

N-0214

Sub. Code

205742

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

ONLINE PROGRAMMES EXAMINATIONS

Second Year — Fourth Semester

(Tourism)

TOURISM PROJECT MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Tools used for comparison of the proposed project to complete projects of a similar nature. whose costs are known as _____
 - (a) Algorithmic Model
 - (b) Expert Judgment
 - (c) Top down
 - (d) Anology
2. The extended project life cycle adds two or more phases to the sequence which are.
 - (a) Concept and Operations
 - (b) Operations and Terminations
 - (c) Handover and Operations
 - (d) Implementation and Operations

3. How often should a SWOT analysis be performed
 - (a) Only when specific issues needed to be addressed
 - (b) Atleast once per year
 - (c) Only at the time of business starts
 - (d) For every five years
4. Which of the following are the components of risk management
 - (a) Risk assessment
 - (b) Risk Control
 - (c) Risk ranking
 - (d) All the above
5. The time corresponding to minimum total project cost is
 - (a) Crash time
 - (b) Normal time
 - (c) Optional time
 - (d) Between normal and crash time.
6. The feasibility study determines _____
 - (a) Whether the project is possible with resources
 - (b) Comparing the project with world class manufacturing norms
 - (c) Calculate the cost crashing each Unit
 - (d) Add duration of each Unit

7. Which of the following rules stands true while preparing a schedule of changes in working Capital
- (i) An increase in current assets increases working capital
 - (ii) An increase in current assets decreases working capital
 - (iii) An increase in current liabilities decreases working capital
 - (iv) An increase in current liabilities increases working capital
- (a) (i) and (iii) only (b) (i) and (iv) only
(c) (ii) and (iv) only (d) (i), (ii) and (iii) only
8. Fixed working capital is generally financed by
- (a) Long term capital fund
 - (b) Government aid
 - (c) Internal Financing
 - (d) Short term loans and banks
9. The payback period is the period of _____
- (a) a project takes to pay back the loan taken to purchase the capital assets
 - (b) equal to the useful life of the machines
 - (c) a project takes to recover its initial cash outflow
 - (d) over which the project will be getting operating cash inflows

10. The criteria for acceptance of a project on the basis of profitability Index (PI) is _____
- (a) $PI = 0$
 - (b) $PI < 0$
 - (c) $PI > 1$
 - (d) $PI > 0$
11. Cost benefit analysis is _____
- (a) Finding out value for money
 - (b) Performance evaluation based on repayment for loan
 - (c) Selling costly items at reasonable price
 - (d) Performance evaluation based on benefit in relation to the input
12. An Engineering college had invested Rs.5 crore in the year 2020, to improve the learning outcomes of their students. In order to know whether the investment has yielded the desired results the group should perform
- (a) Cost benefit analysis
 - (b) Tangible benefit analysis
 - (c) Intangible benefit analysis
 - (d) Cost effective analysis.
13. A mandatory prerequisite for team building is
- (a) Funding for staff development activities
 - (b) Shared work ethics among team members.
 - (c) Commitment from top level management.
 - (d) Removal of trouble some individuals.

14. What is the human capital perspective argument for diversity management in project Management
- (a) Using HR planning to identify project leaders and managers
 - (b) Assessing all employees interims of the money they make
 - (c) Taking advantage of the talents available in the whole of the workplace
 - (d) Telling employees that their knowledge and skills will be assessed and Use by managers
15. What is the reason of evaluating the capital budgeting decisions based on Cash flows
- (a) Cash is more important for an organization than profits
 - (b) Cash flows are much easier to calculate compared to profits
 - (c) Both (a) and (b) are incorrect
 - (d) Both (a) and (b) are correct
16. Which one of the following would be the result of including floatation costs in the analysis of a project
- (a) It will increase the initial outflow of cash for the project
 - (b) It will increase the rate of return for the project
 - (c) It will increase the Net Present Value (NPV) of the project
 - (d) It will have the Zero effect on the current value of the project

17. Which one of the following is included in the composition of feasibility study
- (a) Financial feasibility study
 - (b) Demographic Feasibility study
 - (c) Physical Feasibility study
 - (d) Resources feasibility study
18. PERT Analysis is based on
- (a) Pessimistic time, Optional time, Maximum time
 - (b) Optimistic time, Pessimistic time and Most likely time
 - (c) Optimistic time, Efficient time and Most likely time
 - (d) Minimum time, optimistic time, and harmonic time
19. Gantt chart is used for _____
- (a) Resource Management
 - (b) Production Scheduling
 - (c) Large No. of tasks
 - (d) One time update
20. _____ determines the overall scope of the project
- (a) Concept Scoping
 - (b) Proof of concept
 - (c) Technology risk assessment
 - (d) None of the above
21. In PERT analysis probability of project completion in estimated duration of critical path is _____
- (a) 100%
 - (b) 50%
 - (c) 0%
 - (d) Uncertain

27. _____ is an important evaluating technique for evaluating the quality of a project management
- (a) Performance evaluation
 - (b) Cost benefit analysis
 - (c) Impact analysis
 - (d) Audit
28. The critical path in a project network is the _____
- (a) Shortest path through the network
 - (b) Longest path through the network
 - (c) Network path with the most difficult activities
 - (d) Network path with the most merge activities
29. _____ expressly designed for the support of individual and collective decision making.
- (a) MIS
 - (b) DSS
 - (c) TPS
 - (d) OIS
30. _____ is an organized portfolio of formal systems for obtaining processing and delivering information in support of the business operations and management of an organization.
- (a) MIS
 - (b) TPS
 - (c) DSS
 - (d) MRS
31. A company is considering investing surplus funds in a project. Calculate the NPV @ 10% discount rate for the following data.

Project	Year 0	Year 1	Year 2
A	100	100	100

- (a) 73.5
- (b) 173.5
- (c) 273.5
- (d) 100

32. A project has a profitability Index of 1.30. what does it mean?
- (a) The NPV is less than 0
 - (b) The payback period is more than one year
 - (c) That the project returns of Rs.1.30 for every Rs.1 invested in the project
 - (d) That IRR is 1.30 times of the Handle rate
33. Cash flow example from a financial activity is
- (a) Receipt of dividends on investment
 - (b) Cash received from customers
 - (c) Purchase of fixed costs
 - (d) Payment of dividends

Part B

(7 × 6 = 42)

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

34. (a) Classify projects and explain all with its characteristics.

Or

- (b) Explain project management life cycle and the various phases of project life cycle.

35. (a) What do you mean by SWOT analysis? Explain SWOT analysis with examples.

Or

- (b) "The analysis of Financial Statement is more important for project evaluation" - Justify.

36. (a) Differentiate the payback period and discounted payback period.

