potentiality to learn about a job through adequate training.
- (a) Attitude (b) Performance
(c) Aptitude (d) Psychological
10. _____ effect is sometimes closely connected with the interview and is very dangerous
- (a) Halo (b) Stereotype
(c) Observational (d) Performance
11. The objective of _____ is to facilitate learning of new skills, enhancing the existing knowledge.
- (a) Orientation (b) Selection
(c) Training (d) Promoting
12. _____ is one of the methods of on-the job training.
- (a) Lecture (b) Coaching
(c) Conference (d) Case study
13. _____ is a group training method involving acceptance and playing of a role in real life drama.
- (a) T-group training (b) Case study
(c) Conference (d) Role-play
14. _____ is one of the methods of executive development.
- (a) Business games
(b) Coaching
(c) Vestibule training
(d) Programmed instruction

15. The basic purpose of wage and salary administration is to establish and maintain an _____ wage and salary structure.
- (a) Varied (b) Equitable
(c) Optimum (d) Maximum
16. _____ is a supplements to wages received by workers at a cost to employees.
- (a) Wage (b) Salary
(c) Incentives (d) Fringe benefits
17. Transparent performance and appraisal system enhances _____
- (a) Employee retention
(b) Demotion
(c) Selection
(d) Development
18. It is estimated that employees spent about _____ part of their the life working.
- (a) 1/2 (b) 1/3
(c) 1/4 (d) 2/3
19. The process of assessing employee performance is _____
- (a) Retention (b) Promotion
(c) Counseling (d) Performance appraisal
20. The evaluation is asked to rate employees on the basis of job related characteristics and knowledge.
- (a) Ranking (b) Graphic rating
(c) Grading (d) Essay method

21. There are _____ career stages that most people will go through during their adult years regardless of type of work.
- (a) 10 (b) 8
(c) 5 (d) 3
22. Job raters simply rank one job against another without assigning point value is _____
- (a) Grading (b) Ranking
(c) Rating (d) Classification
23. sickness benefit is given to the employees for maximum period of _____ days.
- (a) 120 (b) 133
(c) 91 (d) 240
24. Under the employees' pension scheme, the employees are provided _____ percent of the salary as their pension after retirement.
- (a) 30 (b) 50
(c) 80 (d) 100
25. All persons who have attained the age of _____ are eligible to be a member of a registered trade union subject to the rules of the union.
- (a) 15 (b) 18
(c) 20 (d) 21
26. _____ means termination from employment executed by an employer against the will by an employer.
- (a) Demotion (b) Separation
(c) Transfer (d) Dismissal

27. _____ information provides data regarding wages, incentives, allowances, fringe benefits, deductions.
- (a) Training (b) Payroll
(c) Health (d) Manpower
28. The process of identifying and measuring data about human resources is
- (a) HR audit (b) HR development
(c) HR accounting (d) HR management
29. _____ is considered as Father of scientific management.
- (a) F.W. Taylor (b) Henry Fayol
(c) Elton Mayo (d) Drucker
30. Staff function is _____ to line management
- (a) Sincere (b) Service
(c) Systematic (d) Armed forces
31. The HR policy must be reasonably stable but not _____
- (a) Flexible (b) Rigid
(c) Systematic (d) Specific
32. _____ means attracting the employees working elsewhere to join the organization.
- (a) Head hunting
(b) Attrition
(c) Jobbers
(d) Raiding

33. One of the principles of good _____ is to make candidate feel at ease.
- (a) Selection (b) Interviewing
(c) Training (d) Planning

Part B

(7 × 6 = 42)

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

34. (a) Explain the functions of HRM.
- Or
- (b) Narrate the competitive challenges of HRM.
35. (a) Write a note on job description and job specification.
- Or
- (b) Explain the external and internal sources of recruitment.
36. (a) Explain elaborately on the types of selection tests.
- Or
- (b) What is orientation? Explain its importance.
37. (a) Write an essay on Human resource accounting and audit.
- Or
- (b) Discuss the various types of incentives.
38. (a) Define employee retention. Explain its various methods.
- Or
- (b) What is job evaluation? Explain qualitative and quantitative methods of job evaluation.

39. (a) Explain the causes and consequences of labour attrition.

Or

(b) Briefly explain the grievance redressal stages.

40. (a) Define trade union. Discuss the future of trade unions.

Or

(b) Describe the various personnel records and reports.

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M.B.A. DEGREE EXAMINATION, MAY 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** questions.

1. _____ is the act of obtaining a desired object from someone by offering in return
 - (a) Sales
 - (b) Marketing
 - (c) Exchange
 - (d) Production

2. Social marketing is a method employed to develop activities intended to change or maintain people's behavior for the benefit of individuals and _____ as a whole
 - (a) Society
 - (b) Community
 - (c) Nation
 - (d) State

3. _____ is not in traditional 4P's of marketing.
- (a) Product (b) Promotion
(c) Package (d) Pricing
4. Psychographic segmentation is based on shared _____ characteristics of the consumers.
- (a) Demographic (b) Legal
(c) Economical (d) Psychological
5. _____ environment consists of the environment outside the organization.
- (a) Macro (b) Internal
(c) Micro (d) Trade unions
6. The more sellers of similar product or service the more _____ the environment.
- (a) Economic (b) Competitive
(c) Legal (d) Political
7. A customer remembers only a few messages and they are the ones which are in line with their existing beliefs and attitude.
- (a) Perception (b) Distortion
(c) Attention (d) Retention
8. _____ involves learning from others without direct experience or reward.
- (a) Classical conditioning
(b) Operant conditioning
(c) Cognitive learning
(d) Modeling

9. The researcher selects the most easily available sampling units or respondents from the population and interviews them
- (a) Convenience sampling
 - (b) Judgmental sampling
 - (c) Quota sampling
 - (d) Simple random sampling
10. _____ margin is calculated as the selling price of an item, less than the cost of goods sold.
- (a) Net
 - (b) Gross
 - (c) Profit
 - (d) Sales
11. The company seeks to have a limited launch for the product in the marketplace is _____ marketing.
- (a) Tele
 - (b) Internet
 - (c) test
 - (d) Online
12. The market is growing at a slow rate and the market share of the business is low is _____
- (a) Cash cows
 - (b) Dogs
 - (c) Stars
 - (d) Problem children
13. The stages through which a product travels during its life period is called product
- (a) Mix
 - (b) Positioning
 - (c) Launch
 - (d) Life cycle
14. _____ is a task which is done so that the product is safe and can be easily stored or transported from the producers to end user.
- (a) Branding
 - (b) Packaging
 - (c) Positioning
 - (d) Targeting

15. Initially setting high price for the new product is called _____ price.
- (a) Skimming (b) Penetrative
(c) Discriminatory (d) Bundle
16. When the total revenue is equal to total _____ it is break even point.
- (a) Fixed cost (b) Cost
(c) Variable cost (d) Marginal cost
17. Marketing _____ is an art of managing the flow of raw materials and finished goods from the source of supply to end users.
- (a) Distribution (b) Positioning
(c) Logistics (d) Brand
18. A strategic alliance is an agreement between two or more parties to pursue a set of agreed upon objectives needed while remaining _____ organizations.
- (a) Collaborative (b) Dependent
(c) Merged (d) Independent
19. In a geographical area only one wholesaler, retailer or industrial distributor is used _____
- (a) Intensive distribution
(b) Exclusive distribution
(c) Selective distribution
(d) Purposive distribution
20. These stores target their merchandise to specific target markets
- (a) Specialty (b) Departmental
(c) Malls (d) Convenience

21. Managing a sales force is an _____ task because most sales people work away from the direct supervision of their managers.
- (a) Easy (b) Simple
(c) Trouble free (d) Intricate
22. _____ sales persons prefer recognition as achievers by peers and supervisors and tend to be sales quota oriented.
- (a) Satisfiers (b) Trade-off
(c) Goal oriented (d) Money oriented
23. _____ is incentives to customers on trade that are designed to stimulate purchase.
- (a) Sales promotion (b) Advertisement
(c) Personal selling (d) Publicity
24. Which one is not public relation activity?
- (a) Publicity
(b) Corporate advertising
(c) Charitable donations
(d) Discount sales
25. Advertising are primarily used for _____ products in the target audiences mind.
- (a) Targeting (b) Positioning
(c) Segmenting (d) Pricing
26. Measuring the advertisement effectiveness is _____
- (a) Budgeting (b) Standardizing
(c) Evaluation (d) Copy creating

27. _____ attack involves the aggressor taking on the incumbent head on.
- (a) Bypass (b) Frontal
(c) Encirclement (d) Flanking
28. _____ attracts, maintain and enhances customer relationship.
- (a) CRM (b) TQM
(c) JIT (d) CSR
29. Category killers sell a _____ line merchant
- (a) Single (b) Multiple
(c) Internet (d) Social
30. When a salesperson's salary is not linked to the amount by sales that he generated is _____
- (a) Salary plus incentives
(b) Fixed emoluments
(c) Only incentives
(d) Salary plus commission
31. _____ is the most popular direct marketing technique.
- (a) Publicity
(b) Coupons
(c) Online advertisement
(d) E-mail
32. _____ is merchandise offered for free or at low cost with a brand as an incentive to consumers to purchase the brand.
- (a) Premium (b) Bonus
(c) Free trials (d) Coupons

33. _____ attack is the most indirect marketing strategy adopted by the challenging firm with a view to surpassing the competition by attacking its easier markets.

- (a) Encirclement (b) Frontal
(c) Bypass (d) Flanking

Part B

(7 × 6 = 42)

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

34. (a) Narrate various approaches of marketing.

Or

(b) Give a note on service marketing mix.

35. (a) Explain the external marketing environment.

Or

(b) Discuss the determinants of consumer behavior.

36. (a) Elucidate the changing marketing practices.

Or

(b) Write an essay on product line management.

37. (a) Write short note on product positioning and diversification.

Or

(b) Discuss the relationship between pricing and product life cycle.

38. (a) Comment on strategic alliance for logistic cost reduction.

Or

(b) Elucidate modern trends in retailing.

39. (a) Discuss the criteria under management of sales force.

Or

(b) Discuss the direct marketing channels.

40. (a) Describe the various types of advertisements copy.

Or

(b) Write a note on data warehousing and data mining.

N-0337

Sub. Code

205432/205532/

205632/205732/

205832

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Third Semester

FINANCIAL MANAGEMENT

(Common for M.B.A (G)/F.M/L.M/T/H.R.M)

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. The Primary goal of a financial management is _____
 - (a) To maximize the return
 - (b) To maximize the risk
 - (c) To maximize the wealth of the owners
 - (d) To maximize the profit

2. The traditional view of financial management looks at
 - (a) Arrangement of short-term and long-term funds from financial institutions
 - (b) Mobilization of funds through financial instruments
 - (c) Orientation of Finance function with accounting function
 - (d) All of the above

3. Liquidity and profitability are _____ goals for the finance manager
- (a) Different
 - (b) Separate
 - (c) Competing
 - (d) Finance
4. Using the loopholes of law to reduce tax is known as
- (a) Tax evasion
 - (b) Tax planning
 - (c) Tax avoidance
 - (d) Tax Management
5. _____ Maximization objective considers the risk and time value of money
- (a) Profit
 - (b) Wealth
 - (c) Value
 - (d) Growth
6. Business across several countries with some decentralization of management decision making to subsidiaries is
- (a) Global business
 - (b) Multinational business
 - (c) Transnational business
 - (d) Multi-regional business

7. Debt funds are raised in the form of
- (a) Debentures
 - (b) Term loans
 - (c) Bonds
 - (d) All of the above
8. Ownership securities are represented by
- (a) Securities
 - (b) Equity
 - (c) Debt
 - (d) Debentures
9. Who controls the capital market in India?
- (a) SEBI
 - (b) RBI
 - (c) IRDA
 - (d) NABARD
10. Indicate the odd-one in the following
- (a) Book building
 - (b) Green shoe option
 - (c) Underwriting
 - (d) Road show
11. Cost of capital refers to
- (a) Floating cost
 - (b) Dividend
 - (c) Minimum required rate of return
 - (d) None of these

12. When the firm is overgeared it faces.
- (a) Financial risk
 - (b) Business risk
 - (c) Interest rate risk
 - (d) Market rate risk
13. The measure of business risk is
- (a) Financial leverage
 - (b) Total leverage
 - (c) Combined leverage
 - (d) Operating leverage
14. Which formula is used to measure the degree of operating leverage?
- (a) $EBT/EBIT$
 - (b) $Contribution/EBIT$
 - (c) EPS
 - (d) EBIT
15. A sound capital budget decision is based on _____
- (a) Cash flows
 - (b) Accounting Profit
 - (c) Interest rate on borrowings
 - (d) Last dividend paid

16. Which of the following represents the amount of time that it takes for a capital budgeting project to recover its initial cost?
- (a) Maturity period
 - (b) Payback period
 - (c) Redemption period
 - (d) Investment Period
17. _____ is the most important investment decision because it determines the risk-return characteristics of the port-folio
- (a) Hedging
 - (b) Market timing
 - (c) Performance measurement
 - (d) Asset Allocation
18. The value of the future net incomes discounted by the cost of capital are called
- (a) Average capital cost
 - (b) Discounted capital cost
 - (c) Net capital cost
 - (d) Net present values
19. The excess of current assets over current liabilities is called
- (a) Net current assets
 - (b) Net working capital
 - (c) Working Capital
 - (d) All of the above

20. The need for working capital arises because of time gap between production of goods and their actual realization after sales is termed as
- (a) Operating cycle
 - (b) Cash conversion cycle
 - (c) Business cycle
 - (d) None of the above
21. Reorder levels _____ than safety level
- (a) Higher (b) Lower
 - (c) Medium (d) Fixed
22. A decrease in the firms receivable turnover ratio means that _____
- (a) It is collecting credit sales more quickly than before
 - (b) It is collecting credit sales more slowly than before
 - (c) Sales have gone down
 - (d) Inventories have gone up
23. The availability of cash in the near future after taking account of financial commitments is known as
- (a) liquidity (b) solvency
 - (c) cash flow (d) cash-rich
24. The investment in short-term marketable securities is not made for one of the following objectives
- (a) To increase return on investment by earning interest on idle funds
 - (b) To improve liquidity ratio
 - (c) To convert into cash as and when cash shortage is faced
 - (d) To earn interest for the holding period of investment

25. MM model of Dividend irrelevance uses arbitrage between
- (a) Dividend and Bonus
 - (b) Dividend and capital issue
 - (c) Profit and investment
 - (d) None of the above
26. Walter's model suggests that a firm can always increase ie, of the share by
- (a) Increasing Dividend
 - (b) Decreasing Dividend
 - (c) Constant Dividend
 - (d) None of the above
27. The dividend decisions are concerned with
- (a) Determination of quantum of profits to be distributed to the owners
 - (b) The frequency of such payments
 - (c) The amounts to be retained by the firm
 - (d) All of the above
28. Dividend payout ratio is
- (a) PAT capital
 - (b) DPS/EPS
 - (c) Preference dividend/EPT
 - (d) Preference dividend/Equity Dividend

29. One of the following is a common sources of finance for a small business firm
- (a) Factoring
 - (b) Bills discounting
 - (c) Commercial paper
 - (d) Bills acceptance
30. Capital structure decisions should always aim at having debt component inorder to
- (a) Gain tax savings
 - (b) Gain control over the company
 - (c) Balance the capital structure
 - (d) Increase the earnings available for equity shareholders
31. The weighted average cost of capital is not similar to
- (a) Overall cost of capital
 - (b) Required rate to return
 - (c) Risk adjusted return
 - (d) Minimum rate of return
32. The minimum levels of various current assets required by the firm to ensure the continuity of operations is known as
- (a) Net working capital
 - (b) Net current Assets
 - (c) Core current assets
 - (d) Permanent current Assets

33. Financial leverage is also known as
- (a) Trading on equity
 - (b) Trading on debt
 - (c) Interest on equity
 - (d) Interest on debt

Part B

(7 × 6 = 42)

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

34. (a) State the significance of Financial management.
- Or
- (b) Explain In detail Tax Avoidance and Tax evasion.
35. (a) What are the relationship between Risk and Return?
- Or
- (b) What are the various sources of long term capital?
36. (a) Explain the concept of book building and discuss the book building process.
- Or
- (b) What are the methods used in calculation of cost of equity.
37. (a) Critically examine the net income and net operating income approaches to capital structure.
- Or
- (b) Distinguish between Net present value method and Internal rate of return method of ranking of Projects.

38. (a) "Decision tree analysis is helpful in managerial decisions". Explain with example.

Or

(b) What factors would you take into account in planning the working capital requirements of a firm?

39. (a) Explain the concept of 'ABC Analysis' as a technique of inventory control.

Or

(b) Discuss the miller and orr model of cash Management.

40. (a) Explain the Modigliani-Miller hypothesis of dividend irrelevance Does this hypothesis suffer from deficiencies?

Or

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

N-0338

Sub. Code

**205433A1/
205833**

M.B.A. DEGREE EXAMINATION, MAY 2023

Second Year – Third Semester

INDUSTRIAL RELATIONS MANAGEMENT

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

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part – A

(33 × 1 = 33)

Answer **all** questions.

