

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-0347

Sub. Code

205633

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

ONLINE PROGRAMMES EXAMINATION

Second Year – Third Semester

MODERN LOGISTICS OPERATIONS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Objective type questions.

1. The logistics is derived from the ————— word.
 - (a) Greek
 - (b) Latin
 - (c) Spanish
 - (d) American

2. The goal of logistics is
 - (a) To achieve a target level of customer service at lowest possible cost.
 - (b) To achieve a targeted level of customer service.
 - (c) Increase in the market share.
 - (d) All of the above.

3. The concept of logistics has been systematically divided into
- (a) 2 phases (b) 3 phases
(c) 4 phases (d) 5 phases
4. Limited Tender Enquiry is resorted when value of goods to be procured is up to?
- (a) Rs.5 Lakhs (b) Rs.10 Lakhs
(c) Rs.25 Lakhs (d) Rs.50 Lakhs
5. Just-In-Time aimed at
- (a) Zero inventories (b) Reduced manpower
(c) Over production (d) All of the above
6. MRP is different from JIT in terms of
- (a) Inventory
(b) Quality
(c) Human Orientation
(d) All the above
7. C-Kanban is also known as _____
- (a) P – Kanban
(b) Production Kanban
(c) Withdrawal Kanban
(d) Poka-Yoke
8. VMI stands for
- (a) vendor material inventory
(b) vendor managed inventory
(c) variable material inventory
(d) valuable material inventory

9. Logistics is the part of supply chain involved with the forward and reverse
- (a) Goods
 - (b) Services
 - (c) cash
 - (d) All of the above
10. Distribution requirements planning is a system for
- (a) Inventory management
 - (b) Distribution planning
 - (c) Both (a) and (b)
 - (d) None of the above
11. PL stands for
- (a) Three points logistics
 - (b) Third party logistics
 - (c) Three points location
 - (d) None of the above
12. Which is not a part of basic systems of codification?
- (a) Alphabetical system
 - (b) Numerical system
 - (c) Colour coding system
 - (d) None of these above
13. Which of the following is not a component of 4 PL?
- (a) Control room
 - (b) Resource providers
 - (c) Information
 - (d) Recycling
14. Which is not a part of logistics performance cycle?
- (a) Procurement
 - (b) Inventory management
 - (c) Manufacturing
 - (d) Distribution

15. What does LCL stand for?
- (a) Less than Container Load
 - (b) Less Cargo Load
 - (c) Limited Container Load
 - (d) Let's Call Louis
16. The container that has its base only is
- (a) Bulk container (b) Flat container
 - (c) Garment container (d) Special container
17. A specific place for a ship in harbor is called
- (a) Berth (b) Dock
 - (c) Board (d) Wharf
18. Conference system is an association of _____
ship owners.
- (a) Liner (b) Tramp
 - (c) Tankers (d) Container
19. The best form of method of payment for an importer
would be
- (a) Advance remittance
 - (b) Letter of credit
 - (c) Documents against payment
 - (d) Open account
20. The movement of product from one location to another as
it makes its way from the beginning of a supply chain to
the customer's hands is referred to as
- (a) Transportation (b) Retailing
 - (c) Distribution (d) Manufacturing

21. The internal process leads to
- (a) Supply uncertainty
 - (b) Process uncertainty
 - (c) Demand uncertainty
 - (d) Production uncertainty
22. The warehouses located near the port is
- (a) Field warehouse
 - (b) Buffer storage warehouse
 - (c) Bonded warehouse
 - (d) Export and import warehouse
23. 3-PL stands for
- (a) Three points logistics
 - (b) Third party logistics
 - (c) Three points location
 - (d) None of the above
24. Which of the following is not a part of supply chain management system?
- (a) Supplier
 - (b) Manufacturer
 - (c) Information flow
 - (d) Competitor
25. DRP stands for
- (a) Distribution requirement planning
 - (b) Dividend requirement planning
 - (c) Distribution resource planning
 - (d) Distribution reverse planning

26. The following is not a part of logistics functions of any organization
- (a) Procurement (b) Payment follow-up
(c) Storage (d) Distribution
27. Extended SCM Used in how many productions?
- (a) Multiple (b) Complex
(c) Less (d) Simple
28. In the product life cycle, the emphasis in marketing mix during growth stage is
- (a) Distribution (b) Promotion
(c) Price (d) Cost reduction
29. Dimensional weight is used for _____ shipments.
- (a) High density (b) Low density
(c) Medium density (d) Standard density
30. _____ are under the scope of e-logistics
- (a) Suppliers & Distribution
(b) Warehouse 3 and 4PL
(c) Customers
(d) All of the above
31. The effective implementation of logistic strategy includes in _____ stage.
- (a) Corporate vision (b) Logistic strategic analysis
(c) Logistic planning (d) Managing change

32. Material management function in logistics management known as _____
- (a) Out-bound logistics
 - (b) In-bound logistics
 - (c) Material logistics
 - (d) Production logistics
33. Logistics add value by creating _____Utilities.
- (a) Time and place (b) Risk
 - (c) Protection (d) Promotion

Part B (7 × 6 = 42)

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

34. (a) Logistics as a support function of procurement. Enumerate the statement.

Or

- (b) Explain briefly about Global Procurement.

35. (a) “Kanban is a scheduling system for learning inventory” Discuss briefly.

Or

- (b) How logistics support marketing function?

36. (a) What is the importance of logistics for stock level management?

Or

- (b) State the Special aspects of export logistics.

37. (a) What do you mean by Bonded Warehouse?

Or

(b) What are the challenges of multinational transport?

38. (a) Compare 3PL with 4PL logistics.

Or

(b) Explain the specialties of 4PL logistics.

39. (a) What do you mean by Trade Fair?