Or

- (b) Explain the different approaches of SCBA.

37. (a) Discuss in detail about the project monitoring and control.

Or

- (b) What do you mean by Internal Rate of return (IRR)? Explain how the IRR can be calculated and write its uses.

38. (a) Machine A costs Rs.1,00,000 payable immediately. Machine B costs Rs.1,20,000 half payable immediately and half payable is one year's time. The cash receipts expected are as follows.

Year (at the end)	A	B
	Rs.	Rs.
1	20,000	
2	60,000	60,000
3	40,000	60,000
4	30,000	80,000
5	20,000	–

with 7% cost of capital, which machine should be selected?

Or

- (b) What do you mean by project appraisal? Explain any two of the project appraisal method.

39. (a) Briefly explain CPM and the implementation approach for CPM.

Or

(b) What is Risk analysis? Explain various Risk analysis methods.

40. (a) Define project audit. Explain various methods of audit in detail.

Or

(b) What are the computer applications used in project management? Explain the project implementation network techniques.

N-0326

Sub. Code

205411/205511/

205611/205711/

205811

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.

N-0327

Sub. Code

**205412/205512/
205612/205712/
205812**

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.

N-0328

Sub. Code

**205413 /
205513/205613
/205713/205813**

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.

N-0329

Sub. Code

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

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.

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.

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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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Sub. Code

**205423/ 205523/
205623/ 205723/
205823**

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

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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Sub. Code

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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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Sub. Code

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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

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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205831

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-0350

Sub. Code

205733

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

(Tourism)

TOURISM AND ACCOMMODATION

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. What are the elements included in Internal tourism?
 - (a) Domestic and Inbound tourism
 - (b) Inbound tourism
 - (c) Domestic tourism
 - (d) Outbound tourism

2. _____ are included in National tourism
 - (a) Domestic tourism
 - (b) Outbound tourism
 - (c) Domestic and Outbound tourism
 - (d) None of these

3. _____ is a type of visitors who spends at least three hours away from home outside their usual environment for leisure but not staying away overnight.
- (a) Leisure day visitor (b) Twisty
(c) Same day visitor (d) None of these
4. If you are staying in a five-star hotel, you are an
- (a) Guest of the hotel
(b) Extra high budgeted tourist
(c) Middle budgeted tourist
(d) Guest of the company that has invited you
5. The type of a visitor who make a travel within his citizenship country, he is a _____ visitor
- (a) Domestic (b) International
(c) Inbound (d) Out bound
6. Incredible India promotion was introduced by the Indian Government in the year
- (a) 2001 (b) 2000
(c) 1999 (d) 2002
7. A type of a traveler who choose to travel on foot is known as
- (a) Pouching (b) Way Traer
(c) Cosmopolitan (d) None of these
8. _____ is used to describe when hunting of animals or land is under official protection is done illegally.
- (a) Pouching (b) Cosmopolitans
(c) Way Tarer (d) None of these

9. The term used to describe the mixture of geographic and demographic division is known as
(a) Geodemographic (b) Psychographic
(c) Segmentation (d) None of these
10. The purpose of Tourism and Development industry in India aims at
(a) To spread word of mouth and create repeat visitors
(b) To spread word of month
(c) Create repeat visitors
(d) None of these
11. BRIC is an organization that includes Russia, India, China and _____
(a) Brussels (b) Brazil
(c) Belgium (d) None of these
12. An Electronic mail or written mail sent to prospective customer is known as
(a) Direct mail (b) Indirect mail
(c) Personal Mail (d) None of these
13. The practice of marketing of a product through publicity is called
(a) Marketing (b) Segmentation
(c) Advertisement (d) Promotion
14. In the books of Tourism and Development, a tourism policy includes
(a) Rules
(b) Regulations
(c) Objectives and strategies
(d) All of the above

15. The national tourism policy was drafted in the year
(a) 1997 (b) 1998
(c) 2000 (d) 1996
16. The first tourism policy was implemented in India in the year
(a) 1980 (b) 1982
(c) 1981 (d) 1983
17. The Serjent committee was appointed in the year
(a) 1945 (b) 1950
(c) 1955 (d) 1956
18. World Travel and Tourism Council (WTTC) was founded in the year
(a) 1990 (b) 1980
(c) 1970 (d) 1960
19. A traveler who travels from one place to an alternative place is known as _____
(a) Tourist (b) Travellor
(c) Inbound tourist (d) Out bound tourist
20. The magnitude of properties with anestians is known as
(a) Emotion (b) Perception
(c) Psychometrics (d) None of these
21. An individual who is travelling a place for delight is known as _____
(a) Tourist (b) Traveller
(c) Inbound tourist (d) None of these

22. In the category of Travel propensity, the type of Net travel propensity determines _____
- (a) Total number of trips
 - (b) Total number of transits
 - (c) Total number of persons who take at least one trip
 - (d) None of these
23. The measure used to calculate the travel propensity with the total number of trips is _____
- (a) Gross travel propensity
 - (b) Travel measurement
 - (c) Net travel propensity
 - (d) None of these
24. _____ is a measure that uses the value statistics.
- (a) Tourist expenditure
 - (b) Twists days
 - (c) Accommodation
 - (d) None of these
25. For measuring the number of tourism trips _____ statistics measurement is used
- (a) Value statistics
 - (b) Volume statistics
 - (c) Expenditure statistics
 - (d) None of these
26. Which demand refer the demand for goods that are needed for final consumption
- (a) Direct demand (b) Derived Demand
 - (c) Indirect Demand (d) None of these

27. Which demand is not developed or produced?
(a) Indirect demand (b) Perishable demand
(c) Direct demand (d) Autonomous demand
28. _____ is the type of demand where the need for a product is attached to the purchase of scene parent product.
(a) Induced demand (b) Autonomous demand
(c) Actual demand (d) Direct demand
29. Generated demand is also known as
(a) Derived demand (b) Autonumars demand
(c) Direct demand (d) None of these
30. Which is the crucial factor of defining the tourism demand
(a) Race of gender (b) Mobility
(c) Income (d) Education
31. A category of population who do not take part in travel is known as
(a) Potential demand (b) Suppressed demand
(c) Deferred demand (d) No demand
32. Subdued demand includes potential demand and _____demand.
(a) Deferred demand
(b) Direct demand
(c) Suppressed demand
(d) None of these

33. Which demand comprises of category of people who do not travel for same reason
- (a) Suppressed demand
 - (b) No demand
 - (c) Effective demand
 - (d) Actual demand

Part B

(7 × 6 = 42)

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

34. (a) What are the different types of Tourism options available for a person?

Or

- (b) Examine the significance of accommodation in tourism and its types.

35. (a) Explain in detail the importance of MICE tourism in hotels.