1. Which among the following is a salient feature(s) of the Constitution of India?
 - (a) India is a Union of States
 - (b) Mixture of Federalism and Unitarianism
 - (c) Preamble of the Constitution
 - (d) All the above

2. _____ provides protection of life and personal liberty.
 - (a) Article 21 (b) Article 14
 - (c) Article 19 (d) Article 24

3. _____ represents salaried professionals or educated workers who work in offices.
 - (a) General unions (b) Craft unions
 - (c) Company Unions (d) White collar unions

4. The Second Phase : Birth of A Trade Union is
(a) 1901 – 1903 (b) 1918 – 1924
(c) 1924 – 1934 (d) 1935 – 1947
5. The twenty-third session of INTUC in 1957 was conducted at _____
(a) Goa (b) Delhi
(c) Pune (d) Madurai
6. HMS stands for _____
(a) Hind Mazdoor Sangh
(b) Hind Mahila Sangh
(c) Haryana Mazdoor Sangh
(d) None of the above
7. Which of the following provides for recognition of trade unions at the central level?
(a) Industrial disputes act
(b) Trade Unions act
(c) Code of discipline in industry
(d) Inter-union code of conduct
8. The tenure of office for the members of the Governing Body is _____
(a) Two years (b) Three years
(c) Five years (d) Six years
9. India has ratified 6 out of 8 core ILO conventions. One of the conventions which is yet to be ratified is
(a) Equal Remuneration Convention, 1951
(b) Forced Labour Convention, 1930
(c) Minimum Age Convention, 1973
(d) Right to Organize and Collective Bargaining Convention, 1949

10. Which among the followings is NOT a voluntary welfare measure?
- (a) Facilities for sitting
 - (b) Employee referral scheme
 - (c) Flexi-time
 - (d) Personal health care
11. Characteristics of Industrial Relations do not include
- (a) Industrial Relations are outcome of employment relationship in an industrial enterprise
 - (b) Industrial Relations promote the skills and methods of adjustment and co-operation with each other
 - (c) Industrial Relations create complex rules and regulations to maintain cordial relations
 - (d) Industrial Relations system creates an environment of distrust and conflict
12. A system of industrial relations where social and labour issues are discussed between trade unions and management at enterprise level is
- (a) Bipartism (b) Tripartism
 - (c) Social dialogue (d) None of the above
13. The institution of works committee was introduced in _____ under the Industrial Disputes Act 1947.
- (a) 1947 (b) 1950
 - (c) 1952 (d) 1956
14. Various alternative approach for negotiations include
- (a) Collaborating (b) Avoiding
 - (c) Accomodating (d) All the above

15. The Industrial Dispute (Amendment) Bill from the year _____ abolishes the institution of Works Committee under Section 3 of the Industrial Disputes Act, 1947.
- (a) 1980 (b) 1985
(c) 1990 (d) 1995
16. The _____ have jurisdiction to adjudicate industrial disputes referred under Section 10 which relates to :
- (1) wages, including the period and mode of payment;
(2) compensatory and other allowances;
(3) hours of work and rest intervals;
(4) leave with wages and holidays;
(5) bonus, profit-sharing, provident fund and gratuity.
- (a) Labour court
(b) Industrial Tribunals
(c) National Tribunals
(d) District court
17. Find out the characteristics of collective bargaining which is not applicable
- (a) It is a collective process
(b) It is a flexible process
(c) It is not a bipartite process
(d) It is interdisciplinary system
18. The Code applies to all public sector undertakings run as companies and corporations except in defense, railways and ports and docks. Among those, where the Code of Discipline applies with certain modifications include State Bank of India, the Department of Defence Production and
- (a) Reserve Bank of India
(b) ONGC
(c) GAIL
(d) NIC

19. Which of the following statements about wage differentials is not true?
- (a) Wage differentials can be attributed to imperfections in employment market
 - (b) Social prejudices do not influence the wage differentials
 - (c) Inter-industry wage differentials are bound to occur
 - (d) Geographical wage differentials are a common phenomenon
20. The industrial peace is secured through voluntary _____ and compulsory _____
- (a) Compromise and Arbitration
 - (b) Adjudication and Arbitration
 - (c) Work Committee and Industrial Tribunal
 - (d) Negotiation and Adjudication
21. Which of the following colour is used for radiation hazard?
- (a) Red
 - (b) Orange
 - (c) Green
 - (d) Purple
22. The objective of the which of the following act is to ensure adequate safety measures and to promote the health and welfare of the workers employed in factories
- (a) Factories Act 1948
 - (b) Employees' State Insurance Scheme 1948
 - (c) Workmen's Compensation Act 1923
 - (d) Industrial Dispute Act 1947

23. The Industrial Employment (Standing Orders) Act, 1946, requires that every establishment employing _____ workers should frame standing orders.
- (a) 50 or more (b) 100 or more
(c) 200 or more (d) 500 or more
24. Personal injuries (Compensation Insurance) Act, 1963 is a supplemental enactment to
- (a) Industrial disputes act
(b) Factories act
(c) Workmen's Compensation Act
(d) Trade Union act
25. A dyadic relationship between two persons: a manager who is offering help, and employee to whom such help is given
- (a) Counselling (b) Helping
(c) Mentoring (d) Exit interview
26. Which of these is not a method for upward communication?
- (a) Open-door policy (b) Complaints
(c) Suggestion boxes (d) Gossips
27. As per the Child Labour (Prohibition and Regulation) Act 1986, a child is defined as any person below the age of _____
- (a) Eighteen (b) Sixteen
(c) Fourteen (d) Twelve

28. Disabilities result from one of _____ forces like medical, natural, etc.
- (a) Three (b) Four
(c) Five (d) Six
29. The first Factories Act was enacted in
- (a) 1881 (b) 1895
(c) 1897 (d) 1885
30. Social security provided by a 'means test' is called
- (a) Social Insurance (b) Mutual Insurance
(c) Social Assurance (d) Social Assistance
31. What does discipline mean in the context of the workplace?
- (a) Enforcing compliance and order
(b) A system of rules designed to improve and correct behaviour through teaching or training
(c) Punishment
(d) Exercising control
32. A practice used by companies to assign their costly activities to outside providers is known as
- (a) Planning (b) Decentralization
(c) Restructuring (d) Outsourcing
33. Which of the following cannot be a cause of strike?
- (a) Salary and incentive problems
(b) Discontinuity in services due to overage
(c) Wrongful discharge or dismissal of workmen
(d) Dissatisfaction with company policy

Part – B

(7 × 6 = 42)

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

34. (a) Write short note about constitution of India.

Or

- (b) Explain the concept of labour movement.

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

Or

- (b) Discuss about Inter and intra union rivalries.

36. (a) Explain about welfare funds.

Or

- (b) State the role of government employers in industrial relations.

37. (a) Explain the various types of negotiations.

Or

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

38. (a) Explain the code of conduct.

Or

- (b) Briefly explain about wage boards.

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

Or

- (b) Explain the importance of safety committee.

40. (a) Explain about notice boards.

Or

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

N-0339

Sub. Code

**205434A2/
205834**

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

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

LABOUR LEGISLATIONS – I

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. A person who has ultimate control over the affairs of the factory under Factories Act, 1948 is called as
 - (a) Occupier
 - (b) Manager
 - (c) Chairman
 - (d) Managing Director

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

3. Who is liable to pay the fee for a Certificate of Fitness?
 - (a) The person himself
 - (b) The person's guardian
 - (c) The occupier of the factory
 - (d) Trade Union

4. As per Section 6 of the Factories Act 1948, who has the power to make rules on approval, licensing and registration of factories?
 - (a) Central Government
 - (b) State Government
 - (c) Supreme Court
 - (d) Labour Commissioner

5. The name of which of the following legislations has been recently changed?
 - (a) Workmens' Compensation Act
 - (b) Employees' State Insurance Act
 - (c) Maternity Benefit Act
 - (d) Payment of Gratuity Act

6. Under Workmens' Compensation Act, employer shall not be liable to pay compensation in respect of any injury which does not result in the total or partial disablement of the workman for a period exceeding _____ days;

(a) 7	(b) 3
(c) 5	(d) 2

7. Under Workmen's Compensation Act, 1923, which of the following are considered as dependent of deceased workman for the purpose of paying compensation?
- (i) a minor brother or an unmarried sister or a widowed sister
 - (ii) a widowed daughter-in-law
 - (iii) a minor child of a pre-deceased son
 - (iv) a minor child of a pre-deceased daughter where no parent of the child is alive
 - (v) a paternal grandparent if no parent of the workman is alive;
- (a) i, ii and v (b) i, ii, iii and iv
(c) i, ii, iii and v (d) i, ii, iii, iv and v
8. Which section of the Employees Compensation Act 1923 deals with Powers and procedure of Commissioners?
- (a) Section 23 (b) Section 24
(c) Section 27 (d) Section 29
9. Under the Industrial Disputes Act, which of the following cannot be considered as an industrial dispute?
- (a) When employer fails to keep his verbal promises
 - (b) When closure is a pretence
 - (c) When demand made for alteration of conditions of service of employees in a cooperative society
 - (d) When the lock-out is in disguise of closure
10. The provision of minimum of one year and maximum of three years of operation under the Industrial Disputes Act is related to which of the following?
- (a) Converted settlement
 - (b) Award
 - (c) Settlement
 - (d) None of the above

11. Which is the correct order of settlement of industrial disputes?
- (i) Industrial Tribunal
 - (ii) National Tribunal
 - (iii) Conciliation
 - (iv) Labour Court
- (a) iii, i, iv, ii (b) iii, iv, i, ii
(c) i, iv, iii, ii (d) iii, ii, iv, i
12. The special provisions relating to Lay-off, retrenchment and closure as given under the Industrial Disputes Act, 1947 apply to those establishments where at least
- (a) 100 workers are employed
 - (b) 50 workers are employed
 - (c) 200 workers are employed
 - (d) 500 workers are employed
13. _____ of the Industrial Disputes Act deals with the representation of a party to a dispute.
- (a) Section 26 (b) Section 30
(c) Section 36 (d) Section 39
14. The parties acting under _____ are required to select any person or persons including the presiding officer of a Labour Court, Tribunal or National Tribunal to arbitrate in a dispute.
- (a) Section 10A (b) Sections 12(3)
(c) Section 13(3) (d) Section 15

15. Under the Shops and Establishments act, 1947 - No young person shall be required to work in any establishment before _____ and after 7p.m.
- (a) 5 a.m. (b) 6 a.m.
(c) 7 a.m. (d) 8 a.m.
16. Under the Shops and Establishments act, 1947, the wages of every person employed shall be paid before the expiry of the _____ after the last day of the wage period in respect of which the wages are payable.
- (a) Second day (b) Fourth day
(c) Fifth day (d) Seventh day
17. Minimum wage limit for Physically Disabled Persons for availing ESIC Benefits is
- (a) Rs.15000/- (b) Rs.25000/-
(c) Rs.20000/- (d) Rs.50000/-
18. Which chapter of the ESI act deals with contributions?
- (a) Chapter IV (b) Chapter V
(c) Chapter VI (d) Chapter VIII
19. Whoever, for the purpose of causing any increase in payment or benefit under this Act, or for the purpose of avoiding any payment to be made by himself under this Act or enabling any other person to avoid any such payment, knowingly makes or causes to be made any false statement or false representation, shall be punishable with imprisonment for a term which may extend to _____
- (a) Three months (b) Five months
(c) Six months (d) Ten months

20. If central government finds any insured person misusing the benefits provided under the act, it has the power to disentitle the person under which section of the ESI act?
- (a) Section 89 (b) Section 90
(c) Section 91A (d) Section 91B
21. The Act is applicable to every establishment which is a factory engaged in any industry specified in Schedule I and in which _____ persons are employed.
- (a) 20 (b) 10 or more
(c) 20 or more (d) 15 or more
22. The accounts of the Central Board is audited annually by
- (a) Central Provident Fund Commissioner
(b) Comptroller and Auditor-General of India
(c) Any auditor appointed by Central Government
(d) Any auditor appointed by the Chairman of Central Board
23. Section 15 of the Employees Provident Fund and Miscellaneous Provisions Act 1952 deals with _____
- (a) Power to exempt
(b) Special provisions relating to existing provident funds
(c) Power to recover damages
(d) Power to make rules
24. The statutory rate of contribution to the provident fund by the employees and the employers, as prescribed in the Act, is _____ of basic wage, dearness allowance, including cash value of food concession and retaining allowance.
- (a) 5 percent (b) 7.5 percent
(c) 8 percent (d) 10 percent

25. _____ of the Act provides for the transfer of accounts of an employee in case if his leaving the employment and taking up employment in another establishment.
- (a) Section 17-A (b) Section 16(2)
(c) Section 18 (d) Section 19
26. Under sub-section (2) of the said section, from the following duty(duties) of the Inspector:
- (a) To exercise such other powers as the scheme may provide
(b) To enter and search any establishment or any premises connected therewith
(c) To examine the employer or contractor from whom any amount is recoverable
(d) All the above
27. As per Contract Labour (Regulation and Abolition) Act, 1970, what is the minimum number of contract labourers ordinarily to be employed by a contractor so that the employer must provide a canteen?
- (a) 100 (b) 150
(c) 250 (d) 500
28. No Court shall take cognizance of an offence under the Contract Labour (Regulation and Abolition) Act, 1970. EXCEPT on a complaint by or with the previous sanction in writing of:
- (a) Appropriate Government
(b) Labour Commissioner
(c) The Inspector
(d) An officer not below the rank of Class One Gazetted Officer of the Government

29. Section 2 (K) of the Factories Act 1948 Says about
- (a) Manufacturing Process
 - (b) Factory
 - (c) Worker
 - (d) None of these
30. Under which of the following legislations there is a provision called 'protected workmen'?
- (a) Trade Unions Act, 1926
 - (b) Industrial Employment (Standing Orders) Act, 1946
 - (c) Factories Act, 1948
 - (d) Industrial Disputes Act, 1947
31. Voluntary arbitration is one of the effective modes of settlement of industrial dispute, which supplements
- (a) Capitalism
 - (b) Collective bargaining
 - (c) Political influence
 - (d) None of the above
32. Section 50 of ESI Act provides the following with regard to,
- (a) Sickness benefit
 - (b) Funeral benefit
 - (c) Maternity benefit
 - (d) Disablement benefit
33. Which section of The Employees Provident Fund and Miscellaneous Provisions Act 1952 deals with Priority of payment of contributions over other debts.?
- (a) Section 12
 - (b) Section 11
 - (c) Section 14
 - (d) Section 20

Part B

(7 × 6 = 42)

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

34. (a) Discuss the health provisions of factory workers.

Or

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

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

Or

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

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

Or

- (b) What is Lay-off? Explain the management's right to lay-off.

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

Or

- (b) Discuss the salient provisions of Shops and establishments act.

38. (a) Write a note on employee state insurance corporation.

Or

- (b) What are the offences and penalties?

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

Or

(b) How to determine and recover money due from employer?

40. (a) Explain the exemptions under the Employees Provident fund and Miscellaneous provision act, 1952.

Or

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

N-0340

Sub. Code

**205435A3/
205835**

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

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

TRAINING AND DEVELOPMENT

(Common for MBA(G)/HRM)

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The next step to Training Needs Analysis is:
 - (a) Determines who should receive training first
 - (b) Enables managers to work out the cost of training
 - (c) Identifies the training objectives
 - (d) Provides a profile of an individual's training need
2. Which of the following should not be included in a training objective?
 - (a) The location of where the behavior should be exhibited
 - (b) The conditions under which the behavior is to be exhibited
 - (c) The criterion behavior
 - (d) The standard of performance of the behavior

3. The best reason for presenting a training program is because:
 - (a) It contributes to the organization's goals and objectives
 - (b) It has been highly advertised
 - (c) Competitors are using the training
 - (d) Concern about federal agency pressure

4. Training needs analysis can take place at organizational, task, and person levels organizational training needs generally occur when:
 - (a) There is some kind of barrier hindering the achievement of organizational aims and objectives which is best removed by training
 - (b) Information Technology systems need upgrading
 - (c) Other competing organizations are conducting extensive training programmes
 - (d) Government provides additional funding

5. Training needs assessment is usually related to:
 - (a) Organizational performance
 - (b) Individual
 - (c) Both Organizational and individual performance
 - (d) None of the above

6. Which of these is the benefit of needs assessment?
 - (a) Assessment makes training department more accountable
 - (b) Higher training costs
 - (c) Loss of business
 - (d) Increased overtime working

7. GST is a comprehensive tax regime covering
- (a) Goods
 - (b) Services
 - (c) Both goods and services
 - (d) Goods, services and imports
8. As per GST Law only citizen of India can act as GST practitioner
- (a) False
 - (b) True
 - (c) Partly one
 - (d) None of the above
9. What analysis is conducted when managers perform a situational audit?
- (a) Training and Development
 - (b) Cost minimization analysis
 - (c) Industry driving forces analysis
 - (d) SWOT analysis
10. Demonstration type of training method is used to train
- (a) Workers
 - (b) Supervision
 - (c) Managers
 - (d) All of the above
11. Organizational climate is based on the _____ of members
- (a) Perceptions
 - (b) Commitment
 - (c) Loyalty
 - (d) Image

12. Culture is best defined as the:
- (a) Deviation from the majority
 - (b) Differences in likes and dislikes
 - (c) Shared beliefs and values
 - (d) Similar views and opinions
13. Whether an attitude is positive or negative is shown by;
- (a) Centrality
 - (b) Valence
 - (c) Extremeness
 - (d) Complexity
14. Interest, Attitude, Achievement and Sex come under the area of following differences:
- (a) Internal differences of a person
 - (b) Social differences
 - (c) Individual differences
 - (d) Characteristic differences
15. Role playing executive development method is often used to _____
- (a) Organize material
 - (b) Change attitudes
 - (c) Provide Information
 - (d) Change results

16. The object of executive development is enhancing
- (a) Job skills
 - (b) Communication skills
 - (c) Managerial skills
 - (d) None of these
17. Which of the following is the easiest and most popular technique for appraise performance?
- (a) Alternation ranking
 - (b) Graphic rating scale
 - (c) Likert
 - (d) MBO
18. The evolution of training activities has moved towards:
- (a) Specific on the job requirements using technology as the learning coach
 - (b) Time and motion studies
 - (c) Needs driven by productivity and efficiency concerns
 - (d) Identifying opportunities to build intellectual capital
19. Large scale training initiatives such as sexual harassment or health and safety training, are likely the result of needs analysis at:
- (a) The job analysis level
 - (b) The organizational analysis level
 - (c) The personnel analysis level
 - (d) All the above

20. Evaluation of training programs to determine how the process and outcomes can be improved is:
- (a) Summative evaluation
 - (b) Formative evaluation
 - (c) Net cost analysis
 - (d) All the above
21. Cost-benefit analysis is:
- (a) Selling costly items at reasonable price
 - (b) Performance evaluation based on benefit in relation to the input
 - (c) Finding out value for money
 - (d) Performance evaluation based on benefit on payment of loan
22. Which of the following is known as unit cost?
- (a) Total expenditure incurred by an institution and spent by it
 - (b) Total income minus the expenditure
 - (c) Total amount earned from Cess and donations
 - (d) Total expenditure by the institution divided by total number of students
23. Learning is a natural activity of:
- (a) Learners
 - (b) Trainers
 - (c) Individual
 - (d) Living organism

24. Learning may be:
- (a) formal
 - (b) Informal
 - (c) formal and Informal
 - (d) None of the above
25. Which one of the following is a financial budget?
- (a) Cash Budget
 - (b) Working Capital Budget
 - (c) Capital budget
 - (d) All of the above
26. Which one the following are functional budget?
- (a) Production and sales budget
 - (b) Raw material budget
 - (c) Labour budget
 - (d) All of the above
27. Management is
- (a) An art
 - (b) A science
 - (c) Both art and science
 - (d) Neither
28. Public sector organizations may either be party wholly owned by the _____ government
- (a) State
 - (b) Central
 - (c) Foreign
 - (d) State and central

29. Training refers to the process of imparting _____ skills
- (a) Specific
 - (b) General
 - (c) Important
 - (d) Over all
30. Which of the below does not describe the nature of Training
- (a) Application oriented
 - (b) Broad perspective
 - (c) Specific task
 - (d) None of the above
31. Development is not related to
- (a) Conceptual
 - (b) Developmental
 - (c) Technical aspects
 - (d) Human skills
32. Evaluation helps determine the extent to which _____ have been achieved
- (a) Efficiency
 - (b) Profit
 - (c) Training objectives
 - (d) Employee satisfaction
33. Evaluation gives insights for
- (a) Reviewing
 - (b) Adjusting
 - (c) Revising goals
 - (d) All of the above

Part B

(7 × 6 = 42)

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

34. (a) Explain the Development of HRD strategies.

Or

- (b) Discuss the Bottom and Official training in detail.

35. (a) Write the Need of Assessment of training in detail.

Or

- (b) Discuss the Organizational Climate for training and development.