Or

(b) Briefly explain the benefits of consolidation shipping.

40. (a) Discuss about the need of Logistics Information Systems.

Or

(b) Explain the Automatic Identification Technologies in Modern Logistics Operations.

N-0348

Sub. Code

205634

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Third Semester

(Logistics Management)

PACKING AND PACKAGING MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. Protection, Containment, Information, Utility are _____ of Packaging.
(a) Promotion (b) Identification
(c) Products (d) Functions

2. Which of the below is not a form of packaging hazards
(a) Packed substances inside a tetra packing
(b) Containment by pest control product
(c) Containment by chemicals used in equipment maintenance
(d) Substance intended to support manufacturing process

3. To safeguard the dispatched products from any physical harm and damages, _____ packaging is designed?
- (a) Descriptive (b) Predictive
(c) Protective (d) Design
4. In Packaging testing techniques, which of the below is not a testing techniques.
- (a) Drop test
(b) Tensile test
(c) Compression test
(d) Cold test
5. _____ facilitates the handling of smaller products by collating them into a single pack.
- (a) Secondary packaging
(b) Tertiary packaging
(c) Primary packaging
(d) Protective packaging
6. _____ packaging is made from a very sturdy, durable plastic. It is difficult to tear or puncture.
- (a) Channel packaging
(b) Primary packaging
(c) Shrink packaging
(d) Transport packaging
7. _____ a system developed to assign a unique number to any packaged product or service in existence
- (a) Product License (b) Product Name
(c) ASCII Codes (d) Barcodes

8. The type of barcodes which is commonly found on packages called?
- (a) ASCII Codes (b) UPC-E Codes
(c) UPS-C Codes (d) UPC-C Codes
9. What is a packaging material for pharmaceutical product?
- (a) Plastics (b) Glass
(c) Only (a) (d) Both (a) and (b)
10. Ampoules is a type of _____.
- (a) Auto-ancillary packaging
(b) Tube packaging
(c) Pharmaceutical packaging
(d) Food packaging
11. To reduce the harmful impacts on the environments and to minimize the usage of energy in packaging is called as _____
- (a) Food packaging
(b) Green packaging
(c) Pharmaceutical packaging
(d) Thermal packaging
12. To reduce the cost of packaging which of the below points to be considered in design?
- (a) Improving Materials Storage and Packaging Lines
(b) Rethink Your Packaging Operations Model
(c) Optimize Packaging by Using Smaller Boxes
(d) All the above

13. Substances presenting low danger are termed as
(a) Packing group IV (b) Packing group III
(c) Packing group II (d) Packing group I
14. In the Supply chain entity _____ is liable for the packaging of a hazardous material?
(a) Buyer (b) Shipper
(c) Wholesaler (d) Retailer
15. Which material generates the most packaging waste?
(a) Wood packaging
(b) Biodegradable Packaging
(c) Mixed nondurable paper products
(d) Corrugated boxes
16. _____ is a defined type for a Glass containers packaging material
(a) Secondary packaging
(b) Primary packaging
(c) Tertiary packaging
(d) Attractive packaging
17. _____ is a cylindrical shipping container used for shipping bulk cargos
(a) Keg (b) Drum
(c) Barrel (d) Jar
18. _____ packaging are used for a variety of fluids and flowable materials
(a) Skin-pack (b) Flexible
(c) Pail (d) Insulated

19. The type adhesives used for making Waterborne, Hotmelts and Solvent-based systems are used in _____ packaging
- (a) Paper (b) Wood
(c) Metal (d) None of the above
20. For safeguarding the products from counterfeiting and tampering _____ packaging is used
- (a) Screw cap (b) Shrink wrap
(c) Security printing (d) Strapping
21. 5 Ps of packaging that is used as a perfect tool to understand and improve the efficacy of a product's pack are
- (a) Promote, Position, Present, Provide and Protect.
(b) Protect, Provide, Proof, Product, Pack
(c) Protect, Present, Part, Product, Proof
(d) Promote, Position, Product, Pack, Present
22. Which is not a approach in Inventory management
- (a) FIDO (b) FILO
(c) LIFO (d) FIFO
23. To ensure a sustainable packaging and to protect environment _____ packing is used.
- (a) Glass (b) Corrugated cardboard
(c) Cans (d) LDPE
24. In the packaging the which is not a type of labeling being considered?
- (a) Grading (b) Branding
(c) Descriptive (d) Prescriptive

25. _____ freight shipping requires Usage of strong and sturdy boxes.
- (a) Road (b) Rail
(c) Ocean (d) Piggy Baggy
26. The trends which has evolved in the packaging industry that ensures smart packaging are
- (a) Internet of Packaging
(b) Nanoteclmology
(c) Active packaging
(d) All the above
27. _____ is a most common technique used in a warehouse to locate a product
- (a) Wireless fidelity (b) RFID
(c) Walkie-Talkie (d) Camera sensors
28. To seal a pressurized product, _____ packaging method is used
- (a) Screwing (b) Shrinking
(c) Induction sealing (d) Strapping
29. Number of layers in a tetra pack is
- (a) 4 (b) 5
(c) 6 (d) 7
30. For packaging a food products, _____ is mandatory
- (a) Name (b) Standard Specification
(c) Place of Origin (d) All the above

31. When a manufacturer gives a formal statement regarding the performance of the product is classified as
- (a) Guarantees (b) Labeling
(c) Warranties (d) Packaging
32. To produce and design a differentiated container for a particular product is classified as
- (a) Guarantees (b) Labeling
(c) Warranties (d) Packaging
33. For packing the salads in food packaging _____ is used commonly
- (a) Trays (b) Boxes
(c) Pallets (d) Flexible packaging

Part B (7 × 6 = 42)

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

34. (a) Briefly explain about the various Functions and Essentials of Packaging.