Or

- (b) What are the rate structure and concessions followed in the Star Hotels?

36. (a) Why Housekeeping is considered as an important element in Tourism and Accommodation and the need for control?

Or

- (b) Write the nuances followed in maintaining the Elevators and corridors equipments.

37. (a) Write the importance of pricing of commodities.

Or

(b) Write a note on Inventory control and its importance.

38. (a) Explain how to plan in Menu design and constraints in it.

Or

(b) What are the various Restaurant value added Service available in tourism? Explain.

39. (a) How Cost is calculated for a Food item and what are the various methods available to calculate and control it.

Or

(b) Write the different methods to Control the Beverages.

40. (a) What is Hygiene related processes to be followed in Hotel Industry and Discuss its needs.

Or

(b) What are the protocols followed during the recruitment process in hotels.

N-0351

Sub. Code

205734

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

ONLINE PROGRAMME EXAMINATIONS

Second Year — Third Semester

TOUR OPERATORS AND TRAVEL AGENCIES

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. A passenger protects himself while travelling by buying.
(a) Tickets (b) Insurance
(c) Credit Card (d) Traveller cheque
2. A description of a customer's travel plan means.
(a) Brochure (b) Itinerary
(c) Tour package (d) None of these
3. Palace on wheels and Royal orient trains journey started at _____ place.
(a) Chennai (b) Delhi
(c) Mumbai (d) Kolkata
4. The ending point of the journey is known as
(a) Stop overs (b) Origin
(c) Destination (d) None of these

5. PNR means
- (a) Passenger Name Report
 - (b) Passenger Name Record
 - (c) Personal Name Record
 - (d) Personal Name Report
6. A person travelling abroad should compulsorily need a
- (a) Ticket (b) Insurance
 - (c) Visa (d) None
7. _____ types of travel known as the people who travel for employment, colleges, schools, etc.
- (a) Commercial travel
 - (b) Leisure travel
 - (c) Institutional travel
 - (d) Family travel
8. The headquarters of IATA
- (a) Spain (b) Montreal
 - (c) Paris (d) Geneva
9. The year IATA was established
- (a) 1952 (b) 1950
 - (c) 1945 (d) 1953
10. _____ operates as a legally appointed agent, representing the principal in a certain geographic area.
- (a) Tour operator (b) Travel Agency
 - (c) Tour broker (d) Ground operator

11. The first train ran in India from Bombay to
(a) Kerala (b) Thane
(c) Dadar (d) Vasai
12. Travel by land is called what transportation
(a) Land (b) Water
(c) Surface (d) None
13. A travel agency is also called as _____ of the tourist product.
(a) Retailer (b) Manufacturer
(c) Distributor (d) Wholesaler
14. When an employee is given a fully paid holiday it is called _____
(a) Group tour (b) Independent tour
(c) Inclusive tour (d) Incentive tour
15. _____ Tour operators provide travel services within the tourist's native country.
(a) Domestic (b) Inbound
(c) Outbound (d) Ground
16. _____ is a type of travel agent that is located in the premises of corporate offices to make travel arrangements for employees.
(a) Full service agency
(b) Wholesale travel
(c) Online Travel agency
(d) Implant agency

17. Who was appeared as first modern travel agency?
(a) Benjamin D John (b) Thomas Cook
(c) Macro polo (d) Alexander
18. Chatra Pathi Sivaji international airport is at —————
(a) Chennai (b) Bangalore
(c) Mumbai (d) Kerala
19. PATA was formed in —————
(a) Paris (b) Greenland
(c) Hawaii (d) None of these
20. The first set up UNWTO in ————— year
(a) 1920 (b) 1980
(c) 1925 (d) 1950
21. Cruising for pleasure quickly became popular in
————— century
(a) 20th (b) 18th
(c) 19th (d) 14th
22. The main sources of Travel Agency
(a) Sales (b) Commission
(c) Incentives (d) Production
23. GDN stands for
(a) Global Distribution Networks
(b) Global Development Networks
(c) General Development Networks
(d) General Distribution Networks

24. A Computerised system used to access information about schedules, availability, fares and other travel for materials known as _____
- (a) Check in
 - (b) Computer reservation system
 - (c) Booking
 - (d) Check out
25. Travel from and or to an enroute point of a fare component known as _____
- (a) Round trip (b) Circle trip
 - (c) Side trip (d) None of these
26. Formalities undertaken by a passenger at an airport before departure known as
- (a) Check out (b) Check in
 - (c) Reservation (d) None of these
27. The world's great ship includes
- (a) Cunard's Queen Mary
 - (b) Queen Elizabeth
 - (c) (a) and (b)
 - (d) None of these
28. UFTAA was founded in _____
- (a) Rome (b) Japan
 - (c) London (d) None of these

29. The most expensive accommodation on ship is
- (a) Inside on lower decks
 - (b) Large with max space
 - (c) Outside with a balcony
 - (d) Equipped with bunk beds
30. The process of transporting passengers from one terminal to another known as _____
- (a) Transfer
 - (b) Transit
 - (c) Stop over
 - (d) None of these
31. A personal item carried by a traveler is known as
- (a) Allowance
 - (b) Baggage
 - (c) Baggage Tag
 - (d) None of these
32. ETA stands for _____
- (a) Estimated time departure
 - (b) Estimated time arrival
 - (c) Estimated time zone
 - (d) None of these
33. Which company pioneered the cruise industry
- (a) Peninsular steam navigation co.
 - (b) Cunard
 - (c) Carnival cruise lines
 - (d) White star

Part B

(7 × 6 = 42)

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

34. (a) Define Tour Operator. Explain their types.

Or

- (b) What are the roles of Travel Agents in the development of Tourism Industry in India?

35. (a) Explain in detail about different types of Travel Agency.

Or

- (b) Explain the resources of Travel Agency.

36. (a) What are the difference between Tour operator and Wholesale Travel Agency?

Or

- (b) Explain in detail about the sources of income of a Travel Agency.

37. (a) Elaborate the role of ITDC in detail.

Or

- (b) Discuss about organisational structure of a Tour Operator.

38. (a) Explain in detail about the structure, composition and functions of TAAI.

Or

(b) Discuss about UNWTO organisation in detail.

39. (a) What are the process of getting approval of a Travel Agency?

Or

(b) Discuss about the different types of Tour Packages.

40. (a) Elucidate the problems faced by Tour operators and Travel Agencies due to seasonality.

Or

(b) Discuss about different types of Tour cost and pricing techniques.

N-0352

Sub. Code

205735

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

Tourism

QUALITY IN TOURISM

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** the questions.