36. (a) Enumerate the Nature and Scope of implications in detail.

Or

- (b) Explain the Methods of evaluation of effective training.

37. (a) Illustrate the Key performance of parameters in detail.

Or

- (b) Explain the Nature and significance of evaluation training.

38. (a) Explain the Needs and objective of learning theories.

Or

- (b) Explain the Methods of training.

39. (a) Write the Latest Scenario and Assessing training of learning cycles in detail.

Or

(b) What is Budget? Explain the most important elements of annual Budget.

40. (a) Write the difference between role of trainers and line managers.

Or

(b) Discuss the Merits and demerits of Public and Private sector organization in detail.

N-0341

Sub. Code

205433B1

M.B.A (G) DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Third Semester

MARKETING OF SERVICES

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Multiple Choice Questions:

1. The Services sector is the most _____ Sector as it is an agglomeration of a large number
 - (a) Personal
 - (b) Non-personal
 - (c) Concerns
 - (d) Heterogeneous
2. Services play a central role in the economies of both developed and _____
 - (a) Mexico
 - (b) Developed Countries
 - (c) Developing Countries
 - (d) Asian Countries

3. Income determines the _____ of the individuals
- (a) Purchasing power
 - (b) Demand power
 - (c) Decision making
 - (d) Willing power
4. Pull factors are the _____ that the people might have for a place due to perceived higher greater opportunity, higher quality of life, etc.
- (a) Fatal attraction
 - (b) Natural attraction
 - (c) Internal attraction
 - (d) In fatal attraction
5. _____ it is a pricing strategy in which a marketer sets a relatively high price for a product or service at first, and then lowers the price over time
- (a) Marginal Cost Pricing
 - (b) Sealed Bid Pricing
 - (c) Price Skimming
 - (d) Value Pricing
6. _____ helps a service firm to concentrate on satisfying the needs of its target customers better.
- (a) Pricing strategy
 - (b) Focus strategy
 - (c) Marketing strategy
 - (d) Sales technique

7. The tight positioning is probably more important to the ultimate success of a brand than its _____
- (a) Behavioral attributes
 - (b) Purchasing attributes
 - (c) Economic attributes
 - (d) Actual attributes
8. _____ is the service provider positions itself as the category leader and becomes inseparable with separable with service
- (a) Positioning by Service Category
 - (b) Positioning by Quality
 - (c) Positioning by Use
 - (d) Positioning by Benefits
9. If the brand is able to set its offer apart from those of the rest of the competition, it gets a decisive _____
- (a) Perceptual
 - (b) Competitive advantage
 - (c) Service category
 - (d) Rough blueprint
10. _____ is the line of onstage contact employee action
- (a) Line of Visibility
 - (b) Positioning Mapping
 - (c) Line of Interaction
 - (d) Price War

11. The _____ are used to frame the marketing strategies that are concerned as the successful proposition for the service industry
- (a) 4 Ps of marketing mix
 - (b) 6 Ps of marketing mix
 - (c) 8 Ps of marketing mix
 - (d) 7 Ps of marketing mix
12. _____ means the organization treats the world as largely one market and one source of supply with the little local variation.
- (a) Resource seeking
 - (b) Efficiency seeking
 - (c) Strategic asset seeking
 - (d) Global strategy
13. _____ represents all of the communications that a marketer may use in the market place
- (a) Price (b) Product
 - (c) People (d) Promotion
14. _____ should not get so involved in the promotional activity that they ignore the other element of marketing mix
- (a) Marketers
 - (b) Product producers
 - (c) Sales executives
 - (d) Service providers

15. ICICI would have taken into consideration the age distribution of the market, the income and occupation of prospects, the spread of the population in metros and other towns, product development and _____ strategies
- (a) Promotional (b) Communication
(c) Concern (d) Heterogenic
16. The stage above your minimum level of expectation but below your desired expectation is the _____
- (a) Service expectation
(b) Zone of tolerance
(c) Customer delight
(d) Empathy dimension
17. The tangible offered by service providers to customers, to confirm the delivery of service or as a simple gift constitute _____ evidence.
- (a) Physical (b) Peripheral
(c) Experimental (d) Tangible
18. Customer expectations in terms of ambiance was not being met. So, they brought in some good ambiance and more presentable executives and thought the service concern had _____
- (a) Solve the issues
(b) Moderate the issues
(c) Bridged the gap
(d) Concentrate to workout on better ambiance

19. Customer perception of service quality is primarily influenced by the _____
- (a) Service encounter
 - (b) Service evaluation
 - (c) Service Providing
 - (d) Service acceleration
20. Customer retention is cheaper than customer
- (a) Relation
 - (b) Acquisition
 - (c) Remuneration
 - (d) Adequacy
21. _____ industry has geared up to cater to their specific needs like comfort, security etc.
- (a) Transportation
 - (b) Hospital
 - (c) Hotel
 - (d) Tourism
22. Theodore Levitt explained that a product was now no longer an isolated goods offering. It now was a combination of three products: core product, the formal product and the _____
- (a) Augmented product
 - (b) Tangible product
 - (c) Peripheral product
 - (d) Perishable product

23. Demographic segmentation can be done on the basis of age, gender, family _____
- (a) Place and values
 - (b) Income and education
 - (c) Children and education
 - (d) Salary and Expenses
24. The case for change and progress around the strategy are not consistently and frequently communicated and understood throughout the organization, employees become disengaged and frustrated with the process is known as _____
- (a) Insufficient Stakeholder Engagement
 - (b) Ambiguous Decision Rights and Accountability
 - (c) Insufficient Communication
 - (d) Poor Cross-Enterprise Coordination
25. _____ Division, that dealt with the banking needs of large institutions (like IIM-A) and corporations (like Indian Oil Corporation).
- (a) Personal Bank
 - (b) Commercial and Institutional Banking
 - (c) Agriculture Bank
 - (d) Small Industries and business
26. HDFC, HDFC Bank, HDFC Standard Life Insurance Company. HDFC Chubb General Insurance Company. HDFC Mutual Funds. HDFC Securities, are _____ kind of brand development for existing products.
- (a) Multi-branding
 - (b) Cannibalization
 - (c) Co-branding
 - (d) Brand Extension

27. Transportation of the goods to its destination (which implies shouldering the financial and other risks) are delivering _____
- (a) Goods under risk
 - (b) Services through intermediaries
 - (c) Earlier services by quick transports
 - (d) Services through firms
28. The legal factors are a percolation of the political and governmental factors. So, often, they do merge in environmental analysis. But increasingly, political factors are getting moulded by the legal norms, especially with internationalisms, like _____
- (a) WTO and Environmental norms
 - (b) The legal ramifications
 - (c) The legal initiatives, with political overtones
 - (d) Foreign banks like Citibank
29. There is no scope for the customer to make _____ as triggered by visual images
- (a) Tangible service offers
 - (b) Physical Representation
 - (c) Service encounter
 - (d) Impulse purchase decisions
30. _____ is a product with features and characteristics easily evaluated before purchase
- (a) Service
 - (b) Low Contact Services
 - (c) Search Good
 - (d) High Contact Services

31. For services marketing, the strategists have suggested as _____ which includes people, process and physical evidence, in addition to the other Ps.
- (a) Add-on mix (b) Emerged mix
(c) Extended mix (d) Varied mix
32. Virgin Mobile has teamed up with _____ to distribute its mobile network services in India
- (a) Bharathi Teleservices
(b) BSNL Teleservices
(c) TATA Teleservices
(d) Vodafone Teleservices
33. McDonald's offering another burger free with the purchase of one or inter- brand Pizza Hut offering Mattel toys free with their offer - _____ kind of sales promotion.
- (a) Price-offs
(b) Freebies
(c) Extra grammage
(d) Coupons

Part B

(7 × 6 = 42)

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

34. (a) Compare and Contrast service and product marketing. Give examples.

Or

- (b) Key to a successful CRM is right segmentation and customer delight. Do you agree? Give reasons and examples to support your answers.

35. (a) “Consumer makes a straight-cut analogy: high price = high quality”. Is this a right approach? How can marketers make use of this mindset of consumers?

Or

- (b) Can a service brand do without a positioning statement or can a firm skip the positioning process? Explain your answer.
36. (a) Positioning is battle for the consumer’s mindshare. Discuss the relevance of positioning in modern marketplace.

Or

- (b) Discuss the types of buying situation that you face in your life. Give examples from your experience according marketing mix.
37. (a) “Sales promotions are only short-term incentives to boost sales” Discuss.

Or

- (b) How does a logo or a mission/vision statement convey brand philosophy? Give examples to support your answer.
38. (a) What are the major drivers for the tourism industry to go in for CRM system?

Or

- (b) Discuss the various roles most likely to be performed by the employees an educational institute.

39. (a) What could possibly constitute the external environment factors for HSBC for its foray into the insurance business in India? Explain your answer.

Or

- (b) An airline is primarily offering the passenger transportation service. However, airlines also offer food and entertainment on board — Mention the kind of service & analyze the process of characteristics with suitable example.
40. (a) Customer-relationship analytics helps companies make sense of customer needs, help companies manage these relationships more intelligently and help predict the future. – Discuss.

Or

- (b) Devise a plan to develop a CRM system for a retail store – with proper live example on familiar retail stores or nearby your known stores.
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M.B.A.(G) DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Third Semester

MBA (G)

PROMOTIONAL MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. The following is not a function of advertising
 - (a) Information
 - (b) Brand image Building
 - (c) Persuasion
 - (d) Pricing

2. By default advertising is done on a
 - (a) Limited scale
 - (b) Mass Scale
 - (c) Corporate Level only
 - (d) Societal Level only

3. The following is the biggest limitation of advertising.
- (a) It forces the consumer to buy the things he does not need.
 - (b) It sells gloss and dreams too and dreams to prospective buyers.
 - (c) It tells consumers about the arrival of new products in the market .
 - (d) All of the above
4. Which are of the following according to Krugman is the third exposure
- (a) What is it?
 - (b) What of it?
 - (c) Wherefrom has it come?
 - (d) None of these
5. Advertising contributes to
- (a) Economic growth of society or country
 - (b) National Capital
 - (c) Power of marketing Firms
 - (d) Chaos in the already congested marketplace
6. Do you believe that advertising can bring about socio-economic change?
- (a) Certainly
 - (b) Only if media have their footprints and audience are willing and able to buy the content
 - (c) Only if a country or society is affluent
 - (d) Certainly not

7. The last step in the process followed under the AIDA model is.
- (a) Intention
 - (b) Attention
 - (c) Desire
 - (d) None of the above
8. What kind of promotional material can be given to a photographer's shop?
- (a) Catalogues of newly introduced camera
 - (b) Roll of Fuji film
 - (c) A newly introduced camera displayed I glass window
 - (d) All of the above
9. Non- commercial advertising is likely to forms on the following issue
- (a) Consumption of fast food items
 - (b) Promotion of health spas
 - (c) Awareness about use of Petrol
 - (d) All of the above
10. Brand switching is one of the objectives of
- (a) Management
 - (b) Marketing
 - (c) Advertising
 - (d) Publicity

11. The following is the element of the communication triangle
- (a) Public
 - (b) Message
 - (c) Media
 - (d) All of the above
12. If the current state of the prospective buyer is interested and motivated to buy, then we should have the following communication objective
- (a) Change advertisements on the website
 - (b) Overcome barriers to purchase (present in prospective buyer's mind)with easy-to-accept obstacle removal options
 - (c) Undertake successful sales transactions
 - (d) Allow prospective customers to try products through samples
13. The client of an advertising agency is called
- (a) Customer
 - (b) Major
 - (c) Corporate
 - (d) Account
14. Which one of the following is not a media vehicle?
- (a) Leaflet
 - (b) TV
 - (c) Conference Hall
 - (d) Internet

15. Processing can refer to
- (a) Signal processing
 - (b) Geometry processing
 - (c) Image Monitoring
 - (d) Either (a) or (b)
16. Word processing is done to
- (a) Enhance and modify JPG graphics
 - (b) Process text and format it
 - (c) Make relational data tables
 - (d) Give presentation
17. Advertisements can change your attitude and behavior. Do you agree with this statement?
- (a) Yes
 - (b) No
 - (c) That depends upon the individual who is being exposed to advertisements
 - (d) That depends upon the situation the marketer/ advertisers is in
18. Which one of the following media would opt for promoting FMCG?
- (a) Industry-oriented magazines
 - (b) TV
 - (c) Internet
 - (d) Presentations during trade fairs

19. Which one of the following media would be suitable for building brand image?
- (a) Run-of-the-mill advertisements on TV channels during prime viewing hours
 - (b) Advertisements during intervals in the cinema halls
 - (c) Gloss advertisements in and newspapers of repute
 - (d) E-mail message to prospective clients
20. Which media has the highest value of reach in the Indian context?
- (a) TV
 - (b) Newspaper
 - (c) Radio
 - (d) Magazines
21. Media timing is concerned with
- (a) Message Context
 - (b) Time and Period during which an advertising campaign is to be run
 - (c) Frequency of exposure
 - (d) Budget of the entire media mix
22. Reach refers to the percentage of
- (a) Customers in a targeted market
 - (b) The population that advertisers consider
 - (c) Customers in the targeted market who are exposed to an advertising campaign
 - (d) Customers contacted (in person) in an advertising campaign

23. Which one of the following is not a budgeting method in the context of advertising
- (a) All available funds method
 - (b) Fixed Percentage Method
 - (c) Competitive parity Method
 - (d) Objective and Task Method
24. The unit sale method of advertising budgeting
- (a) Involves the allocation of all available funds for advertising purposes
 - (b) Focuses on external market trends
 - (c) Takes the cost of advertising as an individual item and multiplies it by the number of units the advertiser wished to sell
 - (d) None of the above
25. Which one of the following is not the scheduling method in the context of advertising?
- (a) Fighting
 - (b) Massed
 - (c) Continuity
 - (d) Chequered Media
26. When there are peaks and valleys in product demand, it is advisable to use the following scheduling technique
- (a) Massed
 - (b) Chequered Media
 - (c) Flighting
 - (d) None of the above
27. A mail-order discount scheme would be most suitable for selling
- (a) Transformers
 - (b) Magazine suscriptions
 - (c) High-Value
 - (d) Computer Parts

28. Under the barter scheme
- (a) Firms can offer products and services to advertising firms if the latter offer cheap advertising services.
 - (b) Firms buy products from the market and supply products to the same market
 - (c) Cost discounting is the key issue
 - (d) None of the above
29. Advertising budget emanates from
- (a) Advertising Tenets
 - (b) Advertising objectives
 - (c) Market Plans
 - (d) Firm's overall objectives
30. Advertising frequency is the highest in the following case
- (a) Refined Oil (b) Ball Bearing
 - (c) Life Insurance (d) LCD Television
31. If we launch a new product, we combine advertising with
- (a) Publicity (b) Sales promotion
 - (c) Personal selling (d) None of the above
32. Who is responsible for the overall output, viz Production quality, manufacturing, etc. of an advertisement?
- (a) Copywriter (b) Artist
 - (c) Cameraman (d) Creative Director

33. Which one of the following is not a media-related term.

- (a) Reach
- (b) Frequency
- (c) Depth
- (d) Footprint

Part B (7 × 6 = 42)

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

34. (a) Explain” why” services need marketing promotion?

Or

- (b) Discuss about the tools of promotional mix for new products.

35. (a) Explain the importance of Advertising.

Or

- (b) Explain the role of persuasion in advertising.

36. (a) Discuss the major challenges facing the newspaper advertising.

Or

- (b) Explain the Characteristics of Media in promotional management.

37. (a) Explain the concept and application of Media research.

Or

- (b) Explain the need for institutional advertising.

38. (a) Explain the role of public relation and publicity in corporate image building.

Or

(b) Explain the need for sales promotion.

39. (a) Discuss the characteristics and the process of personal selling.

Or

(b) Explain the importance of territory structuring in promotional management.

40. (a) Describe the bases for promotional evaluation.

Or

(b) Explain the process of Evaluation in promotional management.

N-0343

Sub. Code

205435B3

M.B.A.(G) DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Third Semester

PRODUCT MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. The most fundamental product level is the one that provides a ————— benefit that the customer enjoys while buying the product or service.
(a) Generic Product (b) Core Product
(c) Expected Product (d) Augmented Product
2. The marketer makes an attempt to provide more than what the customer usually expects from a product.
(a) Generic Product (b) Core Product
(c) Expected Product (d) Augmented Product
3. Household goods that have a low unit value come under ————— goods.
(a) convenience (b) shopping
(c) specialty (d) unsought

4. _____ is the term used for any marketable item produced to satisfy wants or needs.
- (a) Product (b) Commodity
(c) Market (d) Sales
5. _____ of product mix refers to the relatedness of various product lines.
- (a) Depth (b) Length
(c) Width (d) Consistency
6. CDO stands for
- (a) Collateralized Debt Obligations
(b) Collateralized Debenture Obligations
(c) Collateral Debt Objects
(d) Collateral Debenture Obligations
7. The spread of an innovation is called _____.
- (a) Commercialization
(b) Standardization
(c) Diffusion
(d) Design
8. _____ refers to the development of the concept or idea of a product in terms of specifications that are required for transforming an idea into that product.
- (a) Product Features
(b) Product Design
(c) Product development
(d) Product Deviation

9. _____ refers to the process of creating new products or modifying the existing ones within a pre-determined time frame and cost price while maintaining the preset quality requirements.
- (a) Product Features
 - (b) Product Design
 - (c) Product development
 - (d) Product Deviation
10. A tool that promotes the use of a minimum number of parts to serve the maximum number of purposes, in order to achieve economy in manufacture.
- (a) Standardization
 - (b) Modularization
 - (c) Reverse Engineering
 - (d) All of the above
11. CE stands for
- (a) Current Engineering
 - (b) Concurrent Engineering
 - (c) Concept Engineering
 - (d) Crisp Engineering
12. _____ phase is marked by stability in the demand or sales of the product in the PLC.
- (a) Introduction
 - (b) Growth
 - (c) Saturation
 - (d) Decline

13. DFMA stands for
- (a) Design For Marketing and Assembly
 - (b) Design For Manufacturing and Assembly
 - (c) Design of Manufacturing and Assembly
 - (d) Design of Marketing and Assembly
14. Changes in the product or service that a business firm offers is called as _____.
- (a) Product Innovation
 - (b) Process Innovation
 - (c) Position Innovation
 - (d) Paradigm Innovation
15. Changes in the context in which a product or service is introduced to the market is called as _____.
- (a) Product Innovation
 - (b) Process Innovation
 - (c) Position Innovation
 - (d) Paradigm Innovation
16. VBM model stands for
- (a) Value Based Management
 - (b) Volunteer Based Management
 - (c) Volume Based Management
 - (d) Value Biased Management

17. _____ is the process by which companies distinguish their products offering from competition.
- (a) Consumer Awareness
 - (b) Branding
 - (c) Customer Preferences
 - (d) Customer Loyalty
18. _____ brands are created and owned by channel intermediaries.
- (a) Manufacturer
 - (b) Product
 - (c) Store
 - (d) Retailer
19. _____ is the use of an established brand name in new product categories.
- (a) Line Extension
 - (b) Product Extension
 - (c) Vertical Extension
 - (d) Brand Extension
20. There are _____ types of packaging while packing the product.
- (a) 2
 - (b) 3
 - (c) 4
 - (d) 5