Or

- (b) Discuss how packaging will help in efficient transportation.
35. (a) What are the importance of the Consumer Packaging in packaging industry

Or

- (b) Explain in detail the evolution, types and importance of Barcodes in Packaging industry

36. (a) Discuss the importance of Biodegradation.

Or

(b) Write down the various nuances involved in waste management.

37. (a) What are the design consideration needs to be followed in Packaging Industry

Or

(b) How Sustainable packaging has gained its importance in the packaging industry

38. (a) Highlight the various packing materials and write its importance.

Or

(b) Explain the role of consumer protection in food packaging.

39. (a) Explain in detail the standardization in packaging.

Or

(b) What are the latest trends followed in packaging Industry?

40. (a) How technology has made an impact in the Packaging? Discuss its pros and cons.

Or

(b) Explain the role of containerization in packaging Industry process.

N-0349

Sub. Code

205635

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

Logistics Management

RAIL-ROAD – LOGISTICS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

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

2. The basic elements of logistics system includes
 - (a) Transportation
 - (b) Warehousing
 - (c) Inventory management
 - (d) All of the above

3. _____ in the Supply Chain defines the flow of raw materials, WIP and finished products in the forward direction
- (a) Inbound (b) Outbound
(c) Both (d) None of the above
4. In logistics transportation, Continental logistics means?
- (a) Going across different modes
(b) Going across different countries
(c) Going across a continent
(d) Going within a country
5. What are the factors of railways is contributed to the growth of a country?
- (a) Geographical (b) Economic
(c) Only (a) (d) Both (a) and (b)
6. For transporting products belonging to the heavy industries are linked with _____ transportation system
- (a) Road (b) Rail
(c) Ocean (d) Air
7. In which of the below transportation system where no empty wagons or containers are bought back:
- (a) Road (b) Rail
(c) Pipeline (d) Air
8. Which of the below is a VAS — Value Added Service provided by Railways besides arranging the transportation of goods
- (a) Warehousing
(b) Express freight and delivery services
(c) Weighment of goods
(d) None of these

9. The minimum defined distance for charging goods freight is _____.
- (a) 0-10 km (b) 0-25 km
(c) 0-50 km (d) 0-100 km
10. In NMFC code list _____ Freight Class is one that ranges from 50-500.
- (a) 60 (b) 65
(c) 70 (d) 75
11. R.R. is the abbreviation of
- (a) Railways Risk (b) Railway Receipt
(c) Road Receipt (d) None of the above
12. O.R. is the abbreviation of
- (a) Owners Risk (b) Operators Report
(c) Operational Range (d) Operators Receipt
13. Which of the following is collectively called as Grand Trunk Road
- (a) NH1 and NH45 (b) NH1 and NH2
(c) NH45 and NH90 (d) NH2 and NH5
14. Which is the costliest mode of transporting freight
- (a) Rail (b) Air
(c) Road (d) None of the above
15. For transporting goods of perishable nature such as vegetables, fruits, eggs, milk, etc. _____ is not a suitable transportation mode
- (a) Ship (b) Rail
(c) Road (d) None of the Above

16. _____ is known as the transportation model coordinated between railways and roadways is
- (a) Trans ship (b) Air truck
(c) Piggy back (d) Fishy back
17. Which mode carries high-value light goods
- (a) Waterways (b) Railways
(c) Roadways (d) Airways
18. _____type of transportation system is the most flexible type available?
- (a) Railway (b) Airway
(c) Roadway (d) Seaway
19. The model attributes of transportation engineering involve the sizing of transportation facilities.
- (a) True
(b) False
(c) Can be True or False
(d) Cannot say
20. The type of distribution strategy in the logistics system is called as _____.
- (a) RORO (b) LASH
(c) Milk Run (d) LNA
21. Piggy-Back transportation method does not include _____
- (a) LASH (b) TTFC
(c) COFC (d) TOFC

22. For transporting materials to remote and hilly areas _____ is most suitable option.
- (a) Road Transport (b) Rail Transport
(c) Water Transport (d) Pipeline
23. _____ is the type of transport system when air transport is used in combination with road or rail transport.
- (a) Piggyback (b) Fishy Back
(c) Birdy Back (d) Land Bridge
24. What are the five R's of reverse logistics?
- (a) Returns, Repairs, Right Product, Right Logistics and Recycle
(b) Right Product, Right Customer, Right Time, Right quantity and Right cost
(c) Repair, Resell, Re-Order, Repack and Recycle
(d) Returns, Reselling, Repairs, Repackaging and Recycling
25. Other than core operations, to handle the other operation, an organization uses an external provider to handle various supply chain functions is called as
- (a) External (b) Insourcing
(c) Outsourcing (d) Procurement
26. What is the importance of outsource logistics?
- (a) Save energy (b) Save money
(c) Save resource (d) Save time
27. The economics of outsourcing describes
- (a) Lower cost (b) Increase efficiency
(c) Variable capacity (d) All the above

28. In Indian road transportation highway design, _____ is a network that connects four metropolitan cities.
- (a) Logistics park
 - (b) National Highway
 - (c) Golden quadrilateral
 - (d) 4-way lane
29. Logistical infrastructure mainly involves in providing which of the below
- (a) Transport infrastructure
 - (b) Superstructures including the logistics locations and real estate
 - (c) Telecommunication infrastructure
 - (d) All the above
30. The main KPI — Key Performance Indicators for Logistics performance include
- (a) Convenience
 - (b) Speed
 - (c) Safety
 - (d) All the above
31. In Logistics, the Contractors provides which of the functions
- (a) Deal with only movement of goods
 - (b) Transshipment
 - (c) Movement of goods and SCM processes
 - (d) Only loading unloading of material
32. TMS stands for
- (a) Telecom Merger System
 - (b) Truck Management System
 - (c) Transport Management System
 - (d) Time Management System

33. The movement of goods _____ is called as Interstate road transport.
- (a) Between 2 states
 - (b) Within 1 state
 - (c) Between 2 modes of transport
 - (d) High speed transportation

Part B

(7 × 6 = 42)

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

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

Or

- (b) What are various characteristics of Logistics transportation?
35. (a) What are the various factors that are influencing growth in Rail Logistics?