1. Why is quality important in the tourism industry?
 - (a) It helps attract more tourists
 - (b) It improves customer satisfaction
 - (c) It enhances the destination's reputation
 - (d) All of the above

2. In the context of urban tourism, what does quality refer to?
 - (a) The number of tourists visiting a city
 - (b) The level of customer satisfaction in urban destinations
 - (c) The size of the urban area
 - (d) The availability of public transportation

3. What does safety refer to in the context of quality determinants in tourism?
 - (a) The availability of public transportation
 - (b) The cleanliness of tourist accommodations
 - (c) The security and protection of tourists
 - (d) The cultural diversity of a destination

4. How does hygiene contribute to quality in tourism?
 - (a) It ensures the safety and well-being of tourists
 - (b) It enhances the accessibility of tourist attractions
 - (c) It showcases the cultural heritage of a destination
 - (d) It improves the availability of transportation options

5. Which of the following is a quality project management technique for providing secure transport to tourists?
 - (a) Risk identification and mitigation
 - (b) Cost estimation and budgeting
 - (c) Resource allocation and scheduling
 - (d) Stakeholder analysis and engagement

6. Which of the following techniques can be used to enhance the security of tourist transportation?
 - (a) Implementing regular vehicle maintenance schedules
 - (b) Conducting customer satisfaction surveys
 - (c) Offering discounted fares to tourists
 - (d) Increasing the frequency of transportation services

7. What skills are essential for project managers in addressing security concerns in tourist transportation?
 - (a) Crisis management and emergency response skills
 - (b) Sales and negotiation skills
 - (c) Cultural sensitivity and language proficiency
 - (d) IT and technological skills

8. How are quality standards prescribed in the context of food safety in tourism?
 - (a) By international culinary schools and training institutes
 - (b) By local governments and regulatory authorities
 - (c) By travel agencies and tour operators
 - (d) By food critics and reviewers

9. What is the primary objective of detecting and preventing offenses against tourists?
 - (a) To increase tourism revenue in a destination
 - (b) To protect the safety and well-being of tourists
 - (c) To promote cultural exchange between tourists and locals
 - (d) To improve the infrastructure and facilities for tourists

10. What are some common offenses that tourists may face during their travels?
 - (a) Currency exchange scams and fraudulent activities
 - (b) Transportation delays and cancellations
 - (c) Language barriers and communication difficulties
 - (d) Cultural misunderstandings and conflicts

11. What measures can be taken to enhance the safety and security of tourists in popular destinations?
 - (a) Increasing the number of police checkpoints
 - (b) Installing surveillance cameras in public areas
 - (c) Enforcing strict curfews for tourists
 - (d) Conducting safety training programs for tourism staff

12. What is the primary goal of applying service quality in managing tourist destinations?
 - (a) To attract more tourists to the destination
 - (b) To enhance the overall visitor experience
 - (c) To generate revenue for the local economy
 - (d) To improve transportation infrastructure

13. The tourism destination life cycle is characterized by which of the following stages?
 - (a) Exploration, growth, maturity, and decline
 - (b) Introduction, development, saturation, and rejuvenation
 - (c) Pre-planning, construction, operation, and closure
 - (d) Planning, implementation, monitoring, and evaluation

14. What is the primary objective of ISO 9001 certification in tourism destinations?
 - (a) To attract more tourists to the destination
 - (b) To ensure the preservation of cultural heritage
 - (c) To improve the efficiency and effectiveness of operations
 - (d) To establish a strong online presence for the destination

15. Which of the following best describes the concept of service in the tourism industry?
- (a) Providing physical products to tourists
 - (b) Offering intangible experiences and assistance to tourists
 - (c) Conducting market research for tourism businesses
 - (d) Developing infrastructure and attractions for tourists
16. How does quality management benefit tourism businesses?
- (a) By reducing the cost of services provided to tourists
 - (b) By increasing the number of employees in the organization
 - (c) By improving customer loyalty and repeat visits
 - (d) By outsourcing key services to external vendors
17. Which of the following is an example of a customer's role in service co-creation?
- (a) Providing feedback and suggestions to service providers
 - (b) Setting the prices for the services they consume
 - (c) Determining the working hours of service providers
 - (d) Controlling the quality standards of the services
18. How can quality of service impact customer loyalty and satisfaction?
- (a) High service quality leads to lower customer loyalty
 - (b) Service quality has no impact on customer loyalty
 - (c) High service quality results in increased customer loyalty and satisfaction
 - (d) Service quality only affects customer satisfaction, not loyalty

19. What is one of the common causes of service quality deterioration in the service sector?
- (a) Excessive employee training and development
 - (b) Lack of customer feedback and suggestions
 - (c) Effective communication and coordination among employees
 - (d) Strong focus on customer satisfaction
20. What is one of the management challenges in improving service quality in the service sector?
- (a) Lack of competition in the market
 - (b) Low customer expectations and demands
 - (c) Difficulty in measuring and assessing service quality
 - (d) Minimal employee involvement and engagement
21. Why are seating arrangements important in event operations?
- (a) To ensure equal distribution of attendees
 - (b) To provide comfort and convenience to attendees
 - (c) To create a visual appeal for the event
 - (d) To facilitate networking opportunities among attendees
22. How does press relations contribute to successful event operations?
- (a) By providing financial support to the event
 - (b) By promoting the event to a wider audience
 - (c) By managing the event's audio-visual needs
 - (d) By overseeing event registration processes

23. What is the purpose of prescribing standards for sanitary and health requirements in tourism?
- (a) To restrict tourists' access to medical facilities
 - (b) To create unnecessary regulations and bureaucracy
 - (c) To ensure a consistent level of hygiene and safety for tourists
 - (d) To increase the cost of tourism services
24. Why is it important for tourist destinations to have access to emergency medical services?
- (a) To discourage tourists from visiting the destination
 - (b) To increase the cost of tourism services
 - (c) To provide immediate assistance in case of accidents or emergencies
 - (d) To limit the availability of healthcare facilities to locals only
25. How can travel assistance benefit tourists?
- (a) By discouraging tourists from visiting certain destinations
 - (b) By limiting the availability of travel services and resources
 - (c) By providing support and guidance during their travel experience
 - (d) By promoting unreliable and inaccurate information

26. How can destinations ensure the provision of authentic information to tourists?
- (a) By promoting misleading and false information
 - (b) By limiting tourists' access to information sources
 - (c) By collaborating with reliable and reputable tourism organizations
 - (d) By discouraging tourists from seeking information
27. Which of the following is a key consumer protection right for tourists?
- (a) Right to unlimited refunds for any reason
 - (b) Right to free travel and accommodation upgrades
 - (c) Right to accurate and transparent information
 - (d) Right to exclusive access to tourist attractions
28. What is the significance of international cooperation in tourism?
- (a) To limit the number of tourists in popular destinations
 - (b) To increase the cost of tourism services
 - (c) To ensure seamless travel experiences for tourists across borders
 - (d) To restrict tourists' access to information and resources
29. What are the key elements of managerial skills in the tourism and hospitality industry?
- (a) Technical skills, financial management, and marketing expertise
 - (b) Interpersonal skills, leadership abilities, and cultural awareness
 - (c) Administrative tasks, operational efficiency, and inventory management
 - (d) Strategic planning, legal knowledge, and customer service proficiency