21. The _____ tests the value by referring to the existing value of financial benefits over the rest of the life of a brand.
- (a) Market Approach
 - (b) Income Approach
 - (c) Sales Approach
 - (d) Promotion Approach
22. _____ assets include patents, trademarks, and channel relationship.
- (a) Awareness
 - (b) Brand Association
 - (c) Brand Loyalty
 - (d) Proprietary Brand
23. The product is offered at a high price to a very selective segment of consumers – primarily the innovators and early adopters, who can afford to pay a premium price is called as _____.
- (a) Penetration Pricing Strategy
 - (b) Skimming Pricing Strategy
 - (c) Marketing Pricing Strategy
 - (d) None of the Above
24. At the decline stage of a product, a company should analyze the changing preferences of _____.
- (a) Products
 - (b) Innovation
 - (c) Strategy
 - (d) Customers

25. The innovation process involves a lot of _____ and _____.
- (a) Money and Time
 - (b) Investment and Product
 - (c) Money and Product Design
 - (d) Money and Travel
26. The First set of customers which buys a product right after it is launched is called as _____.
- (a) Innovators
 - (b) Early Adopters
 - (c) Laggards
 - (d) None of the Above
27. Absolute level of sales starts to decline, customers begin to switching over to other products is called as _____.
- (a) Growth Stage
 - (b) Stable Stage
 - (c) Decaying Maturity Stage
 - (d) None of the Above
28. BSG Matrix stands for
- (a) Boston Consultant Group
 - (b) Boston Consulting Group
 - (c) Boston Conservative Group
 - (d) Boston Collective Group

29. _____ strategy seeks to help a company invest its resources effectively by achieving the right portfolio of projects and development investments.
- (a) Product Investment
 - (b) Process Investment
 - (c) Promotion Investment
 - (d) Disinvestment
30. The policy that plans to develop a new product, for which the customer has felt no prior need, can be termed as _____.
- (a) Product Development Diversification Policy
 - (b) Product Modification Policy
 - (c) Revolutionary Product Development
 - (d) Benchmarking Policy
31. _____ is defined as the number of times a customer makes a purchase in a given period of time.
- (a) Product Line Consistency
 - (b) Purchase Frequency
 - (c) Purchase Priority
 - (d) Product Mix
32. SDLC stands for
- (a) Software Deployment Life Cycle
 - (b) Software Deployment Live Cycle
 - (c) Software Development Live Cycle
 - (d) Software Development Life Cycle

33. Price of the product is kept very low in order to attract the largest possible number of new buyers at the early stage of the PLC is called as _____.
- (a) Penetration Pricing Strategy
 - (b) Skimming Pricing Strategy
 - (c) Marketing Pricing Strategy
 - (d) None of the Above

Part B

(7 × 6 = 42)

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

34. (a) Discuss how product line decisions play a crucial part in influencing the consumer.

Or

- (b) Evaluate derivative products with the aid of three examples.

35. (a) Explain how a commodity is different from a product. How are products different from services?

Or

- (b) Elucidate why differentiation of a product is so necessary along the consumption chain. Support with suitable examples.

36. (a) Analyze the role of marketers in the new product development process.

Or

- (b) Modular designs can increase the rate of innovation. Discuss.

37. (a) Describe the various aspects associated with product positioning.

Or

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

38. (a) 'A company's strategies for a product keep changing according to the various stages of PLC.' Explain.

Or

(b) With the help of a diagram, explain the criteria required for successful product Positioning.

39. (a) Explain the role of packaging product management. How does packaging give an edge to a product?

Or

(b) Describe how McKinsey's 7-S framework can be applied in the new product development process.

40. (a) Evaluate the various types of product development policies.

Or

(b) Describe the BCG matrix with the help of a diagram.

N-0344

Sub. Code

**205433C1/
205533**

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

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

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

MANAGEMENT OF FUNDS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** the questions.

1. Which of the following are the instruments of money market?
 - (a) Call money
 - (b) Certificate of deposits
 - (c) Trade bills
 - (d) All of the above

2. Gradual growth of the value of assets of the firm in terms of benefits.
 - (a) Depository
 - (b) Profit maximisation
 - (c) Foreign investor
 - (d) Wealth maximisation

3. Which is not involved decision in the financial management.
- (a) Equity decision
 - (b) Financial decision
 - (c) Investment decision
 - (d) Dividend decision
4. Trade credit is a source of
- (a) Long-term finance
 - (b) Short-term finance
 - (c) Medium-term finance
 - (d) None of the above
5. Capitalisation theories are cost theory and
- (a) Earnings theory (b) Planning theory
 - (c) Capital theory (d) Financial theory
6. The financial system helps determine both _____ and the volume of credit
- (a) The equity (b) The cost
 - (c) The preference (d) The expenses
7. Jensen's Alpha focuses on _____
- (a) Systematic Risk
 - (b) Unsystematic Risk
 - (c) Political Risk
 - (d) Legal Risk

8. Which of the following is a stock mutual fund?
- (a) Ginnie Mae fund
 - (b) Growth Fund
 - (c) Municipal securities fund
 - (d) Treasury securities
9. Find The traditional approach is also known as
- (a) NI approach
 - (b) NOI approach
 - (c) MM approach
 - (d) Intermediate approach
10. The amount by which a close-ended fund's share price in the secondary market is above the fund's NAV is called the
- (a) Market value (b) Premium
 - (c) Discount (d) Par value
11. NAV stands for
- (a) Net Application Value
 - (b) Notional Assets Value
 - (c) Net Assets Value
 - (d) Net Assets
12. In The performance of a scheme is reflected in its
- (a) Net asset value (b) Face Value
 - (c) NPV (d) AMC

13. _____ measures the dispersion in return.
- (a) Beta
 - (b) R-squared
 - (c) Standard deviation
 - (d) Alpha
14. In case of firms have ' $r > k$ ' the optimum dividend policy requires _____ dividend pay out ratio.
- (a) Zero
 - (b) Right share
 - (c) Bonus share
 - (d) None of the above
15. The policy concerning quantum of profits to be distributed as dividend is termed as
- (a) Bonus
 - (b) Equity
 - (c) Dividend
 - (d) Ratio
16. The market price of a share is Rs.140 and a company plans to pay a dividend of Rs.9 per share. The growth in dividends is estimated at the rate of 10%. Find out the cost of equity capital.
- (a) 16.4%
 - (b) 19.4%
 - (c) 4.16%
 - (d) 4.94%
17. The Market price of share is Rs.90 and the growth rate of dividend is 12%. The earnings per share are Rs.18. You are required to find out the cost of retained earnings.
- (a) 52%
 - (b) 32%
 - (c) 34%
 - (d) 23%

18. Operating Leverage are two major classification in the organisation such as fixed cost and
- (a) Under capitalisation
 - (b) Equity
 - (c) Cost of fixation
 - (d) Variable cost
19. Leverage is a financial tool in the hand of _____
- (a) Decision
 - (b) Structure
 - (c) Financial analyst
 - (d) Capital
20. Which of the following is studied with the help of operating leverage?
- (a) Analysis of business risk
 - (b) Analysis of financial risk
 - (c) Analysis of production risk
 - (d) Analysis of credit risk
21. High financial leverage indicates:
- (a) Amount of debt is high as compared to stock
 - (b) Risk investment
 - (c) Fixed assets are purchased with debts
 - (d) All of the above

22. The term income has
- (a) More specific meaning as compared to profit
 - (b) Less specific meaning as compared to profit
 - (c) Synonymous meaning with profit
 - (d) None of the above
23. The term trading on equity is generally used for _____ financial leverage.
- (a) Favourable (b) Non favourable
 - (c) High (d) Low
24. Issue of bonus shares may also be termed as _____ of profits of a company.
- (a) Market price
 - (b) Capitalisation
 - (c) Dividend
 - (d) Policy
25. A lease agreement grants lessee the right to _____
- (a) Own the assets (b) Use the assets
 - (c) Both (d) None of the above
26. Total risk of an individual security can be divided into two parts such as _____and market risk.
- (a) Systematic risk (b) Unique risk
 - (c) Monetary risk (d) None of the above

27. The securities which offer a higher return carry a higher level of _____
- (a) Capitalisation (b) Return
(c) Income (d) Risk
28. It is risky to have both operating leverage and _____
Leverage at a high level.
- (a) Marketing (b) Financial
(c) Combined (d) None of the above
29. A sale and lease back arrangement is suitable for a lessee having:
- (a) Liquidity crisis (b) Surplus funds
(c) High profit (d) Low profit
30. A swap deal is basically governed by
- (a) Forward margin
(b) Buying and selling rate
(c) The currency involved
(d) Speculation
31. IOP stance for _____
- (a) Initial public offer
(b) Information public offer
(c) Initial public office
(d) Initial public organisation

32. VCI stance for _____
- (a) Venture capital institutions
 - (b) Venture capital information
 - (c) Venue capital institutions
 - (d) Venture capital informative
33. The evaluation of venture capital investments are cost method and
- (a) Financial
 - (b) Equity
 - (c) Market venture method
 - (d) Dividend

Part B

(7 × 6 = 42)

Answer **all** the questions

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

Or

- (b) Enlightening the problems and prospects of factoring services in India.

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

Or

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

36. (a) Ramya Enterprise can make either of two investments at the beginning of 2001. Assuming the rate of return of 10% p.a. Evaluate the investment proposal by using the following methods: (i) Average Return on Average Investment (ii) Profitability Index (iii) Payback period method (iv) Discount cash flow method (NPV).

	Proposal X	Proposal Y
Cost of the Investment	Rs. 25,000	Rs. 30,000
Life	5 Years	6 Years
Scrap Value	Nil	Nil

Net Income (After Depreciation and Tax)

Year	2001	2002	2003	2004	2005	2006
Rs.	600	1,000	2,500	3,000	3,500	–
Rs.	3,800	4,500	5,000	4,500	5,500	6,000

It is estimated that each of the alternative projects will require an additional working capital of Rs.2,000 which will be received back in full after the expiry of each project life. Depreciation is provided under the straight-line method. The present value of Rs.1 to be received at the end of each year at 10% p.a given below:

Year	1	2	3	4	5
PV Factor	0.909	0.826	0.751	0.683	0.621

Year	6	7	8	9	10
PV Factor	0.564	0.513	0.467	0.424	0.386

Or

- (b) Explain the different sources of funds.

37. (a) Elaborately discuss the different stages involved in the New Issue Market.

Or

(b) Explicate the factors which influence the financial structure.

38. (a) How does time value of money influences the decisions of valuation of firms?

Or

(b) Expound the methods of valuing different types of securities.

39. (a) Write an analytical note on:

(i) Equity Shares

(ii) Debentures

(iii) Ploughing back of profits.

Or

(b) From the following data, calculate operating, financial and combined leverage.

Interest Rs. 10,000

Sales 15,000 units at Rs.10 per unit

Variable cost at Rs.4 per unit

Fixed cost Rs.20,000

40. (a) Comment on the recommendations of Chandrasekaran Committee, 2000, pertaining to regulations of SEBI.

Or

(b) You can assume like an investor and clarify the multilateral financing institutions and benefits.

N-0345

Sub. Code

**205434C2/
205534**

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

**INVESTMENT ANALYSIS AND PORTFOLIO
MANAGEMENT**

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

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Investment is the _____
 - (a) Net additions made to the nation's capital stocks
 - (b) Persons commitment to buy a flat or house
 - (c) Employment of funds on assets to earn returns
 - (d) Employment of funds on goods and services that are used in production process

2. The most popular type of investment company is a _____.
 - (a) Unit investment trust
 - (b) Mutual fund
 - (c) Closed-end investment company
 - (d) Real estate investment trust

3. Speculator is a person —————
- (a) Who evaluates the performance of the company
 - (b) Who uses his own funds only
 - (c) Who is willing to take high risk for high returns
 - (d) Who considers heresays and market behaviours
4. Which one of the following is not a money market securities?
- (a) Treasury bills
 - (b) National savings certificate
 - (c) Certificate of deposit
 - (d) Commercial paper
5. Commercial papers are —————
- (a) Unsecured promissory notes
 - (b) Secured promissory notes
 - (c) Sold at a premium
 - (d) Issued for a period of 1 to 2 year
6. An example of a derivative security is —————.
- (a) A Common share of general motors
 - (b) A call option on mobil stock.
 - (c) A commodity futures contract
 - (d) (b) and (c)
7. The underwriter has to take up —————
- (a) The fixed portions of the issue capital
 - (b) The agreed portion of the unsubscribed part
 - (c) The agreed portion or can refuse if
 - (d) The unfixed portions of the issue capital

8. Which of the following investment areas is heavily tied to work using mathematical and statistical models?
- (a) Security analysis
 - (b) Portfolio management
 - (c) Institutional investing
 - (d) Retirement planning
9. Which of the following would be considered a risk-free investment?
- (a) Gold
 - (b) Equity in a house
 - (c) High-grade corporate bonds
 - (d) Treasury bills.
10. Investment decision making traditionally consists of two steps _____.
- (a) Investment banking and security analysis
 - (b) Buying and selling
 - (c) Risk and expected return
 - (d) Security analysis and portfolio management
11. The object of portfolio is to reduce _____ by diversification
- (a) Return
 - (b) Risk
 - (c) Uncertainty
 - (d) Percentage
12. Most investors are risk-averse which means _____.
- (a) They will assume more risk only if they are compensated by higher expected return.
 - (b) They will always invest in the investment with the lowest possible risk.
 - (c) They will always invest in the investment with the highest possible risk.
 - (d) They avoid the stock market due to the high degree of risk.

13. The largest single institutional owner of common stocks is _____.
- (a) Mutual funds (b) Insurance companies
(c) Pension funds (d) Commercial banks
14. Choosing stocks by searching for predictable patterns in stock prices is called _____.
- (a) Fundamental Analysis
(b) Technical Analysis
(c) Index Management
(d) Random Walk Investment
15. The last step in fundamental analysis is
- (a) Economic analysis
(b) Industry analysis
(c) Company analysis
(d) Technical Analysis
16. If an investor states that Intel is overvalued at 65 times, he is referring to _____.
- (a) Earnings per share
(b) Dividend yield
(c) Book value
(d) p/e ratio
17. Efficient portfolios can be defined as those portfolios which for a given level of risk provides
- (a) Maximum return
(b) Average return
(c) Minimum return
(d) None of the above

18. Capital market line is:
- (a) Capital allocation line of a market portfolio
 - (b) Capital allocation line of a risk free asset
 - (c) Both (a) and (b)
 - (d) None of the above
19. A portfolio comprises two securities and the expected return on them is 12% and 16% respectively. Determine return of portfolio if first security constitutes 40% of total portfolio.
- (a) 12.4%
 - (b) 13.4%
 - (c) 14.4%
 - (d) 15.4%
20. The value of a bond and debenture is
- (a) Present value of interest payments it gets
 - (b) Present value of contractual payments it gets till maturity
 - (c) Present value of redemption amount
 - (d) None of the above
21. The fundamental analysis approach has been associated with _____
- (a) Uncertainties
 - (b) Certainties
 - (c) Ratios
 - (d) Balance sheet
22. Which analysis provides a simplified picture of price behaviour of a shares
- (a) Fundamental
 - (b) Technical
 - (c) Ratio
 - (d) Fund flow
23. According to CAPM, the correct measure of risk is termed as.
- (a) Business risk
 - (b) Financial risk
 - (c) Beta coefficient
 - (d) Systematic risk

24. Elliott wave explains long-term pattern of price behavior of share prices in the major patterns in
- (a) Five successive waves
 - (b) Three successive waves
 - (c) Two successive wave
 - (d) Four successive waves
25. If there is an increase in interest rates than the fixed interest rate of the corporate bond will
- (a) Return to the corporation
 - (b) Decrease in value
 - (c) Remain unchanged
 - (d) Increase in value
26. Which of the following theory analyzes how wealth can be optimally invested in portfolio's which are made up of assets whose expected returns and risks are different.
- (a) G.D. Gordon's approach
 - (b) Modigliani miller approach
 - (c) Markowitz Model
 - (d) Traditional Theory
27. _____ step involves determining periodically how the portfolio has performed over the review period.
- (a) Portfolio performance evaluation
 - (b) Portfolio revision
 - (c) Portfolio construction
 - (d) Performing security analysis
28. _____ is the most important investment decision because it determines the risk return characteristics of the portfolio.
- (a) Hedging
 - (b) Market timing
 - (c) Performance measurement
 - (d) Asset allocation

29. _____ include “expensive stocks” that offer big rewards but have big risk.
- (a) The patient portfolio
 - (b) Conservative portfolio
 - (c) Aggressive portfolio
 - (d) Efficient portfolio
30. _____ is the excess of the bond over its conversion value.
- (a) Market Conversion
 - (b) Conversion Premium
 - (c) Conversion Discount
 - (d) Conversion Ratio
31. Line charts are formed by connecting _____ of each time frame.
- (a) Average price (b) Highest of the day
 - (c) Closing price (d) Lowest of the day
32. Treynor Ratio is calculated using _____.
- (a) Standard deviation
 - (b) Beta
 - (c) Alpha
 - (d) Both Alpha and Beta
33. Which of the following statements about the market portfolio is false?
- (a) The market portfolio contains both systematic and unsystematic risk
 - (b) The market portfolio lies on the capital market line
 - (c) The market portfolio lies on the security market line
 - (d) The market portfolio includes all risky assets in the world

Part B

(7 × 6 = 42)

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

34. (a) Explain the difference between personal and institutional investments.

Or

- (b) Explain the following concepts (i) Speculation (ii) Gambling (iii) Hedging

35. (a) Discuss briefly about fixed income securities.

Or

- (b) Describe the methods to measure investment analysis.

36. (a) Explain the process of valuation analysis.

Or

- (b) Discuss the components of fundamental analysis.

37. (a) Explain the tools used for technical analysis.

Or

- (b) Illustrate the steps involved in moving average analysis.

38. (a) Discuss briefly about the risk return indifference curve.

Or

- (b) Explain the Sharpe's single and two factorial models.

39. (a) Discuss the capital market line and security market line.

Or

- (b) Discuss the types of efficient market hypotheses.

40. (a) Describe Treynor and Jenson portfolio performance measurement.

Or

- (b) Illustrate the process of portfolio auditing.