Or

- (b) How Indian Railway infrastructure and Freight movement is developed? Discuss on it advances.
36. (a) Explain the major role of railway in India.

Or

- (b) Write a note on route scheduling.

37. (a) What are the various features and facilities available in Road logistics for the goods transportation?

Or

(b) What are the various distance Ranges segments available in Road Logistics for different Cargo.

38. (a) What is the current Cargo share of Railways in India in comparison with developed countries?

Or

(b) Explain capacity counters.

39. (a) What is mean by Reverse Logistics and explain its importance in transportation cost?

Or

(b) Explain the scope of Internal transport system.

40. (a) Write a note on technology and its importance with suitable examples.

Or

(b) What are the advantages of multi model transportation?

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-0365

Sub. Code

205641

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Fourth Semester

(Logistic Management)

WAREHOUSING MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. _____ concept is similar to the concept of unitization and has the similar objective of space reduction
 - (a) Logistical Packaging
 - (b) Cube Minimization
 - (c) Building block
 - (d) Palletizing
2. The major decision areas in supply chain management are
 - (a) Location, production, distribution, inventory
 - (b) Planning, production, distribution, inventory
 - (c) Location, production, scheduling, inventory
 - (d) Location, production, distribution, marketing

3. Is concerned with a firm's ability to satisfy customer's requirement in timely manner.
- (a) Minimum Inventory
 - (b) Price stabilization
 - (c) Quality
 - (d) Rapid Responses
4. Buying according to the requirements is called
- (a) Seasonal Buying (b) Scheduled Buying
 - (c) Tender Buying (d) Hand to mouth buying
5. Special purpose material handling equipment are used in_____
- (a) Line layout (b) Process layout
 - (c) In-land layout (d) Warehousing
6. The _____ system should be designed after analyzing the needs for the organization.
- (a) Warehousing (b) Logistics
 - (c) Material handling (d) Distribution
7. EOQ is that order quantity which result in _____ total inventory cost.
- (a) Maximum (b) Minimum
 - (c) Carrying (d) Average
8. Re-order level depends upon two factors, lead time and _____
- (a) Inventory (b) Warehouse
 - (c) Procurement (d) Safety stock

9. _____ is developed to identify marketing and financial objectives of the firm.
- (a) LIS (b) Strategy
(c) Plan (d) Information System
10. _____ are used for vertical movement of materials, generally from one floor to another.
- (a) Conveyor belts (b) Cranes
(c) Elevators (d) Towlines
11. Customer service create time and _____utility for the customer.
- (a) Distribution (b) Supply
(c) Place (d) Sales
12. _____ represent the frequency of satisfying customer order in given span of time.
- (a) Order cycle time
(b) Fill rate
(c) Perfect order
(d) System flexibility
13. In _____ analysis, classification parameter is nature of source of supply.
- (a) ABC (b) EOQ
(c) HML (d) GOLF
14. Market logistics planning has_____ steps.
- (a) Three (b) Four
(c) Two (d) Five

15. Which of the following is not a part of supply chain management system?
(a) Supplier (b) Manufacturer
(c) Information Flow (d) Competitor
16. The _____ component is long range general movement in periodic sales over sufficient long period of time.
(a) Demand (b) Sales
(c) Price (d) Trend
17. Transportation serves as a _____ during the movement of product.
(a) In-transit storage (b) Warehouse
(c) Product storage (d) Movement
18. The _____ type of material handling system is the simplest and cheapest form of material handling system.
(a) Manual system
(b) Mechanized system
(c) Semi-automated system
(d) Automated system
19. ABC focuses on _____ activities.
(a) Important (b) Individual
(c) Logistics (d) Procurement
20. Cost is one-time costs
(a) Fixed (b) Variable
(c) Joint (d) Common

21. _____ comprises of raw materials, components, and fuels, etc. which are required to facilitate manufacturing operations.
- (a) Raw material inventory
 - (b) Work in process inventory
 - (c) Finished goods inventory
 - (d) Average inventory
22. The objective of outbound supply chain is to make the product available to the _____
- (a) Customer (b) Retailor
 - (c) Whole seller (d) Supplier
23. _____ are meant to store products for moderate to long period of time.
- (a) Storage warehouses
 - (b) Distribution warehouses
 - (c) Automated warehouses
 - (d) Private warehouse
24. The concept of logistics has been systematically divided into
- (a) 2 phases (b) 3 phases
 - (c) 4 phases (d) 5 phases
25. Place utility is created by
- (a) Operation function
 - (b) Logistics function
 - (c) Procurement function.
 - (d) Distribution function

26. The maintenance of a minimum possible level of inventory required for a desired level of customer service is the objective of
- (a) Right response
 - (b) Right quality
 - (c) Right quantity
 - (d) Right value
27. Just in time is a practice followed in
- (a) Japan.
 - (b) America
 - (c) Britain
 - (d) china
28. One of the important roles of distribution in SCM towards base cost reduction is
- (a) Transportation
 - (b) Warehousing/inventory
 - (c) Information
 - (d) All the above
29. Unreliability of vendors leads to
- (a) Production uncertainty
 - (b) Process uncertainty.
 - (c) Demand uncertainty
 - (d) Supply uncertainty
30. The number of stages that the goods and services flow through
- (a) Add to the complexity of SCM
 - (b) Relaxes the complexity of SCM.
 - (c) Brings no change in complexity of SCM
 - (d) Ensures better quality.