30. What is the primary focus of crisis management in the tourism industry?
- (a) To avoid all potential crises and risks
 - (b) To limit tourists' access to information during crises
 - (c) To effectively respond to and manage crises when they occur
 - (d) To discourage tourists from seeking assistance during crises
31. What is the purpose of conducting quality audits in tourism destinations?
- (a) To identify potential areas for cost reduction
 - (b) To assess the satisfaction levels of tourists
 - (c) To ensure compliance with quality standards and procedures
 - (d) To determine the overall market share of the destination
32. How can offenses against tourists in terms of food safety be prevented?
- (a) By implementing strict security measures at food establishments
 - (b) By promoting awareness campaigns on food safety for tourists
 - (c) By offering discounts and promotions on food and beverages
 - (d) By showcasing the local food culture through festivals and events
33. What is the main reason for emphasizing quality in tourism services?
- (a) To increase the cost of services
 - (b) To ensure a competitive advantage
 - (c) To limit customer expectations
 - (d) To reduce customer satisfaction

Part B

(7 × 6 = 42)

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

34. (a) Describe the concept of quality in tourism and explain why it is important for the tourism industry as a whole. Provide examples to support your answer.

Or

- (b) Discuss the significance of hygiene in the tourism industry. How does maintaining high hygiene standards contribute to the overall quality of tourism experiences? Provide examples of hygiene practices and initiatives that are commonly implemented in different sectors of the tourism industry.

35. (a) Discuss the importance of food safety in the tourism industry. How does ensuring food safety contribute to the overall quality of tourism experiences and the reputation of tourism destinations? Explain the potential risks and consequences associated with food borne illnesses in the context of tourism.

Or

- (b) Explore the importance of project management techniques in ensuring secured transport for tourists. Discuss the key elements of project management that are essential for successfully planning, executing and monitoring transportation projects in the tourism industry.

36. (a) Discuss the critical role of a manager in the tourism industry. Explore the key responsibilities, skills, and competencies that are required for effective management in various sectors of tourism.

Or

(b) Analyze the stages of the tourism destination life cycle, such as exploration, development, maturity, and decline and explain each stage.

37. (a) Explore the growing importance of quality management in the tourism industry.

Or

(b) Discuss the types of services, their classification, and the role of customers in the service process.

38. (a) Analyze the potential consequences of quality deterioration on the tourism experience, customer satisfaction, destination reputation in tourism industry.

Or

(b) Discuss the various components involved in event operations, including venue selection, logistics management, program scheduling, audiovisual setup, catering arrangements, and participant engagement.

39. (a) Examine the measures and protocols in place for providing medical assistance to tourists and addressing health emergencies during their travels. Discuss the importance of having effective systems and resources in place to handle medical emergencies.

Or

(b) Examine the importance of travel assistance services in facilitating smooth and enjoyable travel experiences for tourists. Discuss the various aspects of travel assistance.

40. (a) Explore the significance of consumer protection rights in the tourism industry and their role in ensuring fair and safe experiences for travellers.

Or

- (b) Examine the concept of crisis management in the context of the tourism industry and its importance in mitigating and responding to unexpected events and disruptions. Additionally, discuss the role of collaboration between public and private sectors, tourism organizations, and local communities in managing crises.
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N-0369

Sub. Code

205741

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

(Tourism)

TOURISM ENTREPRENEURSHIP

(2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Traditional culture of quality requirements focuses on
 - (a) Product oriented
 - (b) Process oriented
 - (c) Customer oriented
 - (d) Supplier oriented

2. American quality guru who took the message of quality to Japan
 - (a) Genichi Taguchi
 - (b) Masaaki Imai
 - (c) Shigeo Shingo
 - (d) Edwards Deming

9. ISO 9001 is not concerned with _____ of quality records.
- (a) Collection (b) Maintenance
(c) Verification (d) Dis-positioning
10. BIS is abbreviated as
- (a) Body of India standards
(b) Bureau of Indian standards
(c) Basic India standards
(d) None of the above
11. Fourteen points framework for quality and productivity improvement was Suggested by _____.
- (a) Crosby (b) Ishikawa
(c) Deming (d) Juran
12. Quality Circles members are _____.
- (a) Paid according to their contribution to quality
(b) External consultants designed to provide training in the use of Quality tools
(c) Always machine operators
(d) None of the three
13. Kaizen is a Japanese term meaning _____.
- (a) Continuous improvement
(b) Just-in-time
(c) A fishbone diagram
(d) Setting standards

14. Which of the following is not a target of Total Quality Management?
- (a) Customer Satisfaction
 - (b) Reducing manpower
 - (c) Continuous Cost Reduction
 - (d) Continuous Operational Improvement
15. Machine wear and tear is _____ source of variation.
- (a) Random
 - (b) Natural
 - (c) Assignable
 - (d) Cannot be determined
16. The pillars of quality is (are)
- (a) Quality is free
 - (b) Doing it right the first time
 - (c) Zero defects
 - (d) (b) and (c)
17. Reworking _____ the cost of quality.
- (a) Decreases
 - (b) increases
 - (c) Neutralizes
 - (d) None
18. A person who is travelling a place for pleasure is known as
- (a) Tourist
 - (b) Traveller
 - (c) Inbound tourist
 - (d) None of these
19. Net travel propensity measures _____.
- (a) Total number of trips
 - (b) Total number of transit
 - (c) Total number of persons who take at least one trip
 - (d) None of these

20. The value statistics measures
- (a) Tourist expenditure
 - (b) Twists days
 - (c) Accommodation
 - (d) None of these
21. Which is the world's top tourism destination according to international tourism receipts
- (a) U.S
 - (b) Spain
 - (c) France
 - (d) China
22. The Process of selling of a product through publicity is called
- (a) Marketing
 - (b) Segmentation
 - (c) Advertisement
 - (d) Promotion
23. A person who moves from one location to another is known as _____.
- (a) Tourist
 - (b) Traveller
 - (c) Inbound tourist
 - (d) Out bound tourist
24. Tourism sector creates more _____ opportunities.
- (a) Job
 - (b) Fund raising
 - (c) Profit making
 - (d) Attractive
25. Eco tourism relates to _____.
- (a) Economic system
 - (b) Financial system
 - (c) Nature
 - (d) E-commerce

26. International tourism helps to earn _____.
- (a) Goodwill
 - (b) Foreign exchange
 - (c) Image building
 - (d) Collaborative Business
27. _____ is the cultural capital of India.
- (a) Mumbai
 - (b) Delhi
 - (c) Nagpur
 - (d) Bangalore
28. Availability of trained _____ is essential for tourism
- (a) Manpower
 - (b) Candidates
 - (c) Caterers
 - (d) Hoteliers
29. India needs to change its _____ marketing approach to modern marketing approach for developing Tourism.
- (a) Planning
 - (b) Organising
 - (c) Traditional
 - (d) Management
30. Shilp-Gram mela is organised in _____.
- (a) Ajmer
 - (b) Agra
 - (c) Delhi
 - (d) Rajasthan
31. A visitor who stays in the country visited for at least one night is known as _____.
- (a) Visitor
 - (b) Resident
 - (c) Tourist
 - (d) None of these

37. (a) How does shopping helps in tourism business?