N-0346

Sub. Code

**205435C3/
205535**

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

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

Second Year – Third Semester

FINANCIAL SERVICES AND INSTITUTIONS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Multiple Choice Questions (MCQ)

1. Equity-based financial instruments represent ownership of an _____.
 - (a) Assets
 - (b) Liability
 - (c) Debit
 - (d) Debt

2. What is the primary goal of financial management?
 - (a) To minimise the risk
 - (b) To maximise the owner's wealth
 - (c) To maximise the return
 - (d) To raise profit

3. The capital budget is associated with.
 - (a) Long terms and short terms assets
 - (b) Fixed assets
 - (c) Long terms assets
 - (d) Short-term assets

4. The Chairman of the Securities and Exchange Board of India is appointed by the _____.
- (a) Ministry of Finance
 - (b) Reserve Bank of India (RBI)
 - (c) Stock Exchanges
 - (d) None of the above
5. The total number of board members in the Securities and Exchange Board of India is _____.
- (a) 5
 - (b) 7
 - (c) 10
 - (d) 9
6. Which of the following is not a public sector unit?
- (a) Reserve Bank of India (RBI)
 - (b) Securities and Exchange Board of India (SEBI)
 - (c) State Bank of India (SBI)
 - (d) Industrial Development Bank of India (IDBI)
7. A Non-Banking Financial Company (NBFC) is a company registered under the Companies Act, _____.
- (a) 1956
 - (b) 1957
 - (c) 1958
 - (d) 1959
8. Credit Analysis and Research Ltd (CARE) commenced its operations in the _____ year.
- (a) 1993
 - (b) 1994
 - (c) 1995
 - (d) 1996
9. UTI, LIC etc are example of
- (a) Banking Institution
 - (b) Investment Institution
 - (c) NBFII
 - (d) Development Bank

10. The forward exchange rate is the rate of exchange between two currencies that is _____.
- (a) Prevailing today for immediate delivery
 - (b) Would prevail at a future date
 - (c) Prevailing today for future delivery
 - (d) None of the above
11. Which of the following is responsible for fluctuations in the Sensex?
- (a) Monetary policy
 - (b) Fiscal policy
 - (c) Political instability
 - (d) All of the above
12. The markets where the transactions are done through computers, and telephones, without any specific location, are known as _____.
- (a) Over the counter markets
 - (b) Capital counter markets
 - (c) Past counter markets
 - (d) Future counter markets
13. A contract between a buyer and a seller, entered on a particular date, regarding a transaction that they will fulfil at a later date, is known as _____.
- (a) Forward Contract (b) Future Contract
 - (c) Fixed Contract (d) Derivative Contract
14. Which of the following defines depreciation?
- (a) Destruction of a plant in a fire accident
 - (b) Loss of equipment over time due to wear and tear
 - (c) Closure of a plant due to labour trouble
 - (d) Closure of a plant due to lockout

15. Investments would score high only if there is a protection to
- (a) Real estate (b) Preferred stock
(c) Government bonds (d) Common stock
16. Investors agree to invest in high-risk investments if only
- (a) There are any true speculations
(b) The predicted return is satisfactory for taking a risk
(c) There are no safe options except for holding cash
(d) The return is short
17. An investor invests in assets known as a
- (a) Securities (b) Block of Assets
(c) Portfolio (d) None of the above
18. The SEBI is the regulatory authority established under _____ of SEBI Act 1992
- (a) Sec 3 (b) Sec 4
(c) Sec 5 (d) Sec 6
19. At which of the following cities is the Head Office of the Reserve Bank of India located?
- (a) Mumbai (b) New Delhi
(c) Kolkata (d) Dehradun
20. The Government of Bombay passed the first State Cooperative Societies Act in_____.
- (a) 1925 (b) 1926
(c) 1927 (d) 1928

21. The _____ provides a framework for the supervision and regulation of all banks.
- (a) Banking Regulation Act
 - (b) Co-operative society Act
 - (c) SEBI Act
 - (d) RRB
22. Which of the following is not an organized sector in India?
- (a) Nationalized Banks
 - (b) Regional Rural Banks
 - (c) Cooperative Banks
 - (d) Chits and Money lenders
23. The _____ is the apex organization in the Indian money market.
- (a) SBI
 - (b) RBI
 - (c) ICICI
 - (d) IDBI
24. The term _____ is defined as a central location for keeping securities on deposit.
- (a) Depository
 - (b) Instrument
 - (c) Institutions
 - (d) None of the above
25. _____ was the first credit rating agency in India.
- (a) CRISIL
 - (b) ICRA
 - (c) Fitch India
 - (d) CARE
26. The number of regional offices of the Securities and Exchange Board of India is _____.
- (a) One
 - (b) Three
 - (c) Four
 - (d) Two

27. The Securities and Exchange Board of India Act was passed on _____.
- (a) 30th January 1982 (b) 30th January 1987
(c) 30th January 1992 (d) 30th January 1990
28. The Securities and Exchange Board of India Ombudsman was introduced in the year _____.
- (a) 2001 (b) 2003
(c) 2000 (d) 2002
29. How many companies are included in the BSE Sensex?
- (a) 25 (b) 30
(c) 50 (d) 111
30. Which among the following does not belong to the stock exchange?
- (a) KPO (b) IPO
(c) NSE (d) NAV
31. Which among the following is not an objective of SEBI?
- (a) To regulate the securities market
(b) To protect the interests of investors
(c) To promote individual businesses
(d) To promote the development of the market
32. Which of the following are responsible for the fluctuations in the Sensex?
- (a) Monetary policy
(b) Political instability
(c) Rain
(d) None of the above

33. Which of the following is a global stock market index?

- (a) Sensex (b) FTSE100
(c) OTCEI index (d) Nifty

Part B (7 × 6 = 42)

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

34. (a) Describe the scope of financial service.

Or

(b) Describe the importance of merchant banking.

35. (a) Elucidate the process of inspection by SEBI.

Or

(b) Describe the performance evaluation of the mutual fund.

36. (a) Interpret the history of the Indian mutual fund industry.

Or

(b) Describe in detail about two credit rating agencies.

37. (a) Explain the influencing factors to the success of the rating system in India.

Or

(b) Explicate the functions of rating agencies.

38. (a) Describe the portfolio management service.

Or

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

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

Or

(b) Describe the role of RBI in gilt security market.

40. (a) What is OTCEI? And explain the functions of OTCEI.

Or

(b) What is the role of investor association and investment consultancies in Indian scenario?

N-0353

Sub. Code

205441

**M.B.A. (G) DEGREE EXAMINATION,
MAY 2023**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

PRODUCTION AND OPERATION MANAGEMENT

(2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** the questions.

1. _____ is to convert a set of inputs into a set of desired outputs.
 - (a) Production system
 - (b) Conversion system
 - (c) Inventory system
 - (d) Control system

2. The 4Ms do not include
 - (a) Men
 - (b) Material
 - (c) Message
 - (d) Machinery

3. _____ study is concerned with the determination of the amount of time required
 - (a) Method
 - (b) Motion
 - (c) Work
 - (d) Time

4. Acceptance sampling is normally used for
(a) Job shop (b) Batch production
(c) Mass production (d) JIT
5. What is the ultimate effect of inadequate production capacity?
(a) Poor Planning
(b) Poor Machine Utilization
(c) Low Productivity
(d) Poor Customer Service
6. What do you call the situation in which the component is not completely rejected but corrected?
(a) Inspection (b) Reproduction
(c) Reprocessing (d) Quality assurance
7. Planning and controlling the quality of products and services is a type of _____ decision
(a) Control (b) Operating
(c) Strategic (d) Organisation
8. The advantage of locating a plant in urban (city) side is _____
(a) Cheap land (b) Waste disposal
(c) Cost of production (d) Large market for goods
9. The objective of good layout is to _____
(a) Reduce production
(b) Reduce wastages
(c) Reduce productivity
(d) Reduce labour

10. _____type of layout is also called as functional layout.
- (a) Process (b) Product
(c) Line (d) Matrix
11. Which of these procedures doesn't provide a direct form of quality control?
- (a) Control charts (b) Acceptance sampling
(c) Experiments (d) Cusum charts
12. Poka Yoke means
- (a) Mistake proofing (b) Standardization
(c) Process control (d) product control
13. ISO is an abbreviation for
- (a) Indian standard organization
(b) International standard organization
(c) International organization for standardization
(d) Internet standard organization
14. MRP is different from JIT in terms of
- (a) Inventory
(b) Quality
(c) Human orientation
(d) All of the above
15. Which among the following is the objective of the Enterprise Resource Planning system?
- (a) Manage purchase order
(b) Control the flow of dependent demand inventories
(c) Organise external management information
(d) Balance supply and demand

16. Transportation cost mainly depends on which of the following factors?
- (a) Distance
 - (b) Time required for transportation
 - (c) Weight of merchandise
 - (d) All of the above
17. A major strength of MRP is its capability
- (a) To minimise labor hours used in production
 - (b) For timely and accurate replanning
 - (c) To reduce lead times
 - (d) To maximise production throughput
18. The output of an aggregate plan is
- (a) Bill of material (b) Demand forecast
 - (c) Overtime (d) Total cost
19. Every unnecessary component every unwanted operation has to be eliminated for
- (a) Economizing (b) Value engineering
 - (c) Evaluation (d) Quality control
20. The disadvantage of product layout is
- (a) High initial investment for the specialized facilities
 - (b) Skilled labour to operate machines
 - (c) Production time is longer, requiring more goods in inventory
 - (d) High cost of inspection

21. Inventory control in production, planning and control aims at
- (a) Achieving optimization
 - (b) Ensuring against market fluctuations
 - (c) Acceptable customer service at low capital investment in inventory
 - (d) Discounts allowed in bulk purchase
22. A-B-C analysis
- (a) Is a basic technique of materials management
 - (b) Is meant for relative inventory control
 - (c) Does not depend upon the unit cost of the item but on its annual consumption
 - (d) All of the above
23. In manufacturing management, the term 'Dispatching' is used to describe
- (a) Dispatch of sales order
 - (b) Dispatch of factory mail
 - (c) Dispatch of finished product of the user
 - (d) Dispatch of work orders through shop floor
24. Gantt charts are used for
- (a) Forecasting sales
 - (b) Scheduling and routing
 - (c) Production schedule
 - (d) Linear programming
25. The unit cost in case of batch production is _____ as compared to jobbing production.
- (a) Same
 - (b) Low
 - (c) High
 - (d) None of these

26. An event is indicated on the network by
- (a) A straight line
 - (b) A dotted line
 - (c) A number enclosed in a circle or a square
 - (d) A straight line with circles at the ends
27. Standard time is defined as
- (a) Normal time + allowances
 - (b) Normal time + idle time
 - (c) Normal time + idle time + allowances
 - (d) Only normal time for an operation
28. The technique for establishing and maintaining priorities among the various jobs of any project is known as
- (a) Event flow scheduling technique
 - (b) Slotting technique for scheduling
 - (c) Critical ratio scheduling
 - (d) Short interval scheduling
29. Pick up the incorrect statement about advantages of work sampling
- (a) Permits a fine breakdown of activities and delays
 - (b) Simultaneous study of many operators may be made by a single observer
 - (c) Calculations are easier, method is economical and less time consuming
 - (d) No time measuring devices are generally needed

30. According to six sigma a process is a
- (a) The value-added transformation from input to output
 - (b) A value-added transformation from data to knowledge
 - (c) Manufacturing transformation of raw materials
 - (d) Business transformation of data to process maps
31. The following is not a classification of maintenance
- (a) Corrective maintenance
 - (b) Scheduled maintenance
 - (c) Timely maintenance
 - (d) Preventive maintenance
32. A systematic approach for maintenance is
- (a) Problem – Cause – Diagnosis – Rectification
 - (b) Problem– Diagnosis – Cause – Rectification
 - (c) Problem – Measure – Diagnosis – Rectification
 - (d) Problem– Diagnosis – Measure – Rectification
33. Which of the following functions mentioned below of production planning and control are associated with the timetable of activities?
- (a) Scheduling (b) Dispatching
 - (c) Expediting (d) Routing

Part B

(7 × 6 = 42)

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

34. (a) What is the difference between production and operations management? Explain the functions of production management.

Or

- (b) What are the different types of production system? Discuss with examples.

35. (a) What is automation in production? How does automation help production? Give examples.

Or

(b) Why is capacity planning required? What are the steps in capacity requirement planning?

36. (a) Discuss various steps involved in production process planning.

Or

(b) What is capacity design? Why is breakeven analysis important for effective capacity design?

37. (a) How is a work study done? What are the different methods adopted in work study?

Or

(b) What is plant location analysis? Discuss on different plant location techniques.

38. (a) What are the different stages in production planning and control?

Or

(b) Discuss the importance of Forecasting in production planning. What are the different types of forecasting techniques used for production planning?

39. (a) How do you implement MRP? What are the steps in MRP? Process?

Or

(b) How are MRP and JIT similar? How can JIT be embedded into MRP?

40. (a) What is the role of quality measurement in production? Explain any few techniques used for measuring quality.

Or

(b) What is sampling in control system? How are control charts used to for quality control?

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205841

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Fourth Semester

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

COMPENSATION MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The basic objective of compensation management is meeting the need of both
 - (a) Employee and organization
 - (b) Employee and labor
 - (c) Labor and labor union
 - (d) Employee and manager
2. Compensation is reward to the employee for their?
 - (a) Performance
 - (b) Work
 - (c) Contribution to organization
 - (d) Smartness

3. Which of the following factor influences employee compensation?
- (a) Size of company
 - (b) Family type
 - (c) Member in Unions
 - (d) Labor market
4. What is the minimum number of trade union members requires in registering themselves as union?
- (a) 5
 - (b) 7
 - (c) 10
 - (d) 15
5. The first step in setting competitive pay and designing a pay structure is _____
- (a) Specify pay-level policy
 - (b) Conduct job evaluation
 - (c) Draw policy lines
 - (d) Specify relevant market
6. The four categories of incentives are listed by _____
- (a) The international labor organization
 - (b) The international labor office
 - (c) World health organization
 - (d) None of the above
7. Which of the below given options is a pre-requisite for an effective incentive system?
- (a) Increased need for planning
 - (b) Co-operation of workers
 - (c) Management's commitment to the cost and time necessary to administer incentive Schemes
 - (d) All the above

8. Lay-off compensation can normally be paid up to _____ days in a year.
- (a) 25 (b) 35
(c) 45 (d) 60
9. The non cash benefits usually reserved for executives of organization are classified as
- (a) Perks (b) Incentives
(c) Option plan (d) Bonus plan
10. A 'quantitative technique' in job evaluation process is
- (a) Job classification
(b) Alternative ranking method
(c) Aligned reward strategy
(d) Point method
11. The second step in ranking method of job evaluation is to
- (a) Combine ratings
(b) Grouping jobs
(c) Ranking jobs
(d) Selecting compensable factors
12. A plan offering 75% base salary along with 25% incentive is classified as
- (a) Combination plan (b) Commission plan
(c) Competitive plan (d) Non commission plan
13. A managerial approach, focusing on improving work methods, situation analysis and observation, known as
- (a) Performance based system
(b) Scientific management movement
(c) Low-performance work system
(d) Linking performance and pay

14. What is called the amount of money received per hour
(a) Total wage (b) Real wage
(c) Nominal wage (d) Cumulative wage
15. Which wages are the wages paid according to the work done by the worker.
(a) Time wages (b) Piece wages
(c) Cash wages (d) Contract wages
16. An register is kept to record the arrival and departure time of an employee. The method is called
(a) Token method
(b) Punch card attendance
(c) Attendance register method
(d) Metal disc
17. The time spent on a particular job or activity is used to compute the cost of the job or activity.
(a) Time booking for costing
(b) Time booking to measure efficiency
(c) Time booking for fixation of responsibility
(d) Book keeping
18. Choose the correct date and year on which Payment of Wages Act was passed?
(a) 23rd April, 1936 (b) 28th March, 1937
(c) 25th April, 1939 (d) 27th April, 1942
19. Which of these deductions under Section 7 of Payment of Wages Act is not authorized?
(a) Deduction for Fines
(b) Deduction for payment of Income tax
(c) Deduction for Payment of insurance
(d) Deduction for payment of uniform and property

20. The work environment with the option to work remotely has emerged as one of the most popular employee compensation and benefits.
- (a) Hybrid work environment
 - (b) Remote work environment
 - (c) Transfer work environment
 - (d) Specific environment
21. _____ means clearly communicating the salaries for various positions. Companies are now publishing correct salary ranges in recruitment ads and allowing the employees to have full information about the salary paid to each and every employee.
- (a) Open statement
 - (b) Negotiation of salary
 - (c) Pay transparency
 - (d) Transfer Payment
22. Worker is rewarded for better performance on the basis of time saved in completing a minimum standard of work in standard time. This plan is called _____
- (a) Time based plan
 - (b) Quality based plan
 - (c) Experience based plan
 - (d) Job based plan
23. Which one is not method of incentive plan?
- (a) Halsey plan
 - (b) Maslow plan
 - (c) Rowan plan
 - (d) Emerson efficiency plan
24. The following is paid only at the time of employees exit after serving more than five years
- (a) Perquisites
 - (b) Claims
 - (c) Gratuity
 - (d) Allowances

25. The following is not a part of remuneration model
- (a) Job description
 - (b) Job evaluation
 - (c) Job hierarchy
 - (d) Job analysis
26. A behavior which has rewarding experience is likely to be repeated' is postulated by
- (a) Reinforcement and expectancy theory
 - (b) Equity theory
 - (c) Agency theory
 - (d) None of the above
27. The group of all the jobs which have the same worth of job are classified as
- (a) Non-exemption grade
 - (b) Exemption grade
 - (c) Pay grade
 - (d) Regression grade
28. The situation in organization in which differences of individual pay with different level of performance becomes small is classified as
- (a) Pay compression
 - (b) Grade compression
 - (c) Equity compression
 - (d) Matrix compression
29. The pay for time not worked, sick leave, supplemental benefits and severance pay are the types of benefits called
- (a) Compensation law benefits
 - (b) Supplemental pay benefits
 - (c) Optional bay benefits
 - (d) Unemployment pay benefits

30. The method according to which two or more people share a full time single job classified as
- (a) Job sharing
 - (b) Benefit sharing
 - (c) Severance sharing
 - (d) Flexible sharing
31. The process of arming the employees of organization with technology tools, to get jobs done is called
- (a) Workplace flexibility
 - (b) Contributory flexibility
 - (c) Work hour flexibility
 - (d) Work week flexibility
32. The ranking of all the employees, measuring a specific trait such as communicating is measured in
- (a) Graphic rating scale method
 - (b) Management by objectives
 - (c) Alternation ranking method
 - (d) Paired comparison method
33. The step in which the employer and employee discuss performance and plans for future is
- (a) Defining the job
 - (b) Training session
 - (c) Feedback session
 - (d) Interview sessions

Part B (7 × 6 = 42)

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

34. (a) Explain the components and significance of wage structure.
- Or
- (b) Describe-Bargaining theory of wages.

35. (a) Differentiate-Job factors, Personnel factors and Company factors.

Or

(b) Discuss the various price levels in compensation in an organization.

36. (a) What is the meaning of Pay survey? State the benefits of pay survey.

Or

(b) Highlight the advantages and disadvantages of incentives scheme.

37. (a) Explain about (i) Fringe benefits (ii) Perquisites.

Or

(b) Discuss various methods of job evaluation.

38. (a) Discuss the classifications of rewards.

Or

(b) Explain the approaches to the determination of wages.

39. (a) Elaborate the Pros and Cons Performance based compensation.