31. The kind of warehouse that is licensed and authorized by the customs for storing goods still import duty is
- (a) Field warehouse
 - (b) Buffer storage warehouse
 - (c) Bonded warehouse
 - (d) Export and import
32. Which of the following types of container is used to carry oversized cargo?
- (a) Bulk
 - (b) Flat rack
 - (c) Reefer
 - (d) Tank
33. World class Supply chain companies
- (a) TOYOTA
 - (b) APPLE
 - (c) WALMART
 - (d) All the above

Part B

(7 × 6 = 42)

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

34. (a) Identify the services offered by the warehouse management.

Or

- (b) Write down the importance of space allocation in warehouse.

35. (a) Examine the storage of ISO containers.

Or

- (b) Write a note on cooperative warehouse.

36. (a) Discuss the warehouse providing a value-added service.

Or

(b) Write down the principles of warehouse layout.

37. (a) Write the measures and metrics of warehouse operations.

Or

(b) Explain the role of material handling in logistics.

38. (a) Discuss the benefits of Industrial safety equipment.

Or

(b) Write a note on spill containment system.

39. (a) Discuss the stock levels under conditions of certainty.

Or

(b) Discuss the goods receipt processing with inbound delivery or without inbound delivery.

40. (a) Write a detailed note on WMS.

Or

(b) Explain the structure of warehouse management.

N-0366

Sub. Code

205642

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

M.B.A. (L.M.)

MARITIME LOGISTICS AND DOCUMENTATION

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The port that handles mainly coal traffic is
 - (a) Kandla
 - (b) Cochin
 - (c) New Mangalore
 - (d) Tuticorin

2. The port which was formerly called Nhava Sheva is
 - (a) New Mangalore
 - (b) Marmugao
 - (c) JNPT
 - (d) Vizhag

3. The head quarter of shipping corporation of India is located at
 - (a) Chennai
 - (b) Mumbai
 - (c) Delhi
 - (d) Kolkata

4. FIB stands for
 - (a) Freight In Board
 - (b) Freight Index Bureau
 - (c) Freight Investigation Bureau
 - (d) Freight In Bound

5. The container vessels were formerly called
 - (a) Vessels (b) Trucks
 - (c) Vanships (d) Ships

6. GRP is a classification of container by
 - (a) Raw material (b) Size
 - (c) Use (d) Cargo

7. The container that has its base only is
 - (a) Bulk container
 - (b) Flat container
 - (c) Garment container
 - (d) Special container

8. The location of ICD and CFS is regulated by
 - (a) The ministry of commerce
 - (b) The ministry of shipping
 - (c) The central government
 - (d) The state government

9. The term used for carriage of goods when points of origin and destination are both within the sovereignty of UK is
 - (a) ULD (b) Classification rate
 - (c) Valuation charge (d) Cabotage

10. The place in a harbour with gates through which water may be let in and out is
(a) Berth (b) Dock
(c) Board (d) Wharf
11. A specific place for a ship in harbour is called
(a) Berth (b) Dock
(c) Board (d) Wharf
12. The cargo manifested but not loaded is referred to as
(a) Short landed (b) Short shipped
(c) Short of exchange (d) Short load
13. The ship being chartered for a specific voyage between places is
(a) Time charter (b) Voyage charter
(c) Demise charter (d) Tanker charter
14. The New York based American Tanker rate scale was set up in
(a) 1962 (b) 1956
(c) 1969 (d) 1971
15. The cost of fuel, lubricating oil and accessories included in freight charges is
(a) Fixed cost (b) Semi-fixed cost
(c) Variable cost (d) Semi-variable cost
16. The freight amount that is paid before the delivery of goods is
(a) Lumpsum (b) Dead
(c) Advance (d) Back

17. The ship owner is entitled to claim _____ freight for unoccupied space.
- (a) Lumpsum (b) Dead
(c) Advance (d) Back
18. The freight for the goods that compress on voyage and expand on expand on unloading is charged on
- (a) Value (b) Compressed nature
(c) Expanded nature (d) Weight
19. If the lien for freight is not discharged within _____ days, the wharfinger may sell the goods by public auction.
- (a) 30 days (b) 45 days
(c) 90 days (d) 120 days
20. The delivery of a damaged product has
- (a) An increase in its value
(b) A decrease in its value
(c) No change in its value
(d) Better demand
21. Unreliability of vendors leads to
- (a) Production uncertainty
(b) Process uncertainty
(c) Demand uncertainty
(d) Supply uncertainty
22. The number of stages that the goods and services flow through
- (a) Add to the complexity of SCM
(b) Relaxes the complexity of SCM
(c) Brings no change in complexity of SCM
(d) Ensures better quality

23. The incoterm providing or least responsibility to seller is
- (a) EXW
 - (b) DDP
 - (c) FOB
 - (d) CIF
24. The group of incoterms under which the seller's responsibility is to obtain freight paid transport document for the main carriage is
- (a) E terms
 - (b) C terms
 - (c) D terms
 - (d) F terms
25. The logistics strategic analysis _____.
- (a) Reflects the capability of the management to think beyond the current way.
 - (b) Reflects the extent of use of logistical component for competitive advantage.
 - (c) Ensures effective implementation of logistics strategy
 - (d) Deals with managing change
26. The shipping route that lies between Western Europe, Eastern Canada and the United States is
- (a) The North Atlantic route
 - (b) The Mediterranean – Red Sea -Indian Ocean route
 - (c) The Cape route
 - (d) The South Atlantic route
27. The route connecting Western Europe, Africa and Australia is
- (a) The Cape route
 - (b) The South Atlantic route
 - (c) The Panama route
 - (d) The North Pacific route