Or

(b) Write about tourism attraction development.

38. (a) What do you mean by resource planning in hospitality industry?

Or

(b) How can you develop tourism entrepreneurship?

39. (a) Explain about understanding customers in tourism sector.

Or

(b) How to write a business plan for financial requirements?

40. (a) Explain the form of good business practices.

Or

(b) Describe the key elements of managerial skill in tourism and hospitality industry.

N-0371

Sub. Code

205743

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

(Tourism)

INSTITUTIONAL FRAME WORK OF TOURISM

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Visitors spending at least three hours away from home outside their usual environment for leisure but not staying away overnight is known as
 - (a) Leisure day visitor
 - (b) Twisty
 - (c) Same day visitor
 - (d) None of these
2. Tourism is a _____ phenomenon.
 - (a) Local
 - (b) Regional
 - (c) National
 - (d) Global
3. The headquarters of European Travel Commission is located in
 - (a) Prague
 - (b) Rome
 - (c) Paris
 - (d) Brussels

4. Which statistics measures tourism trips
 - (a) Value statistics
 - (b) Volume statistics
 - (c) Expenditure statistics
 - (d) None of these
5. World tourism organization was established in
 - (a) 1957
 - (b) 1950
 - (c) 1940
 - (d) 1965
6. World tourism organization is a specialized agency of
 - (a) Economic cooperation organization
 - (b) United Nations
 - (c) International civil aviation organization
 - (d) None of the above
7. PATA is responsible for development of travel and tourism within
 - (a) Australian region
 - (b) American region
 - (c) European region
 - (d) Asia Pacific region
8. World Association of Travel Agencies (WATA) has how many types of memberships
 - (a) Two
 - (b) Three
 - (c) One
 - (d) None of the above
9. At the time of founding, IATA had _____ Members.
 - (a) 45
 - (b) 80
 - (c) 57
 - (d) 28
10. Who are the members of International Hotel and Restaurant Association (IHRA)?
 - (a) Students
 - (b) International Hotel
 - (c) National Hotel
 - (d) All of these

11. IH and RA Annual Environmental Award is conducted by IHRA in association with _____
- (a) UNEP (b) WATA
(c) IHRA itself (d) None of these
12. Tourism leaders from 107 countries convened for a World Congress in Manila, the Philippines, under the aegis of _____
- (a) WATA (b) IUOTO
(c) UNWTO (d) None of these
13. The First Constitutive Assembly of the International Union of Official Travel Organisations (IUOTO) is held in
- (a) Hague (b) New Delhi
(c) Paris (d) Sydney
14. IUOTO adopts Statutes of the
- (a) World Tourism Organization
(b) PATA
(c) Both (a) and (b)
(d) None of these
15. The main objective of ITDC
- (i) To construct, take over and manage existing hotels and market hotels, Beach Resorts, Travellers' Lodges/Restaurants.
(ii) To provide transport, entertainment, shopping and conventional services.
(iii) To produce, distribute, tourist publicity material
(iv) To render consultancy–cum–managerial services in India and abroad
- (a) (i) and (ii) only (b) (ii) only
(c) (ii) and (iii) (d) All the above

16. ITDC came into existence in
(a) October 2016 (b) January 2016
(c) August 2016 (d) September 2016
17. The schemes of ITDC are
I Swadesh Darshan Scheme
II Prashad scheme
III CBSP scheme
(a) All the above (b) Only I and II
(c) Both I and II (d) None of these
18. Hotel Association of India (HAI) is established in
(a) 1995 (b) 1996
(c) 2000 (d) 2005
19. IATO (Indian Association of Tour Operators) was established in
(a) 1947 (b) 1990
(c) 1982 (d) 2000
20. IATO has _____ Action Committees.
(a) 1 (b) 10
(c) 13 (d) 12
21. The Transport Division TTDC at present has a fleet of _____ coaches.
(a) 10 (b) 12
(c) 14 (d) 15

22. The obligatory function of the local body includes
- (a) supply of water
 - (b) removal and disposal of filth and rubbish
 - (c) road transport services
 - (d) all the above
23. Local bodies are created through legislation by
- (a) State government (b) Central government
 - (c) Both (a) and (b) (d) None of the above
24. Planning for tourism ensures
- (a) Benefits will flow to a destination
 - (b) Negative impact will increase
 - (c) Conflict between residents and tourists will increase
 - (d) Tourism will be disadvantaged
25. Which demand refer to the demand for goods that are needed for final consumption?
- (a) Derived demand (b) Direct demand
 - (c) Indirect demand (d) None of these
26. Selecting suitable promotional mix elements _____ sales of tourism products.
- (a) Aids in increasing (b) Aids in decreasing
 - (c) Does not affect (d) Aids in maintaining
27. _____ is not an example of push marketing strategy used for tourism products.
- (a) Trade shows
 - (b) Advertisement
 - (c) Designing of tourism packages
 - (d) Personal selling

28. Which of the following are Niche Tourism Products?
(a) Eco-Tourism (b) Medical Tourism
(c) Wellness Tourism (d) All the above
29. Which of the following are initially identified circuits under SWADESH DARSHAN Scheme
(a) Spiritual Circuit (b) North-East Circuit
(c) Wildlife circuit (d) None of these
30. Ministry of Tourism is supporting AYUSH as a strategic approach to develop _____ in the country
(a) Health and Medical Tourism
(b) Religious Tourism
(c) Sports Tourism
(d) Cultural Tourism
31. _____ FDI is permitted in tourism construction projects, including the development of hotels and recreational facilities.
(a) 25% (b) 50%
(c) 75% (d) 100%
32. _____ scheme promotes travel to smaller heritage sights by reducing air tickets prices.
(a) UJALA (b) UDAY
(c) UDAN (d) UTSAV
33. Vision of National Tourism Policy-2015 is to develop and position India as a “Must _____” and “Must Revisit” destination for global travellers.
(a) Experience (b) Enjoy
(c) Entertain (d) Enchant

Part B

(7 × 6 = 42)

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

34. (a) Elaborate the importance of tourism statistics.