Or

(b) Discuss the provisions of Payment of Bonus Act.

40. (a) Explain the challenges and scope of international compensation.

Or

(b) "Compensation for knowledge personnel in India is high"-Discuss.

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205844**

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

Common for MBA (G) / HRM

LABOUR LEGISLATIONS - II

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** the questions.

1. As per the act what is the minimum number of days an employee must have worked in an establishment to be eligible for bonus?
(a) 240 working days (b) 120 working days
(c) 30 working days (d) 365 working days
2. What is the minimum amount of bonus paid to an employee?
(a) 8.33% (b) 8.5%
(c) 8% (d) 8.3%
3. On what grounds an employee will be disqualified from getting bonus?
(a) Fraud
(b) Riotous or violent behaviour
(c) Theft, misappropriation or sabotage of any property
(d) All of the above

4. The ceiling on wage or salary for calculation of Bonus under the Payment of Bonus Act 1965 is
- (a) Rs.5,000 (b) Rs.7,000
(c) Rs.9,000 (d) Rs.6,500
5. An employer has paid a part of the bonus payable to an employee before the date on which bonus becomes payable, the employer shall be entitled to deduct the amount of bonus so paid from the amount of bonus payable by him to the employee. This is called
- (a) Interim bonus (b) Take home
(c) Net bonus (d) Surplus
6. Which of the following statements is not correct as per the Payment of Bonus Act, 1965?
- (a) It does not apply to employees of life insurance corporation of India.
(b) Employee means any person including apprentice.
(c) Allocable surplus means 67% of available surplus.
(d) It is not applicable to construction industry.
7. What is the maximum gratuity payable under the Act?
- (a) 20 Lakh (b) 15 Lakh
(c) 45 Lakh (d) 60 Lakh
8. What is the qualifying service to claim gratuity?
- (a) 15 years (b) 10 years
(c) 1 year (d) 5 years
9. In any factory or industrial establishment where less than 1000 employees are employed the wages shall be paid before the expiry of the _____ day.
- (a) 10th day (b) 2nd day
(c) 7th day (d) 15th day

10. Which of the following is not included under the definition of wages given under the Payment of Wages Act, 1936?
- (a) Basic Wage (b) Dearness Allowance
(c) Incentive (d) Gratuity
11. The present wage ceiling per month for the purpose of the Payment of Wages Act, 1936 is
- (a) Rs.10, 000 (b) Rs.15, 000
(c) Rs.18, 000 (d) Rs.20,000
12. The total amount of deductions from wages of employees should not exceed _____ percentage.
- (a) 50% (b) 70%
(c) 25% (d) 40%
13. _____ is a method of resolving the industrial conflict with the help of third party, who intervenes in the dispute situation upon a request by either or both the parties
- (a) Adjudication (b) Arbitration
(c) Conciliation (d) Works Committee
14. The Industrial Employment (Standing Orders) Act of 1946 provides for the framing of standing orders in all Industrial undertakings employing _____ or more workers
- (a) 100 (b) 250
(c) 500 (d) 1,000
15. The minimum wages as fixed under the Minimum Wages Act, 1948 must be revised at least once in _____ years
- (a) 2 (b) 3
(c) 5 (d) 10

16. "Wages" under the Minimum Wages Act, 1948 has similar meaning as in the _____
- (a) Payment of Wages Act, 1936
 - (b) Partnership Act, 1932
 - (c) Companies Act, 1956
 - (d) None of the above
17. How many parts are there in the schedule of the Minimum Wages Act, 1948
- (a) 1 (b) 2
 - (c) 3 (d) 4
18. The responsibility of fixing minimum wages lies with
- (a) Central government
 - (b) State government
 - (c) Local administrator
 - (d) Appropriate government
19. The _____ shall consist of persons of be nominated by the Central Government representing employers and employees in the scheduled employments, who shall be equal in number.
- (a) Advisory Board
 - (b) State advisory board
 - (c) Central Advisory Board
 - (d) None of the above
20. Who is required to maintain the registers and records regarding particulars of employees, wages paid to them, work performed by them etc. under the Minimum Wages Act, 1948?
- (a) Trade Union Leader
 - (b) Employer
 - (c) Employee
 - (d) Appropriate Government

21. Who appoints the Inspector under the Minimum Wages Act, 1948?
- (a) Trade Union Leader
 - (b) Employer
 - (c) Employee
 - (d) Appropriate Government
22. Penalties for the offences under the Minimum Wages Act, 1948 are covered under Section
- (a) 15 (b) 17
 - (c) 20 (d) 22
23. What does 'Appropriate Government' mean in relation to any scheduled employment under the Minimum Wages Act, 1948?
- (a) Municipal administration
 - (b) State Government
 - (c) Local Authority
 - (d) All of the above
24. An authority who is appointed by the appropriate government by notification in the official Gazette to exercise in such area as may be specified?
- (a) Appellate Authority
 - (b) Acting officer
 - (c) Certifying officer
 - (d) None of the above

25. What is the amount of fine paid by the employer wherein he fails to submit the draft standing orders as per section 3?
- (a) Rs.5,000 (b) Rs.200
(c) Rs.1,000 (d) Rs.10,000
26. Which section deals with sections in which standing orders act is not applicable in certain industrial establishments?
- (a) 13 (b) 13B
(c) 13C (d) 13A
27. In which year did the act come into operation?
- (a) 1947 (b) 1949
(c) 1953 (d) 1963
28. The industrial peace is secured through voluntary _____ and compulsory _____
- (a) Compromise and Arbitration
(b) Work Committee and Industrial Tribunal
(c) Arbitration and Adjudication
(d) Negotiation and Adjudication
29. _____ means an interim or a final determination of any industrial dispute or of any question relating thereto by any labour court.
- (a) Banking Company
(b) Closure
(c) Award
(d) Conciliation Proceeding
30. Who is the authority to certify a draft of standing order?
- (a) Certifying officer
(b) Regional labour commissioner
(c) Labour commissioner
(d) All of the above

31. What is the minimum number of trade union members required in registering themselves as a union?
- (a) 7 (b) 10
(c) 15 (d) 5
32. How many percentage of votes should be recorded when amalgamating two or more registered trade unions?
- (a) 60 (b) 50
(c) 20 (d) 75
33. On what grounds can a union refuse to admit a person or expel a member?
- (a) Because of goodwill
(b) Because of change in job
(c) Because of misconduct
(d) None of the above

Part B

(7 × 6 = 42)

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

34. (a) What is available surplus under bonus act? How do you calculate available surplus?

Or

- (b) Write a note on calculation of direct tax payable by the employer.

35. (a) Discuss the procedure to determine the bonus, over the maximum amount prescribed by Payment of Bonus Act.

Or

- (b) What do you mean by customary and interim bonus? How and when are they paid?

36. (a) What is the purpose of gratuity? Who are not covered under gratuity act? What is the maximum gratuity limit?

Or

(b) Define wages as per wages act 1936. What are the inclusions in wages.

37. (a) What are the different deductions allowed under Wages Act?

Or

(b) Explain the provisions and requisite conditions for a Trade Union to be registered.

38. (a) Discuss the scope and objectives of minimum wages act 1948. What are the criteria for fixing minimum wage?

Or

(b) What shall be the composition of the advisory committee under minimum wages act? Who shall be the chairman of the advisory board?

39. (a) Give a brief note on maintenance of registers and records under Minimum wages act 1936.

Or

(b) What is the procedure for obtaining certified standing order?

40. (a) Explain the powers of a certifying officer. Give a brief note on interpretation of standing orders.

Or

(b) Discuss the rights of a registered trade union?

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205845**

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

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

ORGANIZATIONAL DEVELOPMENT

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

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The Unfreezing-Moving-Refreezing model of change was given by
 - (a) Kurt Lewin
 - (b) George Litwin
 - (c) RensisLikert
 - (d) Jane Mouton

2. A change that alters the fundamental character of the organization is called
 - (a) Incremental Change
 - (b) First Order Change
 - (c) Discontinuous Change
 - (d) Continuous change

3. People's perceptions and attitudes about the organization represent
 - (a) Organizational Behavior
 - (b) Organizational Climate
 - (c) Organisational performance
 - (d) None of the above
4. Following is not a goal in OD
 - (a) Enhance congruence amongst structure, process, strategy and people
 - (b) Look at people as a source of competitive advantage
 - (c) Continuous improvement
 - (d) Develop organization's self-renewing capacity
5. Organization Development has the following major stem(s)
 - (a) Invention of the T group and innovations in the application of laboratory training insights
 - (b) Invention of survey feedback technology
 - (c) Both (a) and (b)
 - (d) None of the above
6. Quality Circles to be successful essentially need,
 - (a) Involvement of the management support
 - (b) Involvement of union leaders of the organization
 - (c) No support
 - (d) support of the participants

7. Values in transition were provided by
- (a) Richard Beckhard
 - (b) Robert Tannenbaum and Sheldon Davis
 - (c) Warren Bennis
 - (d) Hershey
8. _____ factors are involved in second order change.
- (a) Transformational
 - (b) Transactional
 - (c) Environmental
 - (d) Locational
9. Team MBO is an intervention designed to improve the effectiveness of.
- (a) Teams
 - (b) Total Organization
 - (c) Workers
 - (d) Departments
10. Which of the following organizational forms may also be referred to as a project management structure?
- (a) Line Structure
 - (b) Functional Structure
 - (c) Line-And-Staff Structure
 - (d) Matrix Structure
11. Procter and Gamble is organized into groups including Folger's, Tide and Crest. Its type of departmentalization is
- (a) Functional
 - (b) Style
 - (c) Product
 - (d) Process

12. Systems Theory views organizations as _____ systems.
- (a) Open
 - (b) Close
 - (c) Semi-closed
 - (d) Looped
13. The Wealth of Nations by Adam Smith described the benefits of
- (a) Delegation
 - (b) Specialization
 - (c) Division of Labor
 - (d) Teams
14. Line structure is based on
- (a) Direct lines of authority from top to bottom
 - (b) High levels of centralization.
 - (c) Shared decision making.
 - (d) Managers possessing a wide range of knowledge
 - (e) Many different layers.
15. Which type of departmentalization achieves economies of scale by placing people with common skills and orientations into common units?
- (a) Technical
 - (b) Functional
 - (c) Process
 - (d) Geographic
16. Self-efficacy beliefs through empowerment, coaching, and mentoring help in
- (a) Job enrichment
 - (b) Investment
 - (c) Salary enhancement
 - (d) Leadership

17. Which of The following trends is gaining momentum?
- (a) Process Departmentalization
 - (b) Using Less Departmentalization
 - (c) Using More Customer Departmentalization
 - (d) Geographic Departmentalization
18. Which structure breaks down departmental barriers and decentralizes decision-making to the level of the work team?
- (a) Feminine
 - (b) Virtual
 - (c) Boundaryless
 - (d) Modular
19. Nonaka's (1997) model of the knowledge-creating company suggests four ways in which organizations learn through what?
- (a) Knowledge appraisal
 - (b) Knowledge testing
 - (c) Knowledge transfer
 - (d) Knowledge banks
20. Which one the following element is not included in Marvin's Six Box Model of OD?
- (a) Purposes
 - (b) Outcomes
 - (c) Structure
 - (d) Rewards

21. Strategic alliances are usually formed between companies that have _____ interests and believe they can benefit from_____
- (a) Similar; Cooperating
 - (b) Competitive; Cooperating
 - (c) Similar; Agreeing Not To Compete
 - (d) Independent; Agreeing Not To Compete
22. Conflict that refers to a disagreement among connected individuals is
- (a) Negative Conflict
 - (b) Interpersonal Conflict
 - (c) Intrapersonal Conflict
 - (d) Friendly Conflict.
23. Which of the following statements best describes a behaviourist approach to learning?
- (a) People learn by forming patterns and associations in their mind
 - (b) People learn from experience
 - (c) People learn through punishment and reward
 - (d) People learn by sharing 'war stories'
24. What is span of control?
- (a) Number Of Subordinates A Manager Can Effectively Direct
 - (b) Pushing Decisions Down To Lower-Level Employees
 - (c) Empowering Lower-Level Employees
 - (d) Concentrating Decision-Making On One Specific Point In The Organization

25. The VARK model suggests four types of learners: visual, auditory, reading/writing and what?
- (a) Aesthetic
 - (b) Mimetic
 - (c) Cumulative
 - (d) Kinesthetic
26. The team of authors, who called organizational development as practical application of science of organization is
- (a) Porras and Robertson
 - (b) Fayle and Taylor
 - (c) Rogger and Bennet
 - (d) None of the above
27. The organizational diagnosis means:
- (a) To identify, strengths, weaknesses problem areas
 - (b) To find out discrepancies, between vision and desired future and current situations
 - (c) both (a) and (b)
 - (d) None of the above
28. Determining the best appraisal method depends on the objectives of the system. For developmental objectives, the _____ and the _____ work well.
- (a) Narrative method, ranking method
 - (b) Narrative method, rating scale method
 - (c) Critical incidents file, rating scale method
 - (d) Critical incidents file, MBO process

29. _____ is useful when team members have expressed a desire to improve cooperation amongst themselves and amongst their units.
- (a) Process Consultation
 - (b) Interdependency Exercise
 - (c) Visioning
 - (d) Divide and rule
30. As a result of OD intervention, the result obtained is a
- (a) Lose-lose situation
 - (b) Win-lose situation
 - (c) Win-win situation
 - (d) Win-Give up situation
31. Features of Socio- Technical systems projects are:
- (a) Social and technical systems interact.
 - (b) Organisation is governed by social laws as well as psychological
 - (c) Technical aspects of organisation are modified by the social aspects
 - (d) All of above
32. Groupings which are based around a common occupational practice and a common set of knowledge, whether inside an organization or crossing organizational boundaries, are known as what?
- (a) Communities of coping
 - (b) Communities of cohesion
 - (c) Communities of practice
 - (d) Communities of knowledge

33. People learn and memorize things by contextualizing them in a pattern, or by making associations, Which approach to learning does this best describe?
- (a) Behaviourist view of learning
 - (b) Gestaltist view of learning
 - (c) Experiential learning
 - (d) Organizational learning

Part B

(7 × 6 = 42)

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

34. (a) What are the characteristics and objectives of Organization Development? Discuss its importance to employees?

Or

- (b) Elaborate the programme management component of the OD cycle.

35. (a) Define second generation OD. Which developments led to second generation OD?

Or

- (b) Explain the Grid Organizational Development with examples.

36. (a) Discuss the values, beliefs and assumptions of organisation development.

Or

- (b) Describe the various structural interventions to OD.

37. (a) Assess the advantages and disadvantages of using an internal change agent to bring about effective change in an organisation.

Or

- (b) What are the ethical standards in OD? Discuss their role in OD?

38. (a) Discuss the various theories about the sources of social power and their influence in OD process.

Or

- (b) Explain the organizational environment and its significances in studying the organizational development.

39. (a) "Action Research is cyclical and iterative." Explain What are the different types of Action Research?

Or

- (b) Can the organizational culture be altered or realigned? Discuss various steps in socialization of organizational culture.

40. (a) How does the concept of physical setting become congruent with OD assumptions and OD processes?

Or

- (b) What is a T-group? Discuss the basic objectives of T-group. How is the T-group used to improve the effectiveness of the organization?

N-0357

Sub. Code

205442B1

M.B.A.(G) DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Fourth Semester

INTERNATIONAL MARKETING

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. _____ is the father of modern marketing.
 - (a) Peter Drucker
 - (b) Abraham Maslow
 - (c) Philip Kotler
 - (d) Lester Wunderman

2. The key term in American Marketing Association's definition of marketing is
 - (a) Sales
 - (b) Activity
 - (c) Products
 - (d) Value

3. _____ is not a part marketing mix.
- (a) Product (b) Purpose
(c) Place (d) Price
4. Which one of the following is NOT a valid base for marketing segmentation?
- (a) Customer based segmentation
(b) Technology oriented segmentation
(c) Competition related segmentation
(d) Product related segmentation
5. _____ factors affects international marketing decisions.
- (a) Political (b) Economical
(c) Social (d) All the above
6. In _____ approach, 'Whole world is a single market sees similarities and differences in home and host countries'.
- (a) Ethnocentric
(b) Polycentric
(c) Geocentric
(d) Reginocentric
7. _____ is a foreign firm that has exclusive rights to carry out distribution for a manufacturer in a foreign country or specific area.
- (a) Foreign retailer
(b) Foreign distributor
(c) State controlled trading company
(d) Cooperative exporter

8. _____ is concerned with the number of times a product changes hands among intermediaries before it reaches the final consumer.
- (a) Channel length (b) Channel width
(c) Channel size (d) Intermediary
9. Second stage in the consumer decision making model is
- (a) Need
(b) Evaluation of alternatives
(c) Information search
(d) Purchase
10. _____ buying behaviour is displayed by a person while buying milk.
- (a) Selective (b) Credence
(c) Extensive (d) Routinized
11. _____ refers variety and type of products offered in a single product.
- (a) Product line length
(b) Product mix depth
(c) Product mix width
(d) Product mix consistency
12. _____ has given five product strategies to match product with market characteristics.
- (a) Warren J. Keegan
(b) Seth Godin
(c) Brian Clark
(d) Darren Rowse

13. The product strategy in the growth stage of product life cycle is
- (a) Undifferentiated
 - (b) Improved items
 - (c) Differentiated
 - (d) Pruned line
14. William J. Stanton has defined _____ as, 'modifying a product that sells successfully in one market to suit the unique needs or requirements of other markets'.
- (a) Product standardization
 - (b) New product development
 - (c) Product Adaptation
 - (d) None of the above
15. Fixing a right price for services offered is difficult because of _____.
- (a) Intangibility
 - (b) Homogeneity
 - (c) Perishability
 - (d) Inseparability
16. Companies are leveraging the power of a successful brand name to cover a greater market area. This branding strategy is known as _____.
- (a) Brand portfolio
 - (b) Brand relationship
 - (c) Brand loyalty
 - (d) Brand dilution

17. Sensitivity of demand to change in price is known as
- (a) Cost-plus price
 - (b) Break-even price
 - (c) Price elasticity
 - (d) Inelastic
18. _____ occurs when a manufacturer with unsold inventories wants to get rid of distressed and excess merchandise.
- (a) Sporadic dumping
 - (b) Persistent dumping
 - (c) Predatory dumping
 - (d) None of the above
19. Under the _____ agreement, one company may provide entire production facilities to a foreign company and in turn agrees to buy the goods manufactured by foreign company.
- (a) Buy-back
 - (b) Switch trade
 - (c) Counter purchase
 - (d) Barter
20. ECGC stands for _____.
- (a) Export Credit Guarantee Company
 - (b) Enterprise Credit Guarantee Corporation
 - (c) Export Credit Government Corporation
 - (d) Export Credit Guarantee Corporation

21. _____ is defined as, “any paid form of non personal presentation and promotion of ideas, goods or services be an identified sponsor”.
- (a) Advertising
 - (b) Sales promotion
 - (c) Personal selling
 - (d) Trading
22. Which among the following is benefit of international trade fairs and exhibitions?
- (a) Opportunity to display products
 - (b) All products under one roof
 - (c) Sources of increasing exports
 - (d) All the above
23. In the development of marketing information system, _____ involves the investigation of all users’ information needs.
- (a) System design
 - (b) System analysis
 - (c) System implementation
 - (d) System modification
24. This involves the process and methods used to gather information, analyze it, and report findings related to marketing of goods and services.
- (a) Survey Creation
 - (b) Marketing Research
 - (c) Advertising Selection
 - (d) Marketing Discovery

25. Channel utilities are categorised into various types, _____ refers making availability of goods and services to the customers when they desire to buy.
- (a) Place utility
 - (b) Form utility
 - (c) Time utility
 - (d) Information utility
26. Which among factor influences to select direct channel?
- (a) Market size is small
 - (b) Market size is large
 - (c) Unit price is small
 - (d) Market concentration is low
27. Research that is motivated by personal or political gain involves a breach of _____ standards.
- (a) Hypothetical (b) High
 - (c) Ethical (d) Professional
28. Consumer research takes place at this stage,
- (a) Before purchase
 - (b) During purchase
 - (c) After purchase
 - (d) All of these
29. Free gifts provided with a product are a part of which element of the marketing mix?
- (a) Product
 - (b) Promotion
 - (c) Place
 - (d) Price

30. The main goal of international marketing is to
- (a) Eliminate competition in international markets
 - (b) Create and retain customers in global markets
 - (c) Gain market share and increase profit
 - (d) Expand business activities abroad
31. What is an infomercial?
- (a) An animated ad
 - (b) A billboard
 - (c) An ad banner
 - (d) A classified ad
32. Marketing Research is the process of
- (a) Scientific investigation
 - (b) Systematic collection of meaningful data
 - (c) Both are true
 - (d) Both are wrong
33. The most generic name to describe corporations operating around the world is
- (a) TNC
 - (b) MNE
 - (c) MNC
 - (d) Global Corporation

Part B

(7 × 6 = 42)

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

34. (a) Explain the Marketing Environment and its system.