28. An advantage of a channel of distribution over selling direct to consumers is that each channel member plays a _____ in the channel.
- (a) Time-saving part
 - (b) Disciplinary role
 - (c) Specialized role
 - (d) Informational role
29. Historically, conventional channels have lacked the leadership to _____.
- (a) Assign member roles and manage conflict
 - (b) Attain efficiency and assign member roles
 - (c) Set standard pricing and promotions
 - (d) Set standard pricing and packaging
30. Cost efficiency is determined by which of the following drivers?
- (a) Supply Costs, Experience, Product / Process Design and Economies of Scale
 - (b) Supply Costs and Economies of Scale
 - (c) Product/Process Design and Economies of Scale
 - (d) Experience
31. Freight to pay bill of lading is acceptable if
- (a) The contract term is CIF
 - (b) The contract term is CFR
 - (c) The contract term is FOB
 - (d) Goods are carried by a foreign vessel

32. When goods are sent to an agent of an exporter in the importing country, the method of payment adopted is
- (a) Open account
 - (b) Letter of credit
 - (c) Consignment sale
 - (d) Document against acceptance
33. The best form of method of payment for an importer would be
- (a) Advance remittance
 - (b) Letter of credit
 - (c) Documents against payment
 - (d) Open account

Part B

(7 × 6 = 42)

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

34. (a) Write the importance of global sea routes and the trade volume.

Or

- (b) Write the characteristics of shipping transport.

35. (a) Describe the role of the overseas Agent.

Or

- (b) Compare the conference system Vs competitive system.

36. (a) Discuss the freight structure and practice.

Or

- (b) 'IMO as a policeman'. Discuss the role, scope, responsibilities of IMO.

37. (a) Write down the procedure for loading and unloading in warehouse.

Or

(b) Discuss about Institute cargo clauses in detail.

38. (a) Write export related documents required for air and sea transportation.

Or

(b) Discuss the factors influencing one-stop for total logistics solutions.

39. (a) Explain the exclusive economic zone in India and its importance in the present Scenario.

Or

(b) Write the importance of standardized pre-shipment export documents.

40. (a) Discuss in detail the corporation in export credit Insurance.

Or

(b) Write the procedure for availing credit insurance and necessary documents.

N-0367

Sub. Code

205643

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

ONLINE PROGRAMME EXAMINATION

Second Year - Fourth Semester

AIR CARGO LOGISTICS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. How many Air traffic Geography?
(a) 1 (b) 2
(c) 3 (d) 4
2. All commercial aircraft fall into _____ categories
(a) 1 (b) 2
(c) 3 (d) 4
3. An Upper part of fuselage called
(a) Compartment (b) Bulk
(c) Cabin (d) Overhead bin

4. Aircraft equipment which is used to contain baggage, cargo and mail before loading in the aircraft compartment called
 - (a) Unit Load Devices (ULDs)
 - (b) Unit System
 - (c) Bulk
 - (d) Compartment

5. Loading equipment used to load cargo from/to between ground level and main deck level called
 - (a) Bulk Loader
 - (b) FMC
 - (c) Lower Deck Loader
 - (d) Main Deck Loader

6. ICAO stand for?
 - (a) International Cargo Agent Operator
 - (b) International Company Airlines Organization
 - (c) International Civil Aviation Organization
 - (d) International Customs Aviation Organization

7. Which of the following functions apply to a IATA cargo agent?
 - (a) Charges the Customer the published airline air freight rates.
 - (b) Assume responsibility beyond delivering the shipment to the Airline
 - (c) Deliver direct shipment to the carrying airline
 - (d) Both (a) and (c)

8. The document covering the transportation of the total consolidation is called?
- (a) House Air Waybill
 - (b) Master Air Waybill
 - (c) Consolidation Manifest
 - (d) Cargo label for Consolidation
9. The agent who split the shipment at destination is referred to as a:
- (a) Cargo Agent (b) Consolidator
 - (c) Break Bulk Agent (d) Freight Forwarder
10. Which one of the following statements describes a shipment in bond?
- (a) A shipment that is ready for carriage.
 - (b) A shipment that has been cleared through Customs.
 - (c) A shipment on which import duty has been paid.
 - (d) A shipment on which export duty has not been paid
11. Which of the following models is an example of conventional, narrow-body aircraft?
- (a) A310 (b) DC10
 - (c) MD11 (d) A318
12. Which of the following statement about a cargo door is false?
- (a) It may serve one or two cargo compartments
 - (b) It opens only inward
 - (c) It opens either outwards or inwards
 - (d) A lower deck cargo door is located on the aircraft's right side

13. Which are the three functional areas of a cargo terminal?
- (a) Export, Import and interline/Transshipment
 - (b) Warehouse, security, Customs
 - (c) Landside, airside, Customs
 - (d) Export, Import, warehouse
14. When can a consignment be considered as “Ready for Carriage”?
- (a) When all documentary procedures have been completed and the cargo has been screened.
 - (b) When all documentary procedures have been completed and all physical checks performed.
 - (c) When all documentary procedures have been completed and security check performed.
 - (d) When all documentary procedures have been completed and dimension of the packages have been checked against the air waybill
15. Which of the following is an example of a direct cargo related services?
- (a) Cargo storage (b) Packaging
 - (c) Maintenance (d) Public transport
16. Who must sign the air waybill as to become a valid contract?
- (a) Shipper or an agent acting on his behalf
 - (b) Carrier or an authorized cargo agent
 - (c) Both (a) & (b)
 - (d) None of the above