Or

- (b) Discuss the general problems of measurement.

35. (a) Discuss in detail about the role of WTO in global tourism.

Or

- (b) Discuss how the association of travel agents promote global tourism.

36. (a) Discuss the role and functions of International Hotel Association.

Or

- (b) Define International Civil Aviation Organization and Discuss about its role in promoting global tourism.

37. (a) Explain the steps taken by the ministry of tourism in developing the national tourism.

Or

- (b) Define tour operators and explain how they are instrumental in promoting national tourism.

38. (a) Detail the role of State Tourism Development Corporation.

Or

- (b) Write down the functions of Local bodies in creating tourist friendly environment.

39. (a) Explain tourist demand and supply how it is assessed.

Or

(b) Discuss how marketing and promotion helps in the development of tourism.

40. (a) Detail the effects of tourism with respect to employment generation.

Or

(b) Explain about cultural tourism.

N-0372

Sub. Code

205744

M.B.A. DEGREE EXAMINATION, MAY 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

Tourism

GLOBAL TOURISM

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Eco-Tourist is interested to visit a destination where there is
 - (a) Rich wildlife wealth
 - (b) Unique wildlife species
 - (c) Relatively unspoilt natural environment
 - (d) Dense forest

2. Tourism sector creates more ——— opportunities
 - (a) Job
 - (b) Fund raising
 - (c) Profit making
 - (d) Attractive

3. ——— is a hospitality, retail and education company owned by government of India, under Ministry of Tourism.
 - (a) IATD
 - (b) WTTC
 - (c) TAAI
 - (d) ITDC

4. Culture, History and Diversity in India are _____ image attributes.
(a) Positive (b) Negative
(c) Neutral (d) Environmental
5. Poverty, Dirt and Pollution in India are _____ image attributes.
(a) Neutral (b) Environmental
(c) Positive (d) Negative
6. The _____ founded in 1990, is the body which represents the Travel and Tourism private sector globally.
(a) Indian Association of Tour Operators
(b) International Air Transport Association
(c) Travel Agents Association of India
(d) World Travel and Tourism Council
7. _____ Tourism comprised inbound tourism plus outbound tourism.
(a) Domestic (b) International
(c) National (d) Local
8. Following are the types of travel agency except
(a) Partnership (b) Corporate
(c) Joint venture (d) Franchising
9. Destination marketing organization can be classified as Regional Destination Marketing Organisation and _____
(a) Social Destination Marketing Organisation
(b) Community Destination Marketing Organisation
(c) National Destination Marketing Organisation
(d) International Destination Marketing Organisation

10. World Travel and Tourism Council was established in
- (a) 1990 (b) 1951
(c) 1947 (d) 1966
11. Travel agency being seen on a _____ basis is owned by two or more individuals.
- (a) Corporate (b) Proprietorship
(c) Franchising (d) Partnership
12. A _____ deals with one component of travel product.
- (a) Tour operator (b) Corporate
(c) Travel agency (d) Tour broker
13. Which one of the following is not a challenge for Indian Tourism Industry?
- (a) Lack of proper infrastructure
(b) Amenities
(c) Culture and History
(d) Taxation
14. The importance of International Tourism is
- (a) Human trafficking
(b) Incidence of crime
(c) Revenue to the government
(d) Gambling
15. The Indian Tourism Development Corporation was established in _____.
- (a) 1966 (b) 1947
(c) 1951 (d) 1990

16. Which one of the following is not an Online Travel Agency?
- (a) Yatra.com (b) Makemytrip.com
(c) Myntra.com (d) Goibibo
17. _____ is such; that carefully manages its potential negative impact on the host community and local environment.
- (a) Agro Tourism
(b) Cultural Tourism
(c) Sustainable Tourism
(d) Village Tourism
18. _____ is the sign of economic impact of Tourism.
- (a) Increased Revenue
(b) Improved Communication Skills
(c) Improved Health Services
(d) Increased pollution
19. Tourism creates impact on
- (a) Individual (b) Family
(c) Culture (d) Community
20. Sustainable Tourism aims to provide maximum protection to local
- (a) Farming and vegetation
(b) Transportation
(c) People and Their Livelihood
(d) Commuters commuting

21. _____ approach of tourism do not consider interest of the Local Community.
- (a) Boosterism (b) Economic
(c) Sustainable (d) Physical Spatial
22. _____ is the strategic slogan of Ministry of Tourism as central principle of Tourism.
- (a) Atithi Aate Raho
(b) Grahko Devo Bhavo
(c) Atithi Padharo Mhare Desh
(d) Atithi Devo Bhavo
23. National Tourism Policy – _____ is stood on seven important pillars like; Swagat, Soochana, Suvidha, Suraksha, etc.
- (a) 2015 (b) 2002
(c) 2020 (d) 1982
24. National Tourism Policy _____, is the first tourism policy of the country.
- (a) 1975 (b) 1982
(c) 1990 (d) 2002
25. National Tourism Policy 1982 has succeeded to led the foundation of development by promoting _____ to boost the tourism industry
- (a) Eco Tourism
(b) FDI
(c) Public Private Partnership
(d) Privatisation

26. _____ was the focused area of National Tourism Policy 2002.
- (a) Tourism Product or Destination Development
 - (b) Building Tourist culture
 - (c) Building Motels
 - (d) Rural tourist site development
27. The Govt. has encouraged tourism fairs or exhibitions in abroad as a part of NTP
- (a) 1982 (b) 2002
 - (c) 2015 (d) 2020
28. _____, first time came on the Govt. agenda as a one important objective of NTP2015.
- (a) Middle India Tourism
 - (b) South Tourism
 - (c) Coastal Tourism
 - (d) North-East Tourism
29. International Yoga Day, is being celebrated on _____ as rich heritage of India
- (a) 21st Sept. (b) 21st June
 - (c) 21st July (d) 21st August
30. _____, is the policy of integrated and holistic development of selected pilgrim destinations to provide complete religious tourism experience.
- (a) Prakash (b) Promise
 - (c) Prasad (d) Prawas

31. Ministry of Tourism is supporting AYUSH as a strategic approach to develop _____ in the country.
- (a) Health and Medical Tourism
 - (b) Religious Tourism
 - (c) Sports Tourism
 - (d) Cultural Tourism
32. _____ FDI is permitted in tourism construction projects, including the development of hotels and recreational facilities.
- (a) 25%
 - (b) 50%
 - (c) 75%
 - (d) 100%
33. _____ scheme promotes travel to smaller heritage sights by reducing air tickets prices.
- (a) POR
 - (b) YUVAN
 - (c) UDAN
 - (d) NEP

Part B

(7 × 6 = 42)

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

34. (a) What is called WCED? Explain the same.
- Or
- (b) Explain about Kyoto Protocol 1997 in detail.
35. (a) What do you mean by Zoning system?
- Or
- (b) Write about the relationship between tourism and ecology.
36. (a) List out the major eco tourism destinations in India.
- Or
- (b) Explain the different market segments in world.