Or

- (b) Detail about the concepts of market segmentation.

35. (a) Explain the nature and scope of International dimensions of Marketing.

Or

- (b) Discuss the process of channel decision making.

36. (a) State the different theories of Consumer Behaviour.

Or

- (b) What is Product mix? Discuss the elements of Product mix.

37. (a) Differentiate National and International Product.

Or

- (b) Explain the nature and features of Branding decisions.

38. (a) Give a detailed note on dumping.

Or

- (b) Briefly explain the concepts in Financing and Payment in International Marketing.

39. (a) Describe the various categories of Advertising Media with examples.

Or

(b) Discuss the Marketing Information System in International Marketing.

40. (a) Explain the Direct and Indirect channels in International Marketing.

Or

(b) Briefly explain the channel development in International Marketing.

N-0358

Sub. Code

**205443B2/
205644**

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

(Common for MBA(G)/LM)

LOGISTICS MARKETING AND TECHNOLOGY

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Personal consumption, Income distribution are the concepts in ———— environment.
(a) Political (b) Economic
(c) Demographic (d) Social

2. Marketing Planning, Marketing Implementation and Marketing Control are emphasized by ———— concept of marketing.
(a) Functional
(b) Commodity
(c) Institutional
(d) Systems

3. The term “fourth-party logistics provider” is a trademarked term owned by _____
- (a) Andersen Consulting
 - (b) Boston consulting group
 - (c) Maersk
 - (d) DHL
4. Who proposed a four Cs of marketing mix such as Commodity, Cost, Channel and Communication in the year 1973?
- (a) Robert F. Lauterborn
 - (b) Neil Borden
 - (c) James Culliton
 - (d) Koichi Shimizu
5. _____ marketing is a marketing approach that is aimed at connecting with and selling products to a specific consumer group.
- (a) Services
 - (b) Concentrated
 - (c) Integrated
 - (d) Holistic
6. A consumer buying decision process starts at ‘Identification of need’ and ends at _____
- (a) Purchase of product
 - (b) Alternative selection
 - (c) Post purchase evaluation
 - (d) Store visit

7. Differentiated marketing strategy is also known as _____
- (a) Segmented marketing
 - (b) Mass marketing
 - (c) Global marketing
 - (d) Unified marketing
8. _____ refers to the positioning of specific products.
- (a) Industry positioning
 - (b) Organizational positioning
 - (c) Individual product positioning
 - (d) Product sector positing
9. '3PL' denotes _____
- (a) Three party License
 - (b) Third party logistics
 - (c) Third private liners
 - (d) Three party lease
10. Golden Quadrilateral is a network of highways connecting India's four metropolitan cities namely New Delhi, Kolkata, Mumbai and _____
- (a) Bengaluru
 - (b) Surat
 - (c) Hyderabad
 - (d) Chennai
11. A firm's _____ refers to the assortment of similar things that the firm holds.
- (a) Range
 - (b) Consistency
 - (c) Product line
 - (d) Market mix

12. The greater the distance between people, _____ the innovation spread.
- (a) Less likely (b) More likely
(c) No effect on (d) None of the above
13. _____ conversion is often characteristic of custom, high quality personal service in new service planning and development.
- (a) Process based (b) Product based
(c) Fixed position (d) Income based
14. In a service life cycle, the line becomes plateau at which stage?
- (a) Introduction (b) Growth
(c) Decline (d) Maturity
15. Which Pricing policy is used to reduce the 'perishability' characteristic of services and iron out the fluctuations in demand?
- (a) Differential or flexible pricing
(b) Discount pricing
(c) Diversionary pricing
(d) Guaranteed pricing
16. _____ pricing aims at high price and high profits in the early stage of marketing the new product.
- (a) Penetration
(b) Skimming
(c) What The Traffic Can Bear
(d) Discount

17. Which among the following is a sales promotion technique directed at dealers?
- (a) Samples (b) Coupons
(c) Price packs (d) Price-off
18. Advertising in cabs, railways, buses are example of _____ advertising.
- (a) Broadcast (b) Print
(c) Covert (d) Outdoor
19. The company has to keep the budget high to make place in the market with the existing players and to have frequent advertisements for products in _____ stage of product life cycle.
- (a) Introduction (b) Growth
(c) Decline (d) Maturity
20. Who does business with many different manufacturers and many different customers?
- (a) Merchant wholesalers
(b) Manufacturer owned intermediary
(c) Merchandise agent
(d) Independent intermediaries
21. In supply chain management software package, WCS means _____
- (a) Workers coordinate system
(b) Warehouse control system
(c) Wholesaler control system
(d) Warehouse cleaning system

22. In software selection and evaluation process, RFP means
- (a) Request for Problems
 - (b) Reengineering for Product
 - (c) Request for proposal
 - (d) Reason for performance
23. A SDSS for route analysis and route generation is developed using _____ as the front-end tool (User Interface).
- (a) Vision
 - (b) Visual Basic
 - (c) Microsoft excel
 - (d) MS-Access
24. RFID stands for
- (a) Radio frequency identification
 - (b) Random frequency identification
 - (c) Regular frequency identification
 - (d) Radio frequency improver
25. _____ are vessels designed to carry dry cargoes, such as ore and grain.
- (a) Tankers
 - (b) Barges
 - (c) Container ships
 - (d) Bulk carriers
26. Commercial High-speed rail was born in _____
- (a) USA
 - (b) Europe
 - (c) Japan
 - (d) Russia
27. ISO 9002 covers
- (a) Model for quality assurance and installation in production and installation
 - (b) Model for quality assurance in final inspection and testing
 - (c) Defines elements of each standard
 - (d) Provides guidelines for development and implementation of quality system

28. Which among the following is NOT a model of TQM?
- (a) Deming Application Prize
 - (b) Malcolm Baldrige Criteria for Performance Excellence
 - (c) European Foundation for Quality Management
 - (d) Porter's generic model
29. _____ benchmarking can be carried out on the large organization by way of comparisons between operations units.
- (a) Internal
 - (b) Competitive
 - (c) Functional
 - (d) Generic
30. Business units having low relative market share and located in a high growth industry are represented by _____ in BCG matrix.
- (a) Stars
 - (b) Question marks
 - (c) Dogs
 - (d) Cash cows
31. In recent years, several companies have adopted _____ pricing by which they charge a low price for a high-quality offering.
- (a) Markup
 - (b) Target return
 - (c) Going-rate
 - (d) Value
32. Advertisement through television, radio, Internet are categorized under _____ advertising.
- (a) Broadcast
 - (b) Print
 - (c) Covert
 - (d) Outdoor
33. Who defined the simplest level that of direct contact with no intermediaries involved, as the 'zero-level' channel?
- (a) Peter Drucker
 - (b) Neil Patel
 - (c) Philip Kotler
 - (d) Henry Fayol

Part B

(7 × 6 = 42)

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

34. (a) Explain about marketing concepts.

Or

(b) Discuss marketing segmentation.

35. (a) Explain concentrated marketing.

Or

(b) State about service positioning.

36. (a) Explain about warehouse service providers.

Or

(b) State about price mix decisions.

37. (a) Explain about service life cycle.

Or

(b) How to fix price for a new product?

38. (a) Explain various types of salesmanship.

Or

(b) Discuss about global distribution mix.

39. (a) Explain about OMS.

Or

(b) Explain about tracking technology.

40. (a) Explain about shipping technology.

Or

(b) State about TQM.

N-0359

Sub. Code

205444B3

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

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

STRATEGIC RETAIL MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. A firm's mission
 - (a) Is an internally-focused affirmation of the organization's financial, social, and ethical goals.
 - (b) Is a statement of a firm's business in which it intends to compete and the customers which it intends to serve.
 - (c) Is mainly intended to emotionally inspire employees and other stakeholders.
 - (d) Is developed by a firm before the firm develops its vision.

2. Strategic management process activate in the sequence of _____
- (a) Strategy formulation, Implementation, control, evaluation, Environmental scanning
 - (b) Strategy formulation, Environmental scanning, Implementation, control and evaluation
 - (c) Environmental scanning, Strategy Implementation. formulation, control and evaluation
 - (d) Environmental scanning, Strategy formulation, Implementation, control and evaluation
3. Which among the following is an uncontrollable variable in retail strategy?
- (a) Merchandise management
 - (b) Store location
 - (c) Technology
 - (d) Pricing
4. _____ means that sales associates in one department attempt to sell complementary merchandise from other departments to their customers.
- (a) Cross-selling
 - (b) Influencer marketing
 - (c) Telemarketing
 - (d) Trade discount

5. Strategy-formulation concepts and tools
- (a) Do not differ greatly for profit or nonprofit organizations but differ in small and large organizations
 - (b) Differ greatly for different size and type of organizations
 - (c) Do not differ greatly for different size and type of organizations
 - (d) None of the above
6. Which among the following is NOT an internal analysis tool?
- (a) Gap analysis (b) Core competency analysis
 - (c) VRIO analysis (d) PESTLE
7. Porter's value chain theory was introduced in
- (a) 1985 (b) 1990
 - (c) 1995 (d) 1998
8. Strategic-management audit is known as:
- (a) Strategy evaluation
 - (b) Strategy formulation
 - (c) Strategy control
 - (d) Environmental scanning
9. _____ critical success factors resulting from economic or technological changes
- (a) Temporal (b) Industrial
 - (c) Environment (d) Strategy

10. Distinctive competency describes an organization's
- (a) Strengths
 - (b) Weakness
 - (c) Opportunities
 - (d) Threats
11. Which of the following defines what business or businesses the firm is in or should be in?
- (a) Business strategy
 - (b) Corporate strategy
 - (c) Functional strategy
 - (d) National strategy
12. The marketing strategy which is used to reduce or shift the demand is:
- (a) Enlightened Marketing
 - (b) Synchro-Marketing
 - (c) Place Marketing
 - (d) Demarketing
13. Which of the following is NOT a strategic options in Porter's model?
- (a) Cost leadership
 - (b) Hybrid
 - (c) Focus
 - (d) Differentiation
14. The competitive advantage in the form of human capital of organization is considered as
- (a) Work force management
 - (b) Performance management
 - (c) Global HRM
 - (d) Strategic HRM

15. Turnaround Strategy, Divestment Strategy, Liquidation Strategy are the types of
- (a) Stability strategy
 - (b) Expansion strategy
 - (c) Retrenchment strategy
 - (d) Combination strategy
16. A company in one country can be acquired by an entity (another company) from other countries is called _____
- (a) Intra Border Merger
 - (b) Cross Border Merger
 - (c) Poison Pill Merger
 - (d) Demerger
17. In BCG matrix, BCG stands for
- (a) Boston commerce group
 - (b) Britain Corporate giant
 - (c) Boston Consulting group
 - (d) British Consulting group
18. Which among the following is considered as Soft'S' in the following Mckinsey's framework?
- (a) Structure (b) Strategy
 - (c) Shared value (d) Systems
19. The Shell Directional Policy Matrix is another refinement upon the _____ Matrix.
- (a) Boston (b) McKinsey
 - (c) GE (d) Hofer's

20. BOS is the simultaneous pursuit of _____
- (a) Differentiation and focus
 - (b) Diversification and cost leadership
 - (c) Integration and concentration
 - (d) Differentiation and low cost
21. The technique according to which the company can lengthen product line beyond the current carrying range of products is classified as
- (a) Line filling (b) Line depth
 - (c) Line stretching (d) Line consistency
22. Which among the following is merchandise based retail format?
- (a) Chain stores
 - (b) Hypermarkets
 - (c) Automated vending
 - (d) Franchises
23. A retail _____ can be defined as perceptions about a retailer as reflected by the brand associations stored in consumers' memories.
- (a) Brand image
 - (b) Brand strength
 - (c) Brand loyalty
 - (d) Brand power

24. This type of retailing is a large-scale retailing institution that has a very broad and deep product assortment (both hard and soft goods), with the provision of a wide array of customer service facilities for store customers.
- (a) Convenience stores
 - (b) Department stores
 - (c) Category killer stores
 - (d) Limited line retailers
25. Corporate governance can be defined as:
- (a) The system used by firms to control the actions of their employees.
 - (b) The election process used to vote in a new Board of Director.
 - (c) The corporate compliance system used by the firm.
 - (d) The system used by firms to identify who the critical stakeholders are for the firm.
26. Among the following, which is NOT a question suggested by Simon for better strategy implementation?
- (a) What critical performance variables are you tracking?
 - (b) How committed are your employees to helping each other?
 - (c) What strategic uncertainties keep you awake at night?
 - (d) How the competitors are pricing their product?

27. The simple structure is a structure in which the owner/manager makes all major decisions and monitors all activities while the staffs serves as an extension of the manager's supervisory authority.
- (a) Simple (b) Functional
(c) Multidivisional (d) Hybrid
28. What is the central purpose of strategic evaluation?
- (a) Evaluate effectiveness of strategy to achieve organisational objectives.
(b) Evaluate effectiveness of control system to measure achievements.
(c) Evaluate effectiveness of strategies to be implemented efficiently.
(d) Evaluate effectiveness of the strategy implementation process.
29. These sell directly to end consumers and may purchase directly from manufacturers and/or deal with wholesalers:
- (a) Distributors (b) Franchising
(c) Merchant (d) Retailers
30. This is about maximizing the offering's availability in the market for the customer:
- (a) Availability (b) Distribution
(c) Coverage (d) Control
31. In _____ company distributes its shareholding in subsidiary to its shareholders thereby not changing the ownership pattern.
- (a) Spin off (b) Split off
(c) Split up (d) All of the above

32. Another name for strategic Planning is _____
- (a) Business myopia
 - (b) Short term planning
 - (c) Long term planning
 - (d) Tactical business policy
33. Competitors are more likely to respond to competitive actions that are taken by
- (a) Differentiators (b) Larger companies.
 - (c) First movers (d) Market leaders.

Part B (7 × 6 = 42)

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

34. (a) Describe the nature and significance of strategy.

Or

- (b) Explain the Retail Business Model in detail.

35. (a) Discuss in detail about internal appraisal.

Or

- (b) Write a brief note on Value chain analysis and Balanced score card.

36. (a) Describe the uniqueness and success quotient as to retail business.

Or

- (b) Briefly explain the Strategic trinity.

37. (a) Explain the corporate level strategies.

Or

(b) Discuss the Mergers and Acquisition and Joint Ventures strategies in detail.

38. (a) Explain the Portfolio analysis in detail.

Or

(b) Discuss the Hofer's product market evolution.

39. (a) Explain the structural options in retailing.

Or

(b) Describe the Geo strategy in detail.

40. (a) Explain the Corporate Governance in detail.

Or

(b) Describe the techniques of strategic evaluation.