17. The air waybill is a non-negotiable document. What does this indicate?
- (a) The Air Waybill represents the value of merchandise entered in the waybill
 - (b) The Air Waybill must be endorsed by the party accepting the goods.
 - (c) The Air Waybill can be used as a means of payment without a bank acting as intermediate.
 - (d) The Air Waybill is a contract for transportation only
18. IATA was formed in the year?
- (a) 1940 (b) 1950
 - (c) 1945 (d) 1919
19. The Headquarters of ICAO is situated in?
- (a) Paris, France
 - (b) Montreal, Canada
 - (c) London, United Kingdom
 - (d) Mexico
20. Membership in FIATA is?
- (a) Limited to National Freight forwarders Associations.
 - (b) Limited to national freight forwarders and freight forwarding firms
 - (c) Limited to freight forward firms
 - (d) Open to Customs an firms specializing in warehousing, trucking and brokerage services

21. Which of the following is not a service provided by IATA Cargo Agent?
- (a) Fills out necessary documents prior to air transportation
 - (b) Prepare airline document. i.e. complete Air Waybill including charges
 - (c) Ensure that packaging certificates and declarations are in compliance with government and IATA regulations.
 - (d) Check that export and import licenses are in order and comply fully with Government regulations
22. Which of the following statements about the rights and obligations of IATA Cargo Agent is False?
- (a) IATA Cargo Agents receives a commission from IATA Airlines on export cargo.
 - (b) IATA Cargo Agent must present shipments to the Airlines "Read for carriage".
 - (c) IATA Cargo Agent have the option of either settling accounts using CASS in countries where it is available or through the traditional method.
 - (d) IATA Cargo agent can lose their registration for repeated late payment of freight accounts.
23. _____ is method of sorting, transporting and distributing products in unitized or standardized form in a container.
- (a) Cold chain logistics
 - (b) ICD
 - (c) Containerization
 - (d) DFC

24. Cost is directly proportional to the volume of activity.
(a) Fixed (b) Variable
(c) Joint (d) Common
25. When did cargo planes evolve?
(a) 1880s (b) 1890s
(c) 1920s (d) 1930s
26. How much did air cargo demand grow in 2018 YOY, measured in freight tonne kilometers (FTKs)
(a) -3.5% (b) 1%
(c) 3.5% (d) 5%
27. Jet planes flying in the sky leave a _____ trail behind them
(a) Black (b) Blue
(c) White (d) Grey
28. Privately owned aircrafts are called _____
(a) Air taxis (b) Chartered flights
(c) Scheduled Flights (d) None of the above
29. The Place of ticket issuance and sales are in the COC of travel is _____.
(a) SITI (b) SITO
(c) SOTI (d) SOTO
30. The airlines which does not operate according to a regular time table is known as _____.
(a) Scheduled flights (b) Chartered flights
(c) Air Taxies (d) Connection Flights

31. The highest class of service in an aircraft is _____
(a) Business class (b) Economy class
(c) First class (d) None of these
32. The total travel mileage of the journey is indicated by _____
(a) MPM (b) TPM
(c) EMA (d) EMS
33. The first step in airline ticketing is
(a) Air fare calculation
(b) Booking of tickets
(c) Preparation of reservation sheet
(d) None of these

Part B

(7 × 6 = 42)

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

34. (a) Write down the factors influencing growth in Air-logistics.

Or

- (b) “Air transportation as a means of conquering time and space” — Discuss.

35. (a) Write a note on Route scheduling. How is it used for air cargo logistics?

Or

- (b) What is the scenario of competition with other modes? Explain.

36. (a) Write a brief note on oversized freight.

Or

(b) Explain the procedure of air craft loading.

37. (a) Write the mail acceptance procedure of AV7 and AV8 papers.

Or

(b) Write a brief note on (i) Export packing list
(ii) Import license

38. (a) What are the types of Air-Way bills?

Or

(b) Write the procedure of bill of entry and cancellation of shipments.

39. (a) Explain the air craft loading procedure for unit load devices.

Or

(b) Explain the term: (i) charges collect shipments and
(ii) prepaid shipments.

40. (a) What are the functions of IATA?

Or

(b) What are the functions performed by ACAAI?

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Sub. Code

205645

M.B.A DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Fourth Semester

Logistics Management

GROWTH MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions

1. What is the first step of the 'SIX-S' process of growth management?
 - (a) Strategy
 - (b) Staging
 - (c) Synchronizing
 - (d) Sinews

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

3. What is the primary purpose of entry enticements and barriers?
 - (a) To create a competitive advantage
 - (b) To attract new customers
 - (c) To prevent competitors from entering the market
 - (d) To reduce costs
4. What is the primary purpose of creativity and engagement?
 - (a) To reduce costs
 - (b) To increase customer loyalty
 - (c) To create new products
 - (d) To foster collaboration
5. What type of growth strategy is most effective for a company that is looking to diversify its product offerings?
 - (a) Vertical growth
 - (b) Horizontal growth
 - (c) Evolutionary growth
 - (d) Organic growth
6. What type of growth strategy is most effective for a company that is looking to create synergies between existing businesses?
 - (a) Vertical growth
 - (b) Horizontal growth
 - (c) Evolutionary growth
 - (d) Organic growth

7. Which of the following strategies focuses on the development of new products or services to existing markets?
- (a) Disruptive Ventures
 - (b) Revolutionary Growth
 - (c) Discontinuous Growth
 - (d) Acquired Growth
8. Which of the following models is used to evaluate the attractiveness of a market or industry?
- (a) Blue Ocean Strategy
 - (b) Ansoff's Model
 - (c) SWOT/TOWS Model
 - (d) McKinsey Model
9. According to Porter's Generic Competitive Strategies, what are the three levels of enterprise strategies for growth?
- (a) Cost leadership, differentiation, and focus
 - (b) Aggressive, moderate, and conservative
 - (c) Market penetration, market development, and product development
 - (d) Expansion, diversification, and contraction