37. (a) What is called tourism attractions in market segments?

Or

(b) Write about share in global tourism.

38. (a) Explain about growth and prospects of tourism.

Or

(b) Write the recent trends in international tourism across the globe.

39. (a) Explain the global level accommodation in tourism resources.

Or

(b) Describe the problems of epidemics.

40. (a) Explain about legal barriers in tourism.

Or

(b) Describe the calamities created by human being in the world tourism.

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Sub. Code

205745

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

ONLINE PROGRAMME EXAMINATIONS

Tourism

Second Year – Fourth Semester

EMERGING ISSUES IN TOURISM

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Sustainable tourism does NOT aim primarily at
 - (a) The integration of local people in tourist operation or development
 - (b) Strong commitment to nature conservation
 - (c) Profit for big tour operators
 - (d) Social responsibility

2. Natural environmental-based tourism is known as?
 - (a) Pilgrimage tourism
 - (b) Agro tourism
 - (c) Eco-tourism
 - (d) None of the above

3. Department of tourism _____
(a) DTA (b) DTO
(c) DOT (d) None of these
4. Universal federation of travel agents association
(a) FTTA (b) UFTTA
(c) UFTA (d) FTTU
5. BSP stands for
(a) Billing and settlement plan
(b) Billing and system plan
(c) Billing and system procedure
(d) None of these
6. Prepaid and pre-arrangement trip is known as
(a) Tour operation (b) Itinerary
(c) Tour package (d) Brochure
7. State tourism development corporations means _____
(a) STDC (b) SDTC
(c) STTC (d) None of these
8. GSA means that _____
(a) Global sales agent
(b) General sales agent
(c) Global system association
(d) Global sales association

9. WTTC means that _____
- (a) World travel and tourism council
 - (b) World tourism and Travel Agent Council
 - (c) World travel and tourism corporation
 - (d) None of these
10. ICAO stands for
- (a) International civil aviation organization
 - (b) Indian civil airline organization
 - (c) Indian civil aviation organization
 - (d) International civil airline organization
11. 'Royal coaches' in India is called _____ trains
- (a) Rajadani express and royal oriented
 - (b) Palace on wheels and blue train
 - (c) Palace on wheels and royal orient
 - (d) None of these
12. Palace on wheels and royal orient trains journey started at _____ place
- (a) Chennai (b) Delhi
 - (c) Mumbai (d) Kolkata
13. _____ is the luxury train in North America
- (a) Palace on wheel
 - (b) Rocky mountaineer
 - (c) Blue train
 - (d) Rajadani express

14. Who was operated national rail way companies
- (a) Marco polo
 - (b) Benjamin D john
 - (c) Thomas cook
 - (d) None of these
15. Which of the following is not information you need when making a reservation ?
- (a) The full name of your customer
 - (b) The date of the sailing
 - (c) Immediate payment information for the deposit
 - (d) A category or desk level for the accommodation
16. Which company pioneered the cruise industry
- (a) Peninsular Steam navigation co.
 - (b) Cunard
 - (c) Carnival cruise lines
 - (d) White star
17. Families are often more comfortable when staying in
- (a) Spas
 - (b) Learning centers
 - (c) Apartments
 - (d) Farm house
18. Guest house are known as
- (a) Home — away — from — home
 - (b) Ryokans
 - (c) Bed and break fasts
 - (d) Hostels

19. Which type of accommodation provides an affordable and valuable experience for families with children
- (a) Ryokan (b) Spas
(c) Ranches (d) Resorts
20. Cottages and villas mostly found in _____
- (a) America (b) Europe
(c) England (d) Paris
21. Home — away — from — home concept represented _____
- (a) Farm houses
(b) Extended stay facilities
(c) Guest house
(d) None of these
22. Farm house is developed in _____
- (a) Italy (b) Europe
(c) Ireland (d) Germany
23. ETA stands for
- (a) Estimated travel arrival
(b) Estimated time arrival
(c) Estimated time departure
(d) None of these
24. ETD stands for _____
- (a) Estimated time departure
(b) Estimated time arrival
(c) Estimated time zone
(d) None of these

25. NUC means that
- (a) Neutral union of construction
 - (b) Normal unit of construction
 - (c) Neutral unit of construction
 - (d) None of these
26. The starting point of journey known as
- (a) Origin (b) Destination
 - (c) Stop over's (d) None of these
27. The ending point of the journey known as _____
- (a) Stop over's (b) Origin
 - (c) Destination (d) None of these
28. A computerized system used to access information about schedules, availability, fares and other travel for materials known as _____
- (a) Check in
 - (b) Computer reservation system
 - (c) Booking
 - (d) Check—out
29. A single flight on which space is shared and sold by two or more airlines
- (a) Code share (b) Cancellation
 - (c) Check- in (d) None of these
30. A description of a customers travel plans means that
- (a) Brochure (b) Itinerary
 - (c) Tour package (d) None of these

31. PNR means that
- (a) Passenger name report
 - (b) Passenger name record
 - (c) Personal name record
 - (d) Personal name report
32. The intermediate point or at a place between the origin and destination
- (a) Origin (b) Destination
 - (c) Transit point (d) Stop over
33. First point of arrival /last point of departure in a country / area
- (a) Exit point (b) Departure area
 - (c) Gate away (d) Arrival area

Part B (7 × 6 = 42)

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

34. (a) What are the steps taken to promote tourism by the govt. of our state?
- Or
- (b) Explain the dimensions of sustainability in tourism.
35. (a) Write about the certifications provided for travel industry.
- Or
- (b) What is called ecofriendly practices in responsible tourism?
36. (a) Discuss the role of ambassadors in exchanging cultures?
- Or
- (b) How does tourism improve the local development?

37. (a) How to maintain ecological and environmental balance?

Or

(b) Write about rebuilding tourism affected by natural catastrophes.

38. (a) Define political policies. How it affects tourism?

Or

(b) What are the problems faced by terrorism in tourism sector?

39. (a) What is called as tourism economic reforms?

Or

(b) What are the types of medical tourism?

40. (a) Explain the global trade and investments in tourism.

Or

(b) Describe the education methods in tourism in abroad countries.