N-0360

Sub. Code

**205442C1/
205541**

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

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

(Common for MBA(G)/FM)

FOREIGN EXCHANGE MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. _____ means avoidance of a foreign exchange risk.
 - (a) Arbitrage
 - (b) Hedging
 - (c) Trading
 - (d) Speculating

2. Foreign exchange transactions involve monetary transactions
 - (a) Among residents of the same country
 - (b) Between the residents of two countries
 - (c) Between residents of two or more countries
 - (d) Among residents of at least three countries

3. In the long run, a rise in a country's price level (relative to the foreign price level) causes its currency to _____, while a rise in the country's relative productivity causes its currency to _____.
- (a) Appreciate; Appreciate
 - (b) Appreciate; Depreciate
 - (c) Depreciate; Appreciate
 - (d) Depreciate; Depreciate
4. When exchange rate falls in terms of domestic currency
- (a) Domestic currency depreciates
 - (b) Foreign currency appreciates
 - (c) Domestic currency appreciates
 - (d) No effect on the domestic currency
5. Purchasing Power Parity theory is related with _____.
- (a) Interest rate
 - (b) Wage rate
 - (c) Bank rate
 - (d) Exchange rate
6. Flexible exchange rate system is also known as
- (a) Pegging exchange rate system
 - (b) Floating exchange rate system
 - (c) Dirt floating
 - (d) Both (b) and (c)

7. The forward market is especially well-suited to offer hedging protection against _____.
- (a) Translation risk exposure
 - (b) Transaction risk exposure
 - (c) Political risk exposure
 - (d) Taxation
8. Which one of the following is implied by interest rate parity?
- (a) Interest rates are at par in all the countries
 - (b) A condition that the expected returns on deposits in any two countries are equal when measured in the same currency.
 - (c) Movements in spot rates and forward rates in the foreign exchange market are same.
 - (d) Potential holders of foreign currency deposits do not view these deposits as a desirable asset
9. _____ is a standardized contract to exchange one currency for another at a specified date in the future at an exchange rate which is fixed on the purchase date
- (a) Futures contract
 - (b) SWAPS
 - (c) Options Contract
 - (d) Forward Contract
10. _____ contracts are bilateral contracts.
- (a) Forward
 - (b) Futures
 - (c) Options
 - (d) Swaps

11. The advantage of forward contracts over futures contracts is that they
- (a) are standardized.
 - (b) have lower default risk.
 - (c) are more flexible
 - (d) both (a) and (b) are true.
12. An option that can only be exercised at maturity is called an
- (a) Stock option
 - (b) European option
 - (c) American option
 - (d) Swap
13. Options on futures contracts are referred to as
- (a) Stock options
 - (b) Futures options
 - (c) American options
 - (d) Individual options
14. The external methods of hedging transaction exposure does not include
- (a) Forward contract hedge
 - (b) Money market hedge
 - (c) Cross hedging
 - (d) Futures hedging

15. Agreement to exchange one currency for another at a specified exchange rate and date is
- (a) Swap points
 - (b) Currency put option
 - (c) Currency call option
 - (d) Currency swap
16. A government resorts to _____ to reduce inflation.
- (a) Increase in government expenditure
 - (b) Reduction in repo rate
 - (c) Cuts in government spending
 - (d) None of the above
17. _____ is a significant change in the economic structure or growth rate that produce a major change in expected return of the investment
- (a) Exchange risk
 - (b) Economic risk
 - (c) Transfer risk
 - (d) Political risk
18. The acronym CIRCUS stands for
- (a) Current Interest Rate Swap.
 - (b) Circular Currency Swap
 - (c) Combined Income Range Currency Swap
 - (d) Combined interest Rate and Currency Swap

19. The seller of an option has the
- (a) Right to buy or sell the underlying asset.
 - (b) The obligation to buy or sell the underlying asset
 - (c) Right to exchange one payment stream for another
 - (d) Ability to reduce transaction risk.
20. Hedging in the futures market
- (a) Eliminates the opportunity for gains
 - (b) Eliminates the opportunity for losses
 - (c) Increases the earnings potential of the portfolio
 - (d) Does both (a) and (b) of the above
21. The price specified on an option that the holder can buy or sell the underlying asset is called the
- (a) Premium
 - (b) Call
 - (c) Strike price
 - (d) Put
22. Hedging with options is best-recommended for _____.
- (a) Hedging receivables
 - (b) Hedging contingency exposures.
 - (c) Hedging foreign currency loans.
 - (d) Hedging payables
23. Translation loss is _____.
- (a) a loss to the parent company
 - (b) an actual loss.
 - (c) a notional loss
 - (d) a loss to the subsidiary company

24. If too much money is chasing too few goods, the resulting inflation is known as _____.
- (a) Stagflation
 - (b) Cost-push inflation
 - (c) Demand-pull inflation
 - (d) None of the above
25. _____ is a current account maintained by one domestic bank on behalf of another domestic bank in foreign bank in foreign currency.
- (a) Vostro account
 - (b) Mirror account
 - (c) Nostro account
 - (d) LORO account
26. The market forces influence the exchange rate are not fully operational under
- (a) Fixed exchange rate system
 - (b) Floating exchange rate system
 - (c) Speculative market
 - (d) Current regulation of IMF
27. Indirect rate in foreign exchange means
- (a) The rate quoted with the units of foreign currency kept fixed
 - (b) The rate quoted with the units of home currency kept fixed
 - (c) The rate quoted in terms of a third currency
 - (d) None of the above

28. The rate applied when a foreign bills is purchased
- (a) TT buying rate
 - (b) TT selling rate
 - (c) Bill buying rate
 - (d) Bill selling rate
29. Convertibility of rupee refers to its convertibility into a _____ as desired by its holder
- (a) Foreign currency
 - (b) Local currency
 - (c) Bank notes
 - (d) Demand draft
30. All are methods of Internally managing foreign exchange risk except, _____.
- (a) Exposure Netting
 - (b) Forward Contract
 - (c) Leading and lagging
 - (d) Denomination in local Currency
31. Transaction exposure can be hedged
- (a) By internal methods only
 - (b) By external methods only
 - (c) Either by internal methods or by external methods or a combination of both
 - (d) Either by internal methods or by external methods, but not by both

32. The amount paid for an option is the
(a) Strike price (b) Commission
(c) Premium (d) Discount
33. Economic exposure does not deal with
(a) Changes in real exchange rates
(b) Expected exchange rate changes
(c) Future cash flow of the firm
(d) None of the above

Part B

(7 × 6 = 42)

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

34. (a) Give a brief note on the determinants of foreign exchange rate.

Or

- (b) Discuss about how to convert Spot Rate to Forward Rate.

35. (a) Write a detailed note on the limitations of asset market model.

Or

- (b) Explain the concepts of real effective exchange rate.

36. (a) Enumerate the steps involved in the cancellation of forward contracts.

Or

- (b) Discuss the merits and demerits of call option in detail.

37. (a) Discuss on the effective handling of Transaction Risk.

Or

(b) Explain about foreign currency swaps and its significance.

38. (a) Give a detailed note on the factors that leads to exchange risk.

Or

(b) Write in detail about the economic exposure risk and how to handle the risk.

39. (a) Differentiate NOSTR with VOSTRO accounts.

Or

(b) Enumerate the different methods of currency control measure in detail.

40. (a) Explain the importance of Increasing Foreign Exchange Reserves.

Or

(b) Discuss why fiscal policy is effective in fixed exchange rate.

N-0361

Sub. Code

**205443C2/
205542**

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

MULTINATIONAL FINANCIAL MANAGEMENT

(CBCS – 2020 onwards)

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

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. _____ is not a characteristic of speculation.
 - (a) Exchange rate fluctuation
 - (b) Hedging
 - (c) Profit motive
 - (d) All the above

2. _____ is the source of supply of foreign exchange.
 - (a) FDI
 - (b) FII
 - (c) Exports
 - (d) All the above

3. What determines the foreign exchange rates in India?
 - (a) Market forces of demand and supply
 - (b) Repo and reverse repo rate
 - (c) FDI
 - (d) All the above

4. The main objective of international financial management is to arrange sufficient funds for meeting the _____ goals of an organization.
- (a) Short term (b) Medium term
(c) Long term (d) All of the above
5. CCIL stands for _____
- (a) The clearing consignment of India
(b) The clearing committee of India
(c) The clearing corporation of India
(d) None of the above
6. If portable device made in India are imported into the United States, the Indian manufacturer is paid with _____.
- (a) Rupees (b) Dollars
(c) Euros (d) Bitcoin
7. Which of the following is known as paper gold?
- (a) Special drawing right
(b) Bitcoin
(c) Bill of exchange
(d) US dollar
8. _____ offers the exporter the greatest level of safety.
- (a) Letter of credit (b) Wire transfer
(c) UPI (d) Cash in advance
9. In which year the Indian Government removed the barrier for investment?
- (a) 1945 (b) 1947
(c) 1991 (d) 2002

10. The statutory authority that administers the exchange control in India is
- (a) RBI
 - (b) DGFT
 - (c) SEBI
 - (d) None of the above
11. Why is evaluating Capital Budgeting decisions based on cash flows?
- (a) Cash is more important for an organisation than profits
 - (b) Cash flows are much easier to calculate compared to profits
 - (c) Both (a) and (b) are correct
 - (d) Both (a) and (b) are incorrect
12. Which of the following would be the result of including flotation costs in the analysis of a project?
- (a) It will increase the rate of return for the project
 - (b) It will increase the Net Present Value (NPV) of the project
 - (c) It will have zero effect on the current value of the project
 - (d) It will increase the initial outflow of cash for the project
13. Which of the following would be the best example of a capital budgeting decision?
- (a) Transferring money to your creditor's account
 - (b) Purchasing new machinery to replace an existing one
 - (c) Payment of electricity bill for your factory
 - (d) None of the above
14. During the period of inflation tax rates should:
- (a) Decrease
 - (b) Increase
 - (c) Fluctuate
 - (d) Remain constant

15. If one of the segments of an enterprise claims tax holiday, the purpose of transfer pricing is to ensure that the profit such segment is not
- (a) Understated (b) Overstated
(c) (a) or (b) (d) Neither (a) nor (b)
16. Assessee can file objections against the draft order with the DRP within _____ of the receipt of the draft order.
- (a) 30 days (b) 60 days
(c) 120 days (d) None of the above
17. Working capital is also known as _____ capital.
- (a) Projecting (b) Borrowed
(c) Operating (d) None of the above
18. Investment in current assets should be _____.
- (a) High (b) Low
(c) Adequate (d) None of the above
19. _____ cycle analyses the accounts receivable, inventory, and accounts payable cycles in terms of a number of days?
- (a) Operating (b) Business
(c) Trade cycle (d) None of the above
20. Receivables arise – _____.
1. If the goods are sold on credit
2. If the goods are sold on cash
3. If the services are rendered on credit
4. If the services are rendered on cash
- Select correct answer from the options given below:
- (a) (1) only (b) (1) and (2)
(c) (1) and (3) (d) All (1) to (4)

21. What is retiring a bill under rebate means?
- (a) Dishonoring of a bill
 - (b) Making a payment of the bill after the due date
 - (c) Making a payment of the bill before the due date
 - (d) All of the above
22. Which bill is drawn and accepted in the same country?
- (a) Trade Bill
 - (b) Foreign Bill
 - (c) Accommodation Bill
 - (d) Inland Bill
23. Which of the following is a development that can occur as a result of deficit financing?
- (a) The rise in inflation within the Indian economy
 - (b) The improvement in money supply in the Indian economy
 - (c) The increase in government debt
 - (d) All of the above
24. Which of the following is the correct meaning for the revenue budget?
- (a) It is the difference between revenue expenditure and revenue receipts
 - (b) It is the total revenue deficit including grants in aid for developing assets for states
 - (c) It is the difference between total expenditure and total receipts
 - (d) It is the total revenue deficit excluding grants in aid to create assets for states

25. In weighted average cost of capital, an organisation can affect its cost of capital through _____.
- (a) The policy of investment
 - (b) The policy of capital structure
 - (c) The policy of dividends
 - (d) All of the above
26. Which of the following is an uncontrollable factor that affects the cost of capital for a firm?
- (a) Capital structure policy
 - (b) Debt service charges
 - (c) Investment policy
 - (d) None of the above
27. The type of bond whose present value is lesser than that of its face value is classified as
- (a) Interest bond (b) Discount bond
 - (c) Coupon bond (d) Premium bond
28. The bank which opens the letter of credit in favour of beneficiary is known as _____.
- (a) Issuing bank (b) Advising bank
 - (c) Confirming bank (d) Lead bank
29. The term Euro Currency market refers to
- (a) The international foreign exchange market
 - (b) The countries which have adopted Euro as their currency
 - (c) The market in which Euro is exchanged for other currencies
 - (d) The market where the borrowing and lending of currencies take place outside the country of issue

30. _____ refers to central bank purchases or sales of Government securities in order to expand or contract money in banking system and influence interest rate.
- (a) Open market operations
 - (b) Closed market operations
 - (c) National market operations
 - (d) International market operations
31. If a decision maker is risk averse, then the best strategy to select is the one that yields the
- (a) Highest expected utility
 - (b) Lowest coefficient of variation
 - (c) Highest expected utility
 - (d) Lowest standard deviation
32. The decrease in the value of domestic currency in relation to foreign currency due to fluctuations in the foreign exchange rate is
- (a) Depreciation (b) Devaluation
 - (c) Appreciation (d) None of the above
33. _____ can be the sources of debt financing.
- (a) Bank loans (b) Corporate bonds
 - (c) Mortgages (d) All the above

Part B

(7 × 6 = 42)

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

34. (a) “Multinational financial management is very important in the current context”. Substantiate.

Or

- (b) Detail the metrics that can be used to calculate risk return trade off in mutual funds.

35. (a) What are financial markets? How do financial markets help business?

Or

(b) "FDI is an important monetary source for India's economic development". In this context detail the routes through which India gets FDI.

36. (a) What is political risk? How can it be made safe to run a business?

Or

(b) What is meant by capital budgeting? Explain the process of capital budgeting.

37. (a) Discuss how inflation affects the exchange rates between two countries.

Or

(b) What is meant by working capital? Detail the different working capital management ratios.

38. (a) What is transfer pricing? Why is it important?

Or

(b) Detail the methods of preparing cash budget.

39. (a) Draw the differences between leading and lagging indicators.

Or

(b) Explain the elements of credit policy.

40. (a) Discuss how exchange rate affects business.

Or

(b) What is a debt instrument? Detail some of the common debt security instruments.

N-0362

Sub. Code

**205444C3/
205543**

M.B.A. DEGREE EXAMINATION, MAY 2023

Second Year – Fourth Semester

PROJECT FINANCE

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

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part – A

(33 × 1 = 33)

Answer **all** questions.

1. A project has a clearly defined _____ and we must do our best to stick to it.
 - (a) Time frame
 - (b) Objectives
 - (c) Plan
 - (d) All the above

2. Only through effective _____ that firms can efficiently and rapidly respond to business opportunities.
 - (a) Project management
 - (b) Time management
 - (c) Decision making
 - (d) Utilization of resources

3. _____ identifies the primary problem the project will solve and whether the project will deliver a solution to that problem.
- (a) Feasibility study
 - (b) Motion study
 - (c) Time study
 - (d) All the above
4. Once the project is approved to move forward based on business case, statement of work, or project initiation document, it moves into the _____ phase.
- (a) Planning phase
 - (b) Introduction phase
 - (c) Execution phase
 - (d) Documentation phase
5. As part of a project, it should have a definite start and end, however they are constrained by
- (a) Cost
 - (b) Labour
 - (c) Time
 - (d) All the above
6. The lifecycle provides the basic foundation of the actions that has to be performed in the project, irrespective of the _____ involved.
- (a) Specific work
 - (b) Time
 - (c) Money
 - (d) Size
7. _____ is the big part of project life cycle phase, as issues will always arise and require quick adjustments as the project progresses.
- (a) Planning
 - (b) Monitoring and Controlling
 - (c) Co-ordination
 - (d) Assignment

8. Project management consultants are not only responsible for implementing project management plans for the successful execution of projects, but they are also accountable for delivering projects
- (a) On time
 - (b) Within the budget
 - (c) Resources allocated
 - (d) All the above
9. The primary duty of a project manager consultant generally is to devise
- (a) Feasible project plan
 - (b) Secure the resources within the budget
 - (c) Oversee its execution
 - (d) All the above
10. The main reason for issuing new shares by the company is to
- (a) Raise money
 - (b) Start new business
 - (c) Have a greater number of share holders
 - (d) Share risk
11. Debenture holders are the _____ of the issuing company.
- (a) Creditors
 - (b) Share holders
 - (c) Owners
 - (d) Well-wishers

12. A participant of the lease who takes possession of the property and provides it as a leasing subject to the lessee
- (a) Agent
 - (b) Promiser
 - (c) Lessor
 - (d) Holder in due course
13. Venture capital provides early-stage companies with the capital needed to
- (a) Bootstrap operations
 - (b) Make high-return payoff
 - (c) Invest in new companies
 - (d) All the above
14. A Global Depository Receipt, also known as international depository receipt, is a certificate issued by
- (a) Depository bank
 - (b) Reserve Bank of India
 - (c) World Bank
 - (d) Commercial Banks
15. Financial Planning includes
- (a) Procurement of funds
 - (b) Investment of funds
 - (c) Expecting returns
 - (d) All the above
16. Working capital is also a measure of a company's
- (a) Operational efficiency
 - (b) Short term financial health
 - (c) Answer (a) and (b)
 - (d) Potential to invest

17. When a working capital calculation is negative, it indicates that?
- (a) Current assets are not enough
 - (b) More short-term debt
 - (c) Low liquidity
 - (d) All the above
18. _____ is regarded as the cheapest form of finance in comparison to equity.
- (a) Debt
 - (b) Mortgage
 - (c) Answer (a) and (b)
 - (d) Trade credit
19. Cash flow to a company can be
- (a) Income from sales
 - (b) Investments
 - (c) Bank loans
 - (d) All the above
20. A statistical technique that combines several pre-determined characteristics to form a single score to assess a borrower's credit worthiness
- (a) Credit scoring
 - (b) Credit rating
 - (c) Financial analysis
 - (d) None of the above

21. In structuring credit, _____ plays a really important role in mitigating credit risk.
- (a) Collateral security
 - (b) Loan value
 - (c) Goodwill of the borrower
 - (d) All the above
22. Under economic analysis, the aspects that are taken into account is
- (a) Raw material requirements
 - (b) Level of capacity utilization
 - (c) Expected sales
 - (d) All the above
23. Project appraisal involves assessing the fixed capital and working capital requirements of the business to ascertain the
- (a) Financial viability
 - (b) Scale of operation
 - (c) Requirement of fixed capital
 - (d) Requirement of working capital
24. Before commencing the production of the product, the business must conduct a market analysis to understand the
- (a) Potential demand
 - (b) Competitors
 - (c) Growth prospects
 - (d) All the above

25. Technical feasibility determines the
- (a) Make or buy decision
 - (b) Economies of scope
 - (c) Cost of production
 - (d) All the above
26. Evaluating the competence of the management or the talent of the promoter serves as a strategic advantage for
- (a) The success of the project
 - (b) Feasibility of the project
 - (c) Answer (a) and (b)
 - (d) Profitability of the project
27. The method that calculates the period to recover the net initial investment in the project in form of cash flows
- (a) Payback period
 - (b) Net present value
 - (c) Accounting rate of return
 - (d) Internal rate of return
28. Break-even analysis is useful in determining the
- (a) Level of production
 - (b) Operating cost
 - (c) Operating profit
 - (d) All the above
29. The contribution margin is the excess between the selling price of the product and the
- (a) Total variable cost
 - (b) Average cost
 - (c) Fixed cost
 - (d) Contribution

30. Changes in political stability have implications for
- (a) Investment
 - (b) Consumption
 - (c) Economic growth
 - (d) All the above
31. Sick conditions of companies' impact
- (a) Employment
 - (b) Financial resources
 - (c) National interest
 - (d) All the above
32. The quantity of a commodity that is supplied in the market depends on
- (a) Price
 - (b) Income
 - (c) Answer (a) and (b)
 - (d) Demand
33. Government has taken various steps for generating employment in the country like
- (a) Encouraging projects
 - (b) Involving substantial investment
 - (c) Increasing public expenditure
 - (d) All the above

Part – B

(7 × 6 = 42)

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

34. (a) “Dividing the efforts into five project management phases can help to structure and simplify into a series of logical and manageable steps”. Discuss.

Or

- (b) Detail the role of consultants in project management.

35. (a) Explain the various sources of finance for a project under equity.

Or

- (b) What is meant by leasing? Detail the major features of lease.

36. (a) “GDR transactions tend to have lower costs than some other mechanisms that investors use to trade in foreign securities”. Substantiate.

Or

- (b) Discuss how innovative financial instruments support economic growth.

37. (a) What is meant by working capital? State the reasons for having working capital.

Or

- (b) Detail the steps involved in the sending process.

38. (a) Explain how credit appraisal works and the documents required.

Or

- (b) “Human or interpersonal management skills present a manager’s knowledge and ability to work with people” justify.

39. (a) Detail the different types of project appraisals.

Or

(b) “Financing for a capital project from private organizations and individuals have an interest in the project to be constructed”. Do you agree? Give your answer with suitable examples.

40. (a) Explain the break-even analysis.

Or

(b) “To maintain stable business operations, companies should plan for the inconsistencies that come with political factors”. Is it possible? if so, how?