10. What is the primary goal of differentiation strategy?
- (a) To reduce costs and offer competitive pricing
 - (b) To expand the market share
 - (c) To develop new products
 - (d) To differentiate the product from competitors.
11. What is the most important factor when it comes to staging growth?
- (a) Organizing for Growth
 - (b) Inertia Escape
 - (c) Activation of Growth
 - (d) Well Thought Out Implementation Plan
12. What is the best way to ensure successful implementation of a growth plan?
- (a) Full Delegation and Accountability
 - (b) Competitive Compensation Programs
 - (c) Well Thought Out Implementation Plan
 - (d) Supportive Organization Culture
13. Which of the following is an important component of a growth management team-based environment?
- (a) Performance management program
 - (b) Change management tools in place
 - (c) Supportive systems and processes
 - (d) All of the above

14. What is the purpose of an employee development plan in a growth management team-based environment?
- (a) To ensure employees have the necessary skills and knowledge
 - (b) To provide feedback and recognition
 - (c) To measure progress and performance
 - (d) To identify areas of improvement and create strategies to address them
15. What is the most important factor in getting focus and balance when it comes to growth management?
- (a) Setting realistic goals
 - (b) Having a clear vision
 - (c) Allocating resources wisely
 - (d) Developing a strong team
16. What is the best way to monitor growth?
- (a) Tracking financial performance
 - (b) Analyzing customer feedback
 - (c) Monitoring customer trends
 - (d) All of the above

17. What is the goal of synchronizing for growth?
- (a) To maximize profits
 - (b) To reduce costs
 - (c) To align resources and goals
 - (d) To increase market share
18. What is the most important resource in directing the growth resource mix?
- (a) Time
 - (b) Money
 - (c) People
 - (d) Technology
19. What is the purpose of a High Growth Road Map?
- (a) To plan for the future
 - (b) To identify potential growth opportunities
 - (c) To understand the current state of growth
 - (d) To measure the success of growth
20. What is an important factor in overcoming growth fatigue?
- (a) Strategic Planning
 - (b) Adaptability
 - (c) Resource Allocation
 - (d) Risk Management
21. What are the key elements of a successful Assets and Capacity assessment?
- (a) Assessing current assets
 - (b) Maximizing capacity utilization
 - (c) Identifying potential investments
 - (d) All of the above

22. What are the key elements of a successful Finance and Profitability plan?
- (a) Setting financial goals
 - (b) Developing budgeting strategies
 - (c) Identifying cost savings opportunities
 - (d) All of the above
23. What strategies can an organization use to identify and manage the unanticipated consequences of growth?
- (a) Developing a risk management plan
 - (b) Implementing a change management system
 - (c) Establishing a culture of continuous improvement
 - (d) All of the above
24. What measures can an organization take to ensure its people and organizational structure are managed effectively?
- (a) Establishing a culture of collaboration
 - (b) Developing a comprehensive training program
 - (c) Encouraging employee engagement
 - (d) All of the above

25. What is the main focus of efficiency improvement in growth management?
- (a) Sustaining growth
 - (b) Effectiveness enhancement
 - (c) Excellence management
 - (d) Continuous innovation
26. What is the primary goal of continuous innovation?
- (a) To increase profits
 - (b) To reduce costs
 - (c) To improve customer satisfaction
 - (d) To stay ahead of the competition
27. What is the most important factor for harnessing diversity in order to achieve growth?
- (a) Creating an inclusive work environment
 - (b) Offering competitive salaries
 - (c) Leveraging technology
 - (d) Developing a strong corporate culture

28. What do you think is the key to developing a passion for growth?
- (a) Setting ambitious goals
 - (b) Encouraging creativity
 - (c) Investing in training and development
 - (d) All of the above
29. What is the most important factor in achieving organizational growth?
- (a) Competitive compensation programs
 - (b) Full delegation and accountability
 - (c) Frequent, two-way communications
 - (d) Strategy core competencies in place
30. What is the primary focus of the Monitoring Growth program?
- (a) To increase efficiency
 - (b) To improve employee development plans
 - (c) To increase market share
 - (d) To monitor organizational growth
31. Growth fatigue is best defined as :
- (a) A period of decline in growth
 - (b) A period of stagnation in growth
 - (c) A period of rapid growth
 - (d) A period of exhaustion from rapid growth

32. Managing the momentum of growth requires :
- (a) Steady and speed
 - (b) Alert and advancing
 - (c) High growth road map
 - (d) All of the above
33. Securing growth in the geography and spread domain requires :
- (a) Developing new markets
 - (b) Expanding into new geographics
 - (c) Leveraging existing markets
 - (d) All of the above

Part B (7 × 6 = 42)

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

34. (a) Explain the key steps involved in the SIX-S process of growth management?

Or

- (b) Explain how fine-ware, soft-ware and hard-ware can be used to build up the growth sinews.

35. (a) Discuss the advantages and disadvantages of evolutionary growth and continuous growth versus organic growth?

Or

- (b) Describe the SWOT/TOWS model and how it can be used to identify key opportunities and threats for an organization.

36. (a) How can organizations use growth management to develop and implement effective growth strategies?

Or

- (b) How can an organization ensure that it is properly organized for growth?

37. (a) How the performance management program should be implemented to ensure the success of change management tools?

Or

- (b) Discuss the strategies can be employed to help an organization get focus and balance in their growth management?

38. (a) How can organizations synchronize their efforts to achieve growth? Example.

Or

- (b) How can steady and speed growth be managed to ensure the momentum of growth is maintained? What key elements should it include?

39. (a) Discuss the techniques can be used to improve Finance and Profitability domain to ensure growth in the long-term?

Or

- (b) How can organizations create a culture of learning and adaptation to help them manage the risks associated with

40. (a) How can efficiency improvement be used to maximize growth potential?

Or

- (b) How can organizations ensure that their growth is significant and long-lasting?
